

When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking [here](#).

Refer to guidance notes for completion of each section of the specification.

Module Code:	BUS485
---------------------	--------

Module Title:	Introduction to Speaking in Public
----------------------	------------------------------------

Level:	4	Credit Value:	10
---------------	---	----------------------	----

Cost Centre(s):	GDZB	HECoS code:	100078
------------------------	------	--------------------	--------

Faculty:	SLS	Module Leader:	Owen Dale
-----------------	-----	-----------------------	-----------

Scheduled learning and teaching hours	10 hrs
Placement tutor support	4 hrs
Supervised learning eg practical classes, workshops	8 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total contact hours	22 hrs
Placement / work based learning	0 hrs
Guided independent study	78 hrs
Module duration (total hours)	100 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Standalone module Affiliated to BA(Hons) Business for QAA purposes	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Pre-requisites
None

Office use only	
Initial approval: 08/10/2020	Version no: 1
With effect from: 08/10/2020	
Date and details of revision:	Version no:

Module Aims

This module will provide a detailed introduction to the key principles and general application of co-production in the design, delivery and evaluation of services.

Module Learning Outcomes - at the end of this module, students will be able to

1	Demonstrate an understanding of the key principles behind effective public speaking.
2	Understand and be able to explain the difference between effective and ineffective public speaking.
3	Identify the strengths, weaknesses, challenges and opportunities associated with their own public speaking skills.
4	Construct an action plan for managing these strengths, weaknesses, challenges and opportunities.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
<i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i>	
CORE ATTRIBUTES	
Engaged	
Creative	
Enterprising	
Ethical	
KEY ATTITUDES	
Commitment	
Curiosity	
Resilient	
Confidence	
Adaptability	
PRACTICAL SKILLSETS	
Digital fluency	
Organisation	
Leadership and team working	
Critical thinking	
Emotional intelligence	
Communication	

Derogations

None

Assessment:

Indicative Assessment Tasks:

Assessment will take the form of a recorded presentation, where students present an action plan for managing their own public speaking strengths, weaknesses, challenges and opportunities, referring to course content accordingly. Award will be contingent upon a minimum level of engagement with each aspect of course delivery, and meeting minimum assessment criteria.

Action plan minimum word count 1000 words, alongside a 10 minute presentation.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 to 3	Learning logs/journals	75
2	4	Presentation	25

Learning and Teaching Strategies:

The full delivery of the course will be online, via Moodle. It will comprise:

- **20x 30minute podcasts:** featuring Mike Corcoran plus expert guests as appropriate, discussing the key principles behind effective public speaking. Students will be expected to listen to an average of 1 podcast per working day for the duration of the 4-week course
- **Links to recommended reading and other media:** providing additional context and detail to that covered in the podcasts.
- **8x 1hour live seminars:** where students will discuss and reflect on the course content.
- **A discussion forum:** in which students will be expected to engage with one another.
- **Practical task briefs:** recommended weekly self-directed tasks for students to apply skills.
- **4x 'Ask Me Anything' sessions:** where students can reserve 15 minutes of 121 time with Mike Corcoran to discuss any aspects of the course as they wish.

Syllabus outline:

Structure (2 hr)

- Public speaking definition and scenarios.
- Objectives
- Narratives
- Story telling

Tools (1 hr)

- Notes and worksheets

Syllabus outline:

- Visual aides and props
- Physical space as a tool
- Other people as tools

Delivery (3 hr)

- Passion
- Diction
- Tone of voice
- Language
- Body language

Nerves (1 hr)

- Theory
- Management

Questions (1 hr)

- Asking questions
- Answering questions
- Practical techniques

Listening (1 hr)

- Active listening theory
- Active listening techniques

Public speaking in action (1 hr)

- Case studies
- Worst case scenario planning.

Indicative Bibliography:

Essential reading

TED (2020). "Before Public Speaking ..." (Playlist) >
https://www.ted.com/playlists/226/before_public_speaking

Corcoran, M. (2020). "The 5 Pillars of Highly Effective Public Speaking" (short blog) > <https://startup-club.co.uk/articles/the-5-pillars-of-highly-effective-public-speaking>

Langston, Camille, A. "How to use rhetoric to get what you want" (short video) >
<https://www.youtube.com/watch?v=3kIMM9BkW5o>

Other indicative reading