

Presentation Guidelines

For the presentation, the rules of academic work apply. All uses of external sources, graphics, tables, and figures, whether explicit or implicit, must be properly cited in the slide texts in accordance with the requirements of academic work.

Structure of the slide presentation (Recommended):

title slide

outline

slides on main point

summary/conclusion

list of figures

bibliography

The presentation should follow the following guidelines:

Duration: Max. 10 minutes

Visual layout: PowerPoint

Subject/Topic: course related

Introduction (Outline)

The first section of a presentation should provide a useful outline and lead into the topic:

- Why is the topic relevant and what are the open questions?
- What will be covered and why?
- What is the structure of the presentation and what should the audience expect in the main part?

Main Subject: Structure and Argumentation

The presentation of an academic topic should be interesting and organized along conclusive and comprehensible argumentation. This is only possible if the presentation is coherent. Good presentations are characterized by their comprehensible and verifiable nature.

Conclusion

For the audience, the conclusion should offer both a balanced conclusion and summary. This is not merely a repetition of what was previously said. In the conclusion, introduce no new lines of thought or arguments, instead, synthesize the covered content.

Topic Selection

To acquire the necessary knowledge of the topic, begin by researching suitable literature and reviewing the recommended reading. Next, prioritize the content and structure your thoughts and argument. Draft an initial outline. Choose carefully from the vast amount of information available to

you. A logical order of the main points is crucial for comprehensibility. The key questions and arguments must be coherent. Always check for clarity and logic in your argument. Once the concept is ready, you can begin with final structure and layout design of your PowerPoint slides.

Bibliography

A bibliography must be included in any presentation. Include all referenced academic publications and materials that are explicitly included in the presentation according to the APA Style (<https://apastyle.apa.org/>). The titles are listed in alphabetical order. Please place the bibliography at the end of your slide presentation and do not use secondary sources like Wikipedia.

Formatting:

- Book

Author, A. A. (Year of publication). Title of work: Capital letter also for subtitle. Location: Publisher.

Bassen, A. (2005): Overview of financial controlling. Stuttgart: Schäffer-Poeschel.

- Chapter from a volume

Author, A. A., & Author, B. B. (Year of publication). Title of chapter. In A. A. Editor & B. B. Editor (Eds.), Title of book (pages of chapter). Location: Publisher.

Roth, G. (2009). Warum sind Lehren und Lernen so schwierig? In: Herrmann, U. (Ed.): Neurodidaktik. Grundlagen und Vorschläge für gehirngerechtes Lehren und Lernen (2nd ed.). (pp. 58–68). Weinheim: Beltz.

- Journal article

Author, A. A., & Author, B. B. (Date of publication). Title of article. Title of Journal, volume number (issue number if available). Retrieved from <https://www.example.com/full/url/>

Students, P. (2010): Formula simple. Magazine for Computer Technology, 10:22. Retrieved from <https://www.example.com/full/url/>

- Internet source

Author, A. A. & Author B. B. (Date of publication). Title of page [Format description when necessary]. Retrieved from <https://www.example.com/full/url/>.

Eason, J. (2014): Android Studio 1.0. (URL: <http://androiddevelopers.blogspot.de/2014/12/android-studio-10.html> [last accessed: 22.04.2016]).

References: UIBH Presentation Guidelines, UCLan Presentation Guidelines, FH-Dortmund Presentation Guidelines