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**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN
FEDERATION**

Federal State Autonomous Educational Institution of Higher Education

"Moscow Polytechnic University"

APPROVE

Vice-President

for International Affairs

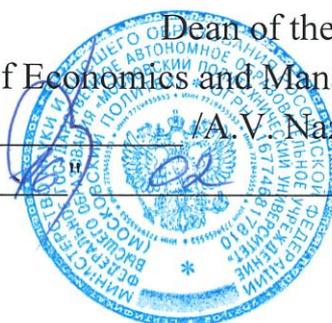
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" 16 " 2023

Dean of the Faculty
of Economics and Management

/A.V. Nazarenko/

" 16 " 2023



WORKING PROGRAM OF THE DISCIPLINE

“Art of Presentation Skills in Professional Sphere”

Field of study

38.03.02 Management

Educational program (profile)

"Business Process Management"

Qualification (degree)

Bachelor

Form of study

Half-time

Moscow 2023

Developer(s):

Associate Professor, Ph.D.



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1. The goals of mastering the discipline.

The discipline "Art of Presentation Skills in Professional Sphere" is intended for the formation of students' theoretical knowledge and practical skills in preparing presentations and public speaking, as well as conducting business negotiations for effective professional activities.

The main goals of mastering the discipline "Art of Presentation Skills in Professional Sphere" include:

- preparing students for the development of presentations for professional activities;
- preparing students to use presentations in their work;
- preparing students for self-study and continuous professional self-improvement.

To the main tasks mastering the discipline "Art of Presentation Skills in Professional Sphere" should include:

- preparation for the use of terms, basic theories characterizing the current state and trends in business development and its presentation;
- orientation in matters of presenting one's point of view;
- development of independent work skills in the development and presentation of presentations.

The list of planned learning outcomes for the discipline (module), correlated with the planned results of mastering the educational program.

As a result of mastering the discipline (module), students form the following competence and the following learning outcomes should be achieved as a stage in the formation of the relevant competence:

Competency Code	As a result of mastering the educational program, the student must have	List of planned learning outcomes by discipline
UK-4	UK-4. Able to carry out business communication in oral and written forms in the state language of the Russian Federation and foreign (s) language (s)	IUK-4.1. Takes into account the features of business communication in the state and foreign languages, depending on the characteristics of verbal and non-verbal means of communication IUK-4.2. Able to exchange business information in oral and written forms in the state and foreign languages, taking into account the originality of the style of official and unofficial letters, as well as socio-cultural differences in the format of correspondence IUK-4.3. Performs translation of professional

		texts from a foreign language into the state language of the Russian Federation and from the state language of the Russian Federation into a foreign language
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2. The place of the discipline in the structure of the OP of the bachelor's degree.

Discipline "The art of presentation in the field of professional activity" refers to the number of disciplines of the mandatory part B.1.8 of the educational program 38.03.02 - "Management".

The discipline "The Art of Presentation in the Sphere of Professional Activity" is interconnected logically and methodically with the following disciplines and practices of the OP:

- Information technologies in professional activity;
- Management of organizational changes;
- Operational management;
- Modern organizational management structures.

3. Structure and content of the discipline

The total labor intensity of the discipline is 3 credit(s) unit(s) (108 hours).

3.1. Types of educational work and labor intensity (according to the forms of education)

3.1.1. Half-time education

No. p / p	Type of study work	Number of hours	Semesters	
			2	-
1	Auditory lessons	36	36	-
	Including:			-
1.1	Lectures	18	18	-
1.2	Seminars/practical classes	18	18	-
1.3	Laboratory studies	-	-	-
2	Independent work	36	36	-
3	Intermediate certification	-	-	-
	Pass/Differential Pass/Exam	pass	pass	-
	Total	72	72	

3.2. Thematic plan for studying the discipline (according to the forms of education)

3.2.1. Half-time education

No.	Sections/topics disciplines	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lecture	Seminar / practical training	Laboratory studies	Practical training	
1	Topic 1. Fundamentals of public speaking	8	2	2	-	-	4
2	Topic 2. Content of presentations and public speaking using management information	8	2	2	-	-	4
3	Topic 3 Algorithm for preparing a public speech	8	2	2	-	-	4
4	Topic 4. Context of public speaking	8	2	2	-	-	4
5	Topic 5. Features of filing a public speech in order to improve professional activities	8	2	2	-	-	4
6	Topic 6. Preparing slides and handouts for the presentation	8	2	2	-	-	4
7	Topic 7. Development personalawn in the sphere public inspeeches	8	2	2	-	-	4
8	Topic 8. Basics of business negotiations	8	2	2	-	-	4
9	Topic 9. Techniques for conducting business negotiations using various types of presentations	8	2	2			4
	Total	72	18	18			36

3.3. The content of the sections of the discipline.

Topic 1. Fundamentals of public speaking (UK-4)

Public performance. Features of public speaking. Preparing a presentation. Presentation as a way of presenting materials for public speaking.

Topic 2. Content of presentations and public speaking using management information (UK -4)

Management information. Elements of public speaking with a presentation. Performance script. Objectives of the presentation. The structure of the speech. Presentation slides.

Theme 3 Algorithm training public speaking (UK-4)

Public speaking topic. Factors necessary to connect with the audience. Non-verbal means in communication and presentation. Diction and speech technique.

Topic 4. Context of public speaking (UK-4)

Oral presentation. Benefits of speaking. General requirements for public speaking. Preparation of a public speech: content, psychological and moral attitude of the speaker.

Topic 5. Features filing public speaking purposes improvement professional activity (UK-4)

Collection and selection of material for public speaking. Form of presentation of public speech. types of audiences and features of public speaking in front of them.

Topic 6. Preparing slides and handouts for the presentation (UK-4)

Planning of demonstration materials. Time planning. Presentation structure. Features of programs for creating presentations. Investment presentations.

Topic 7. Development personality in sphere public speaking (UK-4)

Fear of speaking. Skills and abilities necessary for successful public speaking. Methods for the formation of public speaking skills. Rules for successful performance.

Topic 8. Basics of business negotiations (UK-4)

Preparation of negotiations. Negotiation. Analysis of the results of negotiations. Stages of business negotiations. Questions are the main means of managing the course of negotiations and clarifying the point of view of the opponent.

Topic 9. Techniques for conducting business negotiations using various types of presentations (UK-4)

Negotiation strategies. Algorithm for creating presentations for negotiations. Visual effects in presentations. Ethics in business negotiations.

3.4. Topics of seminars / practical and laboratory classes

3.4.1. Seminar / Practical classes.

Topic 1. Fundamentals of public speaking (UK-4)

Topic 2. Content of presentations and public speaking using management information (UK-4)

Theme 3 Algorithm training public speaking (UK-4)

Topic 4. Context of public speaking (UK-4)

Topic 5. Features filing public speaking to improve professional activity (UK-4)

Topic 6. Preparing slides and handouts for the presentation (UK-4)

- Topic 7. Development personality in sphere public speaking (UK-4)
- Topic 8. Basics of business negotiations (UK-4)
- Topic 9. Techniques for conducting business negotiations using various types of presentations (UK-4)

3.5. Independent work

Independent work of students is carried out in the form of studying theoretical and practice-oriented economic sources of literature, developing practical skills for solving problems in the discipline

Section of discipline	Amount of independent work in hours
Topic 1. Fundamentals of public speaking (UK-4)	4
Topic 2. Content of presentations and public speaking using management information (UK-4)	4
Topic 3 Algorithm training public speaking (UK-4)	4
Topic 4. Context of public speaking (UK-4)	4
Topic 5. Features filing public speaking Vin order to improve professional activity (UK-4)	4
Topic 6. Preparing slides and handouts for the presentation (UK-4)	5
Topic 7. Development personality in sphere public speaking (UK-4)	5
Topic 8. Basics of business negotiations (UK-4)	5
Topic 9. Techniques for conducting business negotiations using various types of presentations (UK-4)	5
TOTAL	40

5. Educational technologies.

The methodology for teaching the discipline "The Art of Presentation in the Sphere of Professional Activity" and the implementation of a competency-based approach in the presentation and perception of the material provides for the use of the following active and interactive forms of conducting group, individual, classroom classes in combination with extracurricular work in order to form and develop the professional skills of students:

- preparation, presentation and discussion of presentations at seminars;

- situational tasks on the formation of the architecture of business processes.

4. Educational, methodological and information support

4.1. Main literature:

1. The art of presentation. Basic rules and practical recommendations / A.V. Muromtseva: Flint, Nauka; Moscow; 2011 ISBN 978-5-9765-1005-0, 978-5-02-037318- Text: electronic // https://www.litres.ru/static/or4/view/or.html?baseurl=/download_book/3373995/34591790/&art=3373995&user=14319401&uilang=en&catalit2&track_reading

4.2. Additional literature:

1. Blinov A.O., Ugryumova N.V. Change management: textbook - M.: Publishing and Trade Corporation "Dashkov and Co." 2017 - 304 p. - ISBN 978-5-394-02291-3 [Electronic resource]. ELS "University Library ONLINE" - URL:<http://biblioclub.ru/index.php?page=book&id=452539>
2. Kim S.A. Management theory: textbook - M.: Publishing and trading corporation "Dashkov and Co.". 2016 - 240 p. - ISBN 978-5-394-02373-6; [Electronic resource]. ELS "University Library ONLINE" - URL:<http://biblioclub.ru/index.php?page=book&id=453271>
3. Rubin, Yu. B. Managing your own business: textbook - 17th ed., add. - Moscow: Synergy University, 2021. - 1104 p.: ill. - (University series). - Access mode: by subscription. - URL:<https://biblioclub.ru/index.php?page=book&id=602851>- Bibliography. in book. - ISBN 978-5-4257-0504-4. - DOI 10.37791/978-5-4257-0504-4-2021-1-1104. - Text: electronic.

4.3 Electronic educational resources:

Electronic educational resource for the discipline is being developed.

4.4. Licensed and freely distributed software.

Office applications, Microsoft Office 2013 (or lower) - Microsoft Open License. License No. 61984042

4.5. Modern professional databases and information reference systems

1. <http://www.gov.ru> Server of state authorities of the Russian Federation.
2. <http://www.mos.ru> Official server of the Government of Moscow.
3. <http://www.minfin.ru> Ministry of Finance of the Russian Federation.
4. <http://www.garant.ru> GUARANTOR Legislation with comments.
5. <http://www.gks.ru> Federal State Statistics Service.
6. <http://www.rg.ru> Russian newspaper.
7. <http://www.prime-tass.ru> PRIME-TASS Economic Information Agency.
8. <http://www.rbc.ru> RBC (RosBusinessConsulting).
9. <http://www.businesspress.ru> Business press.

10. <http://www.ereport.ru>World economy.
11. <http://uisrussia.msu.ru>University Information System of Russia.
12. <http://www.forecast.ru>CMASF (Center for Macroeconomic Analysis and Short-Term Forecasting).
13. <http://www.cfin.ru>Corporate management.
14. <http://www.fin-izdat.ru>Publishing House "Finance and Credit"
15. <http://economist.com.ru>The Economist magazine.
16. <http://www.vopreco.ru>Journal "Economic Issues".
17. <http://www.mevriz.ru>Journal "Management in Russia and abroad"
18. <http://systems-analysis.ru>Systems Analysis Laboratory
19. <https://gtmarket.ru/concepts/7111>System analysis
20. <http://minpromtorg.gov.ru>Ministry of Industry and Trade of the Russian Federation.
21. <http://www.rg.ru>Russian newspaper.

5. Logistics support of discipline

Audiences for lectures and seminars of the general fund: study tables with benches, classroom board, portable multimedia complex (projector, projection screen, laptop). Teacher's workplace: table, chair.

6. Guidelines

6.1. Methodical recommendations for the teacher on the organization of training.

Current control (carried out by the lecturer and teacher): the correctness of answers to questions on the topics covered; assessment of existing opinions and approaches to solving specific problems; essay preparation; intermediate testing in separate sections of the discipline.

When performing current control, it is possible to use test material. Samples of control questions and tasks for conducting current control are given in the appendix. When implementing the undergraduate program, the organization has the right to use e-learning and distance learning technologies. All materials are placed in the LMS of the Moscow Poly (<https://online.mospolytech.ru/>).

When teaching people with disabilities, e-learning and distance learning technologies should provide for the possibility of receiving and transmitting information in forms accessible to them.

6.2. Guidelines for students on the development of the discipline.

Lecture - a systematic, consistent, monologue presentation by the teacher of educational material, as a rule, of a theoretical nature. When preparing a lecture, the teacher is guided by the working program of the discipline. In the course of lectures, it is recommended to keep a summary, which will later allow you to recall

the studied educational material, to supplement the content during independent work with literature.

You should also pay attention to categories, formulations that reveal the content of certain phenomena and processes, scientific conclusions and practical recommendations, positive experience in oratory. It is advisable to leave fields in the working notes on which to make notes from the recommended literature, supplementing the material of the lecture heard, as well as emphasizing the particular importance of certain theoretical positions.

Lecture conclusions summarize the teacher's reflections on educational issues. The teacher provides a list of used and recommended sources for studying a particular topic. At the end of the lecture, students have the opportunity to ask questions to the teacher on the topic of the lecture. When lecturing on the discipline, electronic multimedia presentations can be used.

Guidelines for students when working at the seminar.

Seminars are implemented in accordance with the working curriculum with consistent study of the topics of the discipline. In preparation for the seminars, the student is recommended to study the basic literature, get acquainted with additional literature, new publications in periodicals: magazines, newspapers, etc. In this case, the recommendations of the teacher and the requirements of the curriculum should be taken into account. It is also recommended to refine your lecture notes by making appropriate entries in it from the literature recommended by the teacher and provided by the curriculum. Abstracts should be prepared for presentations on all educational issues submitted to the seminar.

Since the student's activity in seminars is the subject of monitoring his progress in mastering the course, preparation for seminars requires a responsible attitude. In interactive classes, students should be active.

Guidelines for students on the organization of independent work.

Independent work of students is aimed at independent study of a separate topic of the academic discipline. Independent work is mandatory for each student, its volume is determined by the curriculum. During independent work, the student interacts with the recommended materials with the participation of the teacher in the form of consultations. The electronic library system (electronic library) of the university provides the possibility of individual access for each student from any point where there is access to the Internet.

If there are students from among persons with disabilities, they will be provided with printed and (or) electronic educational resources in forms adapted to their disabilities.

Methodological recommendations for the preparation of presentations.

A presentation (from the English word - presentation) is a set of color slide pictures on a specific topic, which is stored in a special format file with the PP extension. The term "presentation" (sometimes called "slide film") is associated primarily with the information and advertising functions of pictures that are designed for a certain category of viewers (users).

Multimedia computer presentation is:

- dynamic synthesis of text, image, sound;
- the most modern software interface technologies;
- interactive contact of the speaker with the demonstration material;
- mobility and compactness of information carriers and equipment;
- ability to update, supplement and adapt information;
- low cost.

Rules for the design of computer presentations

General Design Rules

Many designers argue that there are no laws and rules in design. There are tips, tricks, tips. Design, like any kind of creativity, art, like any way of some people to communicate with others, like language, like thought, will bypass any rules and laws.

However, there are certain recommendations that should be followed, at least for novice designers, until they feel the strength and confidence to create their own rules and recommendations.

Font design rules:

- Serif fonts are easier to read than sans-serif fonts;
- Capital letters are not recommended for body text.
- Font contrast can be created through: font size, font weight, style, shape, direction, and color.
- Rules for choosing colors.
- The color scheme should consist of no more than two or three colors.
- There are incompatible color combinations.
- Black color has a negative (gloomy) connotation.
- White text on a black background is hard to read (inversion is hard to read).

Presentation design guidelines

In order for the presentation to be well perceived by the audience and not cause negative emotions (subconscious or completely conscious), it is necessary to follow the rules for its design.

The presentation involves a combination of information of various types: text, graphics, musical and sound effects, animation and video clips. Therefore, it is necessary to take into account the specifics of combining fragments of information of various types. In addition, the design and demonstration of each of the listed types of information is also subject to certain rules. So, for example, for textual information, the choice of font is important, for graphic information - brightness and color saturation, for their best joint perception, optimal relative position on the slide is necessary.

Consider recommendations for the design and presentation of various types of materials on the screen.

Formatting text information:

- font size: 24-54 pt (headline), 18-36 pt (plain text);
- font color and background color should contrast (the text should be well read), but not hurt the eyes;

- font type: smooth sans serif font for body text (Arial, Tahoma, Verdana), decorative font can be used for heading if it is legible;
- italics, underlining, bold, capital letters are recommended to be used only for semantic highlighting of a text fragment.

Formatting graphic information:

- drawings, photographs, diagrams are designed to supplement textual information or convey it in a more visual form;
- it is desirable to avoid drawings in the presentation that do not carry a semantic load if they are not part of the style design;
- the color of graphic images should not contrast sharply with the overall style of the slide;
- illustrations are recommended to be accompanied by explanatory text;
- if a graphic image is used as a background, then the text on this background should be well readable.

The content and location of information blocks on the slide:

- there should not be too many information blocks (3-6);
- the recommended size of one information block is no more than 1/2 of the slide size;
- it is desirable to have on the page blocks with different types of information (text, graphs, diagrams, tables, figures) that complement each other;
- keywords in the information block must be highlighted;
- information blocks should be placed horizontally, blocks related in meaning - from left to right;
- the most important information should be placed in the center of the slide;
- the logic of presenting information on slides and in the presentation should correspond to the logic of its presentation.

In addition to the correct arrangement of text blocks, one must not forget about their content - the text. In no case should it contain spelling errors. You should also take into account the general rules for formatting the text.

After creating a presentation and its design, you need to rehearse its presentation and your performance, check how the presentation will look like as a whole (on a computer screen or projection screen), how quickly and adequately it is perceived from different audience locations, under different lighting conditions, noise accompaniment, in an environment as close as possible to the real conditions of the performance.

7. Fund of evaluation funds.

7.1. Methods for monitoring and evaluating learning outcomes

In the process of mastering this discipline, the student forms and demonstrates the following competencies:

COMPETENCES	List of components	Competence	Assessment	Degrees of
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INDEX	FORMULATION		formation technology	Tool Form**	levels of development of competencies
UK-4	Able to carry out business communication in oral and written forms in the state language of the Russian Federation and foreign (s) language (s)	<p>IUK-4.1. Takes into account the features of business communication in the state and foreign languages, depending on the characteristics of verbal and non-verbal means of communication</p> <p>IUK-4.2. Able to exchange business information in oral and written forms in the state and foreign languages, taking into account the originality of the style of official and unofficial letters, as well as socio-cultural differences in the format of correspondence</p> <p>IUK-4.3. Performs translation of professional texts from a foreign language</p> <p>IPK-3.2. Can use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technologies to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions, affecting the activities of the organization; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work.</p>	lecture, independent work, seminars	DS, E	<p>Threshold level:</p> <p>- is able to apply the acquired skills to prepare and conduct business negotiations and meetings, conduct business meetings, speak to an audience, incl. using a presentation, competently conduct a reception of visitors and telephone conversations, use knowledge in the field of business negotiations to implement professional skills;</p> <p>Advanced level:</p> <p>- owns the basics of business protocol and business ethics.</p>
		<p>IPK-3.3. Owns methods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparation of interested parties for cooperation (explanation, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.</p>			

7.2. Scale and criteria for evaluating learning outcomes

An indicator of competency assessment at various stages of their formation is the achievement by students of the planned learning outcomes in the discipline (module).

UK-4 -Able to carry out business communication in oral and written forms in the state language of the Russian Federation and foreign (s) language (s)				
Index	Evaluation criteria			
	2	3	4	5
IUK-4.1. Takes into account the features of business communication in the state and foreign languages, depending on the characteristics of verbal and non-verbal means of communication	The student demonstrates a complete lack of knowledge about the main approaches and methods for processing the results of system analysis in the field of management	The student demonstrates incomplete understanding of the main approaches and methods for formalizing the results of system analysis in the field of management	The student demonstrates gaps in knowledge about the main approaches and methods for formalizing the results of system analysis in the field of management	The student demonstrates the formed systematic ideas about the main approaches and methods for formalizing the results of system analysis in the field of management
IUK-4.2. Able to exchange business information in oral and written forms in the state and foreign languages, taking into account the originality of the style of official and unofficial letters, as well as socio-cultural differences in the format of correspondence	The student lacks the ability to develop and present programs for organizational development and change	The student has the non-systematic nature of the ability to develop and present programs for organizational development and change	The student has certain gaps in the ability to develop and present programs for organizational development and change	The student has the ability to develop and present programs for organizational development and change
IUK-4.3. Performs translation of professional texts from a foreign language into the state language of the Russian Federation and from the state language of the Russian Federation into a foreign language	The student does not have the skills to present information in a foreign language	The student has a generally successful, but unsystematic application of the skills of presenting information in a foreign language	The student has gaps in applying the skills of presenting information presentations in a foreign language	The student has a successful and systematic application of the skills of presenting information presentations in a foreign language

Scales for assessing the results of intermediate certification and their description:

Intermediate attestation of students in the form of a test is carried out based on the results of the implementation of all types of educational work provided for by the curriculum for a given discipline (module), while taking into account the results of current monitoring of progress during the semester. The assessment of the degree of achievement by students of the planned learning outcomes in the discipline (module) is carried out by the teacher conducting classes in the discipline (module) by the method of expert assessment. Based on the results of the intermediate attestation for the discipline (module), the mark "passed", "failed" is set.

Only students who have completed all types of educational work provided for by the work program in the discipline "The Art of Presentation in the Sphere of Professional Activity" (report, performance of multi-level tasks) are allowed to intermediate certification.

Evaluation scale	Description
Passed	All types of educational work provided for by the curriculum were completed. The student demonstrates the correspondence of knowledge, skills and abilities given in the tables of indicators, operates with the acquired knowledge, skills, skills, applies them in situations of increased complexity. In this case, minor errors, inaccuracies, difficulties in analytical operations, transferring knowledge and skills to new, non-standard situations can be made.
Not credited	One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete correspondence of knowledge, skills and abilities given in the tables of indicators, significant errors are made, the lack of knowledge, skills and abilities is manifested in a number of indicators, the student experiences significant difficulties in operating knowledge and skills when transferring them to new situations.

The list of evaluation tools for the discipline "Art of Presentation Skills in Professional Sphere"

OS number	Name of the evaluation tool	Brief description of the evaluation tool	Presentation of the evaluation tool in the FOS
1	Report, message (DS)	The product of the student's independent work, which is a public performance on the presentation of the results of solving a specific educational, practical, educational, research or scientific topic	Topics of reports, messages
2	Pass (D)	The final form of knowledge assessment. In higher education institutions are held during examination sessions.	Control questions for offset

7.3.1. Current control

**Topics of reports by discipline
"Art of Presentation Skills in Professional Sphere"
Formation of competence UK-4.**

1. Theoretical approaches to the problem of presentation
2. Presentation Techniques and Techniques
3. Structure of public speaking
4. Features of the perception of information by listeners
5. Zero Presentation Rules
6. Techniques for releasing fear and anxiety
7. Storytelling as a way to convey information
8. Storytelling is a new marketing tool
9. Algorithm and purpose of stories
10. Presentation slide packaging
- 11 Modular presentation principle
- 12 Market positioning of the company through storytelling
- 13 Image of speaker/speaker
- 14 Non-verbal behavior while speaking
- 15 Personal effectiveness of the speaker
- 16 The speaker's problem field
- 17 My point of view on public speaking
- 18 Developing a presentation training scenario
- 19 Planning and preparing information for presentation
- 20 Basic principles of slide design
- 21 Rules for constructing a composition on presentation slides

- 22 Techniques for attracting the attention of the audience during a speech
 23 Prevention of getting rid of anxiety before a performance

Report Evaluation Criteria

N o.	Criterion	Grade			
		ex.	choir.	satisfactory	unsatisfactory
1	Report Structure	The report contains semantic parts, balanced in volume	The report contains three semantic parts, unbalanced in volume	One of the semantic parts of the report is missing	The report does not trace the presence of semantic parts
2	Content of the report	The content reflects the essence of the problem under consideration and the main results obtained.	The content does not fully reflect the essence of the problem under consideration or the main results obtained.	The content does not fully reflect the essence of the problem under consideration and the main results obtained.	The content does not reflect the essence of the problem under consideration or the main results obtained.
3	Ownership of the material	The student fully owns the material presented, is oriented in the problem, freely answers questions	The student owns the material presented, is oriented in the problem, finds it difficult to answer some questions	The student is not fluent enough in the material presented, poorly oriented in the problem	The student does not own the material presented, poorly oriented in the problem
4	Relevance to the theme	The presented material is fully consistent with the stated topic.	The material presented contains elements that are not relevant to the topic.	The material presented contains a large number of elements that are not related to the topic.	The material presented is slightly relevant to the topic.

7.3.2. Intermediate certification

Control questions for the test in the discipline "Art of Presentation Skills in Professional Sphere" Formation of competencies UK-4

- 1 Strategic presentation opportunities.
- 2 Historical aspects of the presentation. Formation and development of this phenomenon.
- 3 Theoretical and methodological issues of the presentation.
- 4 Definitions and approaches to presentation.
- 5 Types and genres of presentations.
- 6 Computer presentation software.
- 7 Presentation equipment.
- 8 Computer presentation technology.
- 9 Possibilities of PowerPoint and other programs for creating presentations.
- 10 Script presentations.
- 11 Preparatory stage of the presentation.

- 12 Assembling the presentation.
- 13 Presentation decoration.
- 14 Design composition presentation.
- 15 Music design and sound design.
- 16 Demonstration presentation.