

Presentation and Writing Skills

Prepared by Dr. Manal El-Sayed

Introduction to the course

MGM223



BREIF BIO

ABOUT THE INSTRUCTOR

- ❑ **PHD Holder from Cairo University. Faculty of Economics and political Science. Public Administration Department.**
- ❑ **Assistant professor at an Egyptian University.**
- ❑ **Consultant for Administrative and institutional development.**
- ❑ **Reviewer to many different international journals.**
- ❑ **Supervisor on DPA programs in an academy.**



مواعيد المحاضرات الخاصة بالكورس



GO THROUGH YOUR COURSE PLAN

YOUR COURSE TITTLE IS

PRESENTATIONS AND WRITING SKILLS

This course helps students discover how to craft presentations around essential objectives, present key concepts and ideas with power and enthusiasm, design, and present effective visuals, and employ techniques for polishing and mastering presentation delivery. Executives, managers, and staff alike will boost presentation performance with this training course.

Topics:

- Communication Types.
- Types of Audience.
- The main Types of writing.
- Effective Persuasive content.
- Essentials for Dynamic Presentations.

Learning Outcomes:

- Explore how presentation and writing work.
- Understand what happens in front of an audience.
- Practice a whole range of techniques.
- Learn the hints and tips for an effective presentation.
- Stretch your capacity to present.
- Present with style and presence.
- Using support materials.

THE MAIN TOPICS

**CHAPTER 1: UNDERSTANDING BUSINESS COMMUNICATION IN
TODAY'S WORKPLACE.**

Which will cover:

- ❖ **Understanding Why Communication Matters**
- ❖ **Communicating in Today's Global Business Environment.**
- ❖ **Exploring the Communication Process.**
- ❖ **Committing to Ethical Communication.**
- ❖ **Communicating in a World of Diversity.**

The following topics will be covered:

CHAPTER 2: MASTERING TEAM SKILLS INTERPERSONAL COMMUNICATION.

- ❖ **Communicating Effectively in Teams.**
- ❖ **Collaborating on Communication Efforts.**
- ❖ **Making Your Meetings More Productive**
- ❖ **Improving Your Listening Skills.**
- ❖ **Improving Your Nonverbal Communication Skills**
- ❖ **Developing Your Business Etiquette.**
- ❖ **Advantages and Disadvantages of Teams.**
- ❖ **The most effective teams share the following characteristics.**

The following topics will be covered:

CHAPTER 3: PLANNING BUSINESS MESSAGES

Which will cover:

Understanding the Three-Step Writing Process

- ❖ Planning business messages
- ❖ Writing business messages
- ❖ Completing business messages

The following topics will be covered:

CHAPTER 4: WRITING BUSINESS MESSAGES

WHICH WILL COVER:

- ❖ **Being Sensitive to Your Audience's Needs.**
- ❖ **Building Strong Relationships with Your Audience.**
- ❖ **Composing Your Message: Choosing Strong Words.**
- ❖ **Composing Your Message: Creating Effective Sentences**

The following topics will be covered:

CHAPTER 5: WRITING PERSUASIVE MESSAGES.

WHICH WILL COVER:

Using the Three-Step Writing Process for Persuasive Messages

Step 1: Planning Persuasive Messages

Step 2: Writing Persuasive Messages

Step 3: Completing Persuasive Messages

The following topics will be covered:

CHAPTER 6: UNDERSTANDING AND PLANNING REPORTS AND PROPOSALS.

WHICH WILL COVER:

- ❖ The Types Of Reports.
- ❖ Applying the Three-Step Writing Process to Reports and Proposals.
- ❖ Supporting Your Messages with Reliable Information.
- ❖ Conducting Secondary Research.
- ❖ Documenting Your Sources

The following topics will be covered:

CHAPTER 7 : WRITING AND COMPLETING REPORTS AND PROPOSALS

WHICH WILL COVER:

- ❖ **Adapting to Your Audience.**
- ❖ **Drafting Proposal Content.**
- ❖ **Helping Readers Find Their Way.**
- ❖ **Designing Effective Visuals**
- ❖ **Completing Reports and Proposals**

The following topics will be covered:

CHAPTER 8 : BUILDING CAREERS AND WRITING RESUMES

WHICH WILL COVER:

- ☐ how to find the ideal opportunity in today's job market.
- ☐ building an effective LinkedIn profile.

The following topics will be covered:

**CHAPTER 9 : APPLYING AND INTERVIEWING FOR
EMPLOYMENT.**

WHICH WILL COVER:

- **PREPARING FOR A JOB INTERVIEW**
- **INTERVIEWING FOR SUCCESS**
- **FOLLOWING UP AFTER AN INTERVIEW.**



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Thank You

