

Communication and Presentation Skills in the Professional Environment,

- short, credit bearing course -

General information

Number of ECTS: 3

Language: English

Modality: Blended

Proposed period: Summer Semester 2027 and 2028

Duration: 2 days online and 3 days onsite sessions

Target groups: undergraduate students

Number of Participants: 20

Prerequisites: none

Lecturers: **Prof Ira Prodanov Krajišnik, PhD, full professor, Academy of Arts, University of Novi Sad**

Prof. Ágnes Sávai-Matuska, PhD, associate professor, Faculty of Humanities and Social Sciences, University of Szeged

Learning outcomes

The course Communication and Presentation Skills in Professional Environment is created to develop the today's extremely important soft skills that are used not just in professional environment, but also in everyday life. We are facing many obstacles in interpersonal relations due to the lack of time, cultural diversity or other different reasons. One word that is not understood correctly or one "wrong" nonverbal gesture can often cause misunderstanding that could cost us partnership or friendship. Therefore we have to learn strategies in communication that will provide us good, healthy and enthusiastic environment for our work, projects or even life.

The lectures will demonstrate the latest scientific results connected with the phenomena of communication and presentation (performance) in the interdisciplinary frame where the aspects of philosophy, sociology and psychology will meet the innovative approaches to the subject from the field of art.

The activities are divided into three categories:

1. lectures
2. interactive discussion with participants
3. practical exercises in the application of previously presented skills

The participants will learn and practice successful communication and presentation through various interactive concepts. Understanding communication skills through verbal and visual content, will facilitate the mastery of the participants in creating suitable presentation (Ppt or Prezi). Upon completion of the course, participants should have enhanced their personal ability to communicate and present with professional rhetoric and have a working knowledge of their individual communication preferences and styles. An additional focus of the training is to familiarize participants with the knowledge of nonverbal communication that humans use in everyday life. The consciousness of how our body works while we are communicating (the theory of gestures) helps to understand others and helps to create clear ideas to our audiences. This is especially important since we are presenting our messages in more and more culturally diverse and complex environment. A special lecture will be devoted to the so-called “accessible communications” that include knowledge about the importance of creating the “communicational environment” suitable for persons with special needs, too.

The passing grade of the course will be awarded to the students that have:

1. The knowledge and understanding of
 - ✓ Communication process
 - ✓ Verbal types of communication
 - ✓ Nonverbal aspects of communication
 - ✓ Aspects of intercultural communication
2. Competence and skills
 - ✓ To speak in public according to the situation and time
 - ✓ To apply knowledge from nonverbal communication strategies
 - ✓ To solve the problems in communication with persons with special needs
 - ✓ To critically analyse the verbal processes in professional life
3. Judgement and approach
 - ✓ To be able to react in the process of possible “communication knots”

- ✓ To be able to use adequate communication “tools” to overcome misunderstanding
- ✓ To be able to relax and prepare the body for the public speech
- ✓ To be able to apply different methods of approach in understanding the cultures of Others

Course content

Lectures:

1. Why Communication Process Matters Today?
2. Public speaking – models and types
3. Nonverbal communication
4. How to make a successful Ppt presentation?
5. Communication in the Digital Environment
6. Communication with the persons with special needs - universal design and other important aspects of being equal in the communication process
7. Aspects of intercultural communication
8. Arts and communication
9. Meaningful and shallow business conversation
10. Stress management
11. Critical thinking in professional conversation

Exercises:

1. Impromptu speech
2. Writing an essay about the movie Larry Crown
https://www.imdb.com/title/tt1583420/?ref=fn_al_tt_1
or the movie The Intern <https://www.imdb.com/title/tt2361509/>
or the movie Contra <https://www.imdb.com/title/tt10628092/>
3. Making a rap song about communication that will be sang by the attendees (on following music <https://www.youtube.com/watch?v=aqZbswJFC-E>)
4. Ppt presentation exercise
5. Proverb exercise
6. BS phrases – yes or no?

Team Work:

1. The Clinique (groups of 4 solving a communication knot from the past of the members of the group)
2. The marshmallow challenge (solving problems in team work)
3. Making a video clip about intercultural communication problems

4. Analysing FB and Instagram profiles of the attendees
5. Creating a poster of good/bad communication

Course design

The online modules consist of theoretical parts, discussion parts, and practice parts.

1. The theoretical parts are delivered through lectures. The discussion parts are delivered through questions that encourage reflection. Students should talk with each other and write emails to each other via group emails in order to observe the communication in digital environment. The practice parts consist of assignments for the students to solve alone or in teams. Teacher-led online introduction and facilitation will be provided. The teams will be formed of the members that do not know each other in order to foster the communication between strangers.

2. Supervision will be provided for all the exercises and the process of team work.

3. All the learning materials, handouts, Ppt presentation will be shared via google drive or SOVA platform of University of Novi Sad

Assessment

Students pass the course when they have completed the online attendance of the lectures, exercises, essay and team projects.

Grades Marking scale:

Fail (5), E (6), D (7), C (8), B (9), A (10).

Grade (Definition) Points or % out of maximum points.

Characteristic.

A (Excellent, 10) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good, 9) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good, 8) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory, 7) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient, 6) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail, 5) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought. Some occasional examination elements of the course may have the grading scale pass

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices, includes suspension from the University for a specific period of time.

Entry requirements

To be student of undergraduate study program at the universities in the frame of EUGLOH alliance.

Further Information

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