



## Subject card

Subject name and code	Multimedia Business Presentations, PG_00049696						
Field of study	Management						
Date of commencement of studies	October 2020	Academic year of realisation of subject				2021/2022	
Education level	first-cycle studies	Subject group				Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	Full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				English	
Semester of study	3	ECTS credits				2.0	
Learning profile	general academic profile	Assessment form				assessment	
Conducting unit	Department of Informatics in Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Igor Garnik				
	Teachers		dr inż. Igor Garnik				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		4.0		16.0	50
Subject objectives	Acquiring the ability to prepare business presentations with the use of IT tools for creating multimedia.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W07] knows statistical and IT methods and tools that enable to obtain and present data on the organisation's resources		student knows methods and statistical IT tools that allow for the data resources acquisition and presentation of the organization		[SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation		
	[K6_U82] is able to obtain and process information related to field of study and academic environment in foreign language at B2 level of the Common European Framework of Reference for Languages (CEFR)		The student is able to search and present in the international environment information on issues related to the field of study.		[SU3] Assessment of ability to use knowledge gained from the subject [SU5] Assessment of ability to present the results of task		
Subject contents	Introduction to data presentation methods. Sound processing. Creating audio presentations. Selection of sound recording equipment. Registration and processing of video. Creating a video tutorial. Adding animation and interactivity to videos on websites. The use of animation methods in presentations. Team work - planning and making a presentation.						
Prerequisites and co-requisites	No requirements						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Practical exercises		60.0%		70.0%		
	Team project		60.0%		30.0%		
Recommended reading	Basic literature		<ol style="list-style-type: none"> <li>Bergström, B. (2008). Essentials of visual communication. Laurence King Pub.</li> <li>D. L. Adamy, Preparing and Delivering Effective Technical Presentations, Artech House Publishers, Boston - London, 2001.</li> <li>S. Bienvenu, The Presentation Skills Workshop, Amacom, New York, 2000.</li> <li>J. Kupsch, P. R. Graves, Here's How Create High-Impact Business Presentations, NTC/Contemporary Publishing Co., 1998.</li> </ol>				
	Supplementary literature		Austin, T., & Doust, R. (2007). <i>New Media in Graphic Design</i> . Harry N. Abrams, Inc.				
	eResources addresses						

Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"><li>• Create your own multitrack recording session. As a result, an audio presentation on a given topic is expected.</li><li>• Cut an video interview, so that it doesnt last longer than 4 minutes.</li><li>• Create a short video tutorial as a screencast.</li><li>• Add an interactivity and animations to video presentation.</li><li>• Create a simple 2D animation on a given topic.</li></ul>
Work placement	Not applicable