



Subject card

Subject name and code	Multimedia Business Presentations, PG_00049696						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2022/2023		
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	Preparing business presentation using IT tools						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[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.		[SU5] Assessment of ability to present the results of task [SU3] Assessment of ability to use knowledge gained from the subject		
	[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		[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
Subject contents	Introduction to data method presentation. Methods of information visualization. Basic IT tools for presentation. Improvement of using IT tools for presentation. Knowing all functionalities of presentation applications. Animation methods in presentation. Preparing presentation in group (plan and realization). Business case for presentation workgroup. Methods of joining IT tools for presentation. Audio and video presentations - individual student projects.						
Prerequisites and co-requisites	No requirements						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	2 individual projects		60.0%		50.0%		
	Team project		60.0%		50.0%		
Recommended reading	Basic literature		<ol style="list-style-type: none"> <li>Murray S., Interactive Data Visualization for the Web, 2nd Edition. O'Reilly Media, 2017</li> <li>Bergström, B., Essentials of visual communication. Laurence King Pub., 2008</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. New Media in Graphic Design. Harry N. Abrams, Inc, 2007
	eResources addresses	Adresy na platformie eNauczenie: Multimedia Business Presentations - 2022/2023 - Moodle ID: 21638 <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=21638">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=21638</a>
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> <li>• audio podcast</li> <li>• interactive video presentations on websites</li> <li>• video tutorials as a form of intra-organizational communication</li> <li>• visualizations using 2D animation</li> </ul>	
Work placement	Not applicable	