

HONG KONG BAPTIST UNIVERSITY
Task Force on Research Student Training Framework

Research Student Development Activity (For AY2026/27)

1. Activity Title

ENTR1005 - How to Captivate Any Audience and Connect Emotionally with Your Audience

2. Offering Department/ Unit

KTO

3. Target Student Group (e.g. All students, Research Postgraduate students)

All students

4. Delivery Method (e.g. workshop, lecture, seminar)

Online lecture

5. Duration & Total No. of Hours (e.g. 2 hours per session per week for 3 weeks = Total 6 hours)

Around 1.5 hrs training + time of assignments

6. Aims & Objectives

Skill to captivate any audience and connect This online module will help anyone to be more effective whenever they need to communicate, present, or speak. The reason is simple: there are times that you need to pitch for resources, build your start-up, sell your product or service, lecture a class, or perhaps you are going to face an important interview for a promotion opportunity. You will learn proven techniques that level up your presentation and speaking effectiveness.

7. Expected Development Outcomes or Knowledge/Skills Attainment

To apply communication skills to engage and connect with an audience.

8. Expected Graduate Attributes Attained

[Input will be sought after the University completes the review process]