

Presentation Skills

HIGHER NATIONAL DIPLOMA

演示技巧

【英】苏格兰学历管理委员会 (SQA)

Unit Student Guide

BUSINESS

DE20 35



 中国时代经济出版社


SCOTTISH
QUALIFICATIONS
AUTHORITY

Presentation Skills

HIGHER NATIONAL DIPLOMA

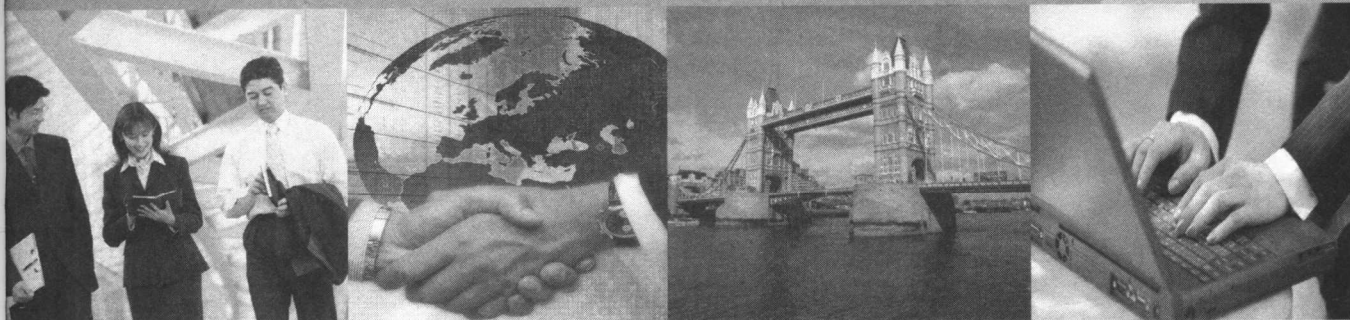
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Presentation Skills

演示技巧

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1

Introduction to the Scottish Qualifications Authority

This Unit **DE20 35 Presentation Skills** has been devised and developed by the Scottish Qualifications Authority (SQA). Here is an explanation of the SQA and its work:

The SQA is the national body in Scotland responsible for the development, accreditation, assessment and certification of qualifications other than degrees.

Its website can be viewed on: www.sqa.org.uk

SQA's functions are to:

- devise, develop and validate qualifications, and keep them under review
- accredit qualifications
- approve education and training establishments as being suitable for entering people for these qualifications

- arrange for, assist in, and carry out the assessment of people taking SQA qualifications
- quality-assure education and training establishments which offer SQA qualifications
- issue certificates to candidates.

In order to pass SQA units, you must complete prescribed assessments. These assessments must meet certain standards.

The Unit Specification outlines the **three** Outcomes that you must complete in order to achieve this unit. The Specification also details the knowledge and/or skills required to achieve the Outcome or Outcomes. The Evidence Requirements prescribe the type, standard and amount of evidence required for each Outcome or Outcomes.

2

Introduction to the Unit

2.1

What is the Purpose of this Unit?

This unit is designed to develop and apply the use of the advanced features of a presentation software package using a range of multi-media. It is also designed to develop the personal skills required to deliver effective presentations: to be able to critically evaluate your own performance, and to manage resources including problem solving, with minimum assistance. This unit would be suitable for candidates wishing to gain advanced skills in planning/preparing and delivering presentations.

2.2

What are the Outcomes of this Unit?

1. Identify, describe and evaluate a variety of business presentation methods appropriate to different presentation scenarios.
2. Select and prepare a screen-based presentation on an agreed topic.
3. Deliver a screen-based presentation.

Outcome 1 describes the differences between the varying methods used to deliver presentations, and the suitability of each for different presentations.

Outcome 2 builds practical skills using an electronic software package.

Outcome 3 develops the skills necessary to deliver a presentation to an audience and the techniques required to do this effectively.

Further details can be found in Appendix 1 — Unit Specifications.

2.3

What do I
Need to be
Able to do in
Order to
Achieve this
Unit?

You will be required to demonstrate your knowledge and/or skills by the production of a response to the assessment providing evidence that you have met all the performance criteria for the unit, as identified in the Unit Specification.

2.4

Approximate
Study Time
for this Unit

While the exact time allocated to this unit is at the discretion of the centre, the notional design length is 40 hours.

**2.5
Equipment/
Material
Required for
this Unit**

You should have access to a PC and Microsoft Office 2000.

You should be issued with:

- work disk or network area with appropriate login
- the following files

Big Cats.ppt

Bird.jpg

Creating Presentations.ppt

Crown Conference Centre.ppt

Flowcharts.ppt

Garden packs.ppt

Gardening Club.ppt

Induction Programme.doc

JCN Computers Ltd.ppt

JCN Annual Conference.ppt

Lion.ppt

Panorama.jpg

Seasonal Gardening.doc

Songbird.ppt

Sunset.jpg

Tiger.jpg

Water Lilies.jpg

Wild cats.pot

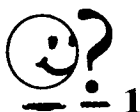
2.6 Symbols Used in this Unit

The various Learning Materials sections are designed so that you can work at your own pace, with tutor support. As you work through the Learning Materials (see Section 5), you will encounter symbols. These symbols indicate that you are expected to carry out a task. **These tasks are not Outcome Assessments.** They are exercises designed to consolidate learning or encourage thought, in preparation for the Outcome Assessment (see Section 3 — Assessment Information for this Unit).

Activity

This symbol indicates an Activity(A). Usually, Activities are used to improve or consolidate your understanding of the subject in general or a particular feature of it.

In this unit, you are asked to undertake a variety of Activities to develop the skills outlined in Section 5.2.2.

**Self-Assessed
Question**

This symbol indicates a Self-Assessed Question. Using a Self-Assessed Question helps you check your understanding of the content that you have already covered. The Self-Assessed Questions in this guide will often take the form of case studies to identify different requirements for presentations, practical exercises using the software package.

Everything is provided for you to check your own responses. Answers to the Self-Assessed Questions are to be found at the back of the Unit Student Guide. Where suggested responses to Self-Assessed Questions are provided in the Unit Student Guide, **you**

are strongly discouraged from looking at these responses before you attempt the Self-Assessed Question. The Self-Assessed Questions throughout the Unit Student Guide will help you to prepare yourself for the formal assessments, and to identify topic areas in which you will require clarification and additional tutor support. The Self-Assessed Questions will not serve this purpose if you look at the answers before trying them!

Self Assessed Questions and Activities are designed to be checked by you. No tutor input is necessary at this stage unless special help is requested, although from time to time your tutor may wish to view your responses to Self-Assessed Questions to see how you are progressing.

3

Assessment Information for this Unit

3.1

What Do I
Have to Do to
Achieve this
Unit?

There are three Outcomes in this unit, and there are two formal assessments that relate to these three Outcomes. In order to achieve the unit you must provide evidence that you have met all the performance criteria for the unit as identified in the Unit Specification for DE20 35 **Presentation Skills**. Outcome 1 is assessed separately; Outcomes 2 and 3 are assessed holistically through the preparation, production and delivery of a short screen-based presentation.

4

Suggested Lesson Plan

The Learning Materials (see Section 5) are designed to lead you through a series of Activities, which will allow you to consolidate your learning and check on your own progress. Your tutor may wish to view your work to monitor your progress through the study guide, or for other purposes.

