

Licence Administration économique et sociale

Elevator pitch

Responsable	Descriptions	Informations
Claire GIUNTA, PITOIS claire.GIUNTA@univ-amu.fr	Code : BAS6V5A Nature : Domaines : Droit, Économie, Gestion	Composante : Faculté d'Économie et de Gestion Nombre de crédits :

LANGUE(S) D'ENSEIGNEMENT

Anglais

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CONTENU

1) Goals:

In this class, students will learn all about the Elevator Pitch and how to create their own.

They will be able to write their speech, to design their presentation and to present it to an audience.

2) Course outline:

Chapter 1: Definition and structure of an Elevator Pitch?

Chapter 2: Why an Elevator Pitch and what for?

Chapter 3: How to create your personal Elevator Pitch?

COMPÉTENCES À ACQUÉRIR

This course proposes to the student the acquisition of skills in professional and personal communication towards

managers or potential recruiters. At the end of this course, the student will be able to:

- Understand the mechanisms and the strategy of an Elevator Pitch
- Design a presentation of his/her own Elevator Pitch.
- Make in 60 seconds in front of a large public, by means of all the necessary medias, an oral presentation of his work.
- Answer any questions from the public regarding the Pitch.

MODALITÉS D'ORGANISATION

3 heures TD + Ressources sur la plate-forme Ametice.

BIBLIOGRAPHIE, LECTURES RECOMMANDÉES

- Sarah ARCHER. Straight to the Top: How to Create and Deliver a Killer Elevator Pitch, 1st edition. Lemon Squeeze Ltd Gloucester UK 2016.

- Chris WESTFALL. The New Elevator Pitch. 1st edition. Marie Street Press Dallas TX USA. 2012

VOLUME HORAIRE

- Volume total: 7 heures
- Cours magistraux: 4 heures
- Travaux dirigés: 3 heures

CODES APOGÉE

- BAS645A [ELP]

M3C

Aucune donnée M3C trouvée

POUR PLUS D'INFORMATIONS



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