GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Multimedia Business Presentations, PG_00049696
Field of study	Management

Date of commencement of studies	October 2022	**Academic year of realisation of subject**	2023/2024
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_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
	[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

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
	Team project	60.0%	50.0%
	2 individual projects	60.0%	50.0%

Recommended reading	Basic literature	1. Murray S., Interactive Data Visualization for the Web, 2nd Edition. OReilly Media, 2017 Bergström, B., Essentials of visual communication. Laurence King Pub., 2008 2. D. L. Adamy, Preparing and Delivering Effective Technical Presentations, Artech House Publishers, Boston - London, 2001. 3. S. Bienvenu, The Presentation Skills Workshop, Amacom, New York, 2000. 4. J. Kupsch, P. R. Graves, Here"s How Create High-Impact Business Presentations, NTC/Contemporary Publishing Co., 1998.
	Supplementary literature	Austin, T., & Doust, R. New Media in Graphic Design. Harry N. Abrams, Inc, 2007
	eResources addresses	Adresy na platformie eNauczanie: Multimedia Business Presentations - 2023/2024 - Moodle ID: 27788 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=27788
Example issues/ example questions/ tasks being completed	• audio podcast • interactive video presentations on websites • video tutorials as a form of intra-organizational communication • visualizations using 2D animation	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.