Syllabus
Academic Year 2025 - 2026

1. General information	
Course Code	ItEM
Course Title	Introduction to Entertainment Methods
Degree Cycle (Level)/ Major / Relation to curriculum	Bachelor's Degree 6/ «6B06102 - Software Engineering» KB
Year, trimester	2nd year, 4
Language of Instruction:	English
Lecturer(s)/ Instructors/ Instructor Contact Information	Abrayev Daniyal, Associate Professor 240851@astanait.edu.kz Astana IT University, Expo, C3 block, 3rd floor, office C1.3.352
Number of Credits	5

Workload of course components and credits per trimester							
	ECTS credits	Contact hours			IASS	SIS	Total hours
		Lectures	Practice sessions	Laboratory work			
	5	30	20		10	90	150

Prerequisites	None
Post requisites	Diploma work/project

2. Goals, objectives and learning outcomes of the course	
1. Course Overview/Description	This course serves as an exploration of modern entertainment formats, focusing on the art of presenting one's personal passions in an engaging and humorous way. Designed for students who enjoy sharing their interests with friends, this course introduces the concept of "PowerPoint parties" as a legitimate academic practice. Students will learn how everyday fascinations—from niche hobbies to absurd conspiracy-level theories—can be transformed into compelling, entertaining presentations. Throughout the course, students will experiment with multimedia storytelling, performative explanation, comedic framing, and spontaneous audience interaction. By the end, learners will understand how entertainment is constructed, why certain presentations captivate audiences, and how personal enthusiasm can become an academic resource.
2. Course Learning Goals	This course aims to introduce students to foundational entertainment techniques through the act of creating and delivering passion-driven presentations. Students will explore strategies for engaging an audience, structuring a narrative, and using visuals for comedic or dramatic effect. Through peer presentations and collaborative activities, students will reflect on what makes entertainment effective, how humor functions socially, and how person-to-person communication creates shared enjoyment. Students will also learn to analyze different styles of presenting (chaotic, informative, dramatic, unhinged, etc.) and adapt them for their own projects.
3. Course Learning Outcomes	**Knowing:** • Principles of audience engagement and entertainment dynamics.

| | • Basics of visual storytelling using slides, memes, images, and improvised commentary.
• How enthusiasm, humor, and personal interests influence presentation style.

Can:

• Develop and deliver an entertaining presentation on any personally meaningful topic.
• Structure a narrative arc appropriate for comedic or dramatic effect.
• Collaborate with peers during interactive or improvised segments.

Having the following skills:

• Design visually attention-grabbing slides using images, gifs, and chaotic-but-effective layouts.
• Apply critical thinking to analyze why certain presentations "work" and others fall flat.
• Engage audiences through humor, storytelling, and spontaneous performance.

Demonstrating the ability to:

• Apply entertainment techniques in real-time during live presentations.
• Adapt communication style to various audience moods and group dynamics.
• Maintain enthusiasm, creativity, and confidence while presenting unusual or highly niche topics.
• Participate in and contribute to a supportive, fun, community-oriented presentation environment. |

4. Methods/forms of teaching	Class discussions; project team presentations; attendance
5. Coursework and Grading Scheme	Your final grade will be determined by a continuous assessment approach, combining your performance in class, independent work, and project work. The overall assessment is broken down as follows: 1st Attestation (0%): This period covers Weeks 1-10 and includes: Lecture tests (10 points) Final Project (100%): A written group project defense that will test your comprehensive understanding of the course material. Note: If you receive less than a 25% score on either the 1st or 2nd Attestation, you will automatically fail the course and will need to retake it.
6. Academic Integrity	Cheating and plagiarism are serious academic offenses and will not be tolerated. This includes submitting work that is not your own, copying from published sources without proper citation, or submitting the same work for credit in multiple courses. Any student found engaging in these activities will receive a 0% for the assignment and may be subject

		to further disciplinary action by the university.
7.	Learning resources:	Main: 1) Tik-Tok 2) Instagram 3) Real life experience 4) VK
8.	Technology employed:	Any required software indicated during the class discussions
	9. Course Policies	Course Policies for In-Person Instruction: The following policies are in place to ensure a productive and equitable learning environment for everyone. Please familiarize yourself with these guidelines. Presence and Participation Regular attendance and active participation are vital for your success in this course. While attendance itself isn't a direct part of your grade, your presence is essential for team projects, in-class discussions, and understanding the material. Students who are late for more than 5 minutes will be marked as absent for that hour. If you miss more than 30% of the class time without a reasonable, documented excuse, you will receive a "not graded" mark and will not be permitted to take the final project. Deadlines and Late Submissions All assignments have strict deadlines. Most assignments are discussed in class on their due date, which means late submissions cannot be accepted. Any assignment submitted past the deadline will receive a grade of 0%. In the event of an extraordinary, documented circumstance, you must contact instructor in advance to request an extension. The Honor Code of Students Academic integrity is a cornerstone of Astana IT University. Cheating and plagiarism are defined by the university's academic conduct policies and include, but are not limited to: • Submitting work that is not your own. • Copying ideas, words, or graphics from any source without proper citation. • Submitting or using falsified data. • Submitting the same work for credit in two different courses without prior consent from both instructors. Any student found to have cheated or plagiarized on an assignment will receive a grade of 0% for that work, and further disciplinary action will be taken in accordance with university policy.

		Course Policies for Use of Generative AI
		The use of generative AI tools (such as ChatGPT, etc.) is permitted, with a very specific set of rules. You may use these tools to brainstorm ideas, improve grammar, and assist with formatting. However, you must not use AI to generate the core content or analysis of your work, especially for written reports and presentations. The ideas, analysis, and conclusions presented in your assignments must be your own original thought. Any use of generative AI that crosses this line will be treated as a violation of the university's academic integrity policy. If you are unsure about the appropriate use of AI, please consult with instructor.
		Extended Absences
		In the case of an extended absence due to a documented illness or other serious event, you must inform the School's Office in advance. You are personally responsible for catching up on all missed materials, assignments, and discussions.
		Final Project Policy
		Tests are taken on learn.astanait.edu.kz. All project assignments, including the final project, are conducted on the Moodle learning management system. No late submissions are allowed for assignments. You are expected to be prepared and submit your tests and projects within the allotted time. If you're name contain less than 4 letters you automatically fail this course.
		Course Privacy Statement
		Any discussions, presentations, or group activities conducted in this course may be visible to your classmates. By participating in the course, you consent to this shared learning environment. All materials, including lectures and assignments, are for use within this course only and may not be distributed or shared publicly without instructor's explicit permission.
10.	Course Schedule	According to official schedule by Academic department of Astana IT University
11.	Syllabus Inclusion Statements	This course is designed to be a safe and inclusive space where everyone can learn and contribute. I am committed to creating an environment that respects the diversity of all students. I encourage you to share your unique perspectives, experiences, and ideas, as they are a valuable resource for our collective learning.
		If you are facing any circumstances that might affect your performance in this class, please don't hesitate to reach out to instructor as soon as possible so we can work together to find solutions.

3.1 Abbreviations

#	Abbreviation	Meaning
1	IASS	Instructor assisted student study - Instructors assist students in achieving success by delivering support, feedback, and resources. This support might take the form of clarifying difficult topics, recommending additional materials, or providing individualized guidance.
2	SIS	Student independent study
3	IW	Individual work
4	GW	Group work
5	PA	Practical assignment
6	LW	Laboratory work
7	MCQ	Multiple choice quiz
8	PBT	Paper-based test

Instructor assisted student study (IASS) - Project

Individual students will create and deliver a presentation (8–15 slides) on a topic they are personally passionate about. Presentations must be submitted through Moodle according to the class schedule.

Projects will be evaluated along the following criteria:
- Quality of in-class presentation (100%) that includes the following:
- Content (60%) breakdown:

  - Relevance (15%):
    - How well the content aligns with the presentation topic.
    - Depth and breadth of the subject matter.
  - Accuracy (15%):
    - Correctness of information presented.
    - Use of reliable and credible sources.
  - Insight and Analysis (15%):
    - Quality of insights provided.
    - Level of critical thinking and analysis.
  - Completeness (15%):
    - Coverage of key points.
    - Inclusion of supporting details and examples.

- Organization breakdown (15%):

  - Structure (5%):
    - Clear introduction, body, and conclusion.
    - Logical flow of ideas.
  - Clarity (5%):
    - Clarity of main points and arguments.
    - Use of transitions to connect sections.
  - Timing (5%):
    - Adherence to the allotted time.
    - Effective pacing without rushing or dragging.

- Visual Aids breakdown (10%)

  - Design (5%):
    - Professional and visually appealing slides.
    - Appropriate use of colors, fonts, and layout.
  - Relevance (5%):
    - Use of visual aids to enhance understanding.
    - Proper integration of graphs, charts, images, and videos.

- Delivery breakdown (10%)

  - Engagement (5%):
    - Ability to engage the audience.
    - Use of eye contact, gestures, and movement.
  - Clarity and Confidence (5%):
    - Clear and confident speaking.
    - Appropriate volume, tone, and pace.

- Q&A breakdown (5%)

  - Response to Questions (5%):
    - Ability to answer questions accurately and thoroughly.
    - Demonstrating depth of knowledge and preparation.

  - Professionalism breakdown (5%)

  - Appearance and Etiquette (5%):
    - Professional attire and demeanor.
    - Politeness and respect throughout the presentation.

Reports similarity requirements: K1<70%, K2<5%. Projects will wrap up with the oral presentation and defense lasting twenty minutes in total. Use of PowerPoint along with any other appropriate technology is expected. Be creative when preparing and making your presentation. Avoid reading your paper in class. Concentrate on the main points. Defense of group project determines the level of theoretical knowledge and practical skills of the group members. Students must summarize the contents of the paper, give satisfactory answers to questions. Once the teams are formed, each team will receive a number. While submitting teamwork reports for checking and grading, please include the following information on the cover page (see a template below) to assure proper credit:
- Team number
- ID of all students in the team with their last and first names, and email addresses
- Title of the study
- Course name (Introduction to Entertainment Methods)

3.2 Course Plan

Week No	Course Topic	Lectures (h/w)	Practice sessions (h/w)	Lab. Sessions (h/w)	IASS (h/w)	SIS (h/w)
1	- **Introduction to Entertainment Methods** – What is a PowerPoint Party? – How humans entertain each other: enthusiasm, humor, and chaos	3	2	-	1	9
2	**How to Use Presentation Tools** – How to open PowerPoint, Google Slides, Canva – Basic slide creation, formatting, and adding memes	3	2	-	1	9

3	- **Media Literacy for Modern Presenters** – Understanding images, videos, and internet culture – Ethical use of sources, memes, and content	3	2	-	1	9
4	- **Communication Through Presentations** – Tone, pacing, clarity, and intentional chaos – Building connection with your audience	3	2	-	1	9
5	**Oratory Skills & Stage Presence** – Voice control, storytelling, comedic timing – Managing awkwardness and engaging the room	3	2	-	1	9
6	- **Visual Storytelling** – Slide aesthetics, color theory (but fun), typography – Crafting narratives using images and gifs	3	2	-	1	9
7	**Structuring Passion Presentations** – Topic selection and narrative arcs – Turning niche interests into maximum entertainment	3	2	-	1	9
8	- **Collaborative Presentation Methods** – Co-presenting with friends – Interactive elements: polls, quizzes, audience participation	3	2	-	1	9
9	- **Performance Psychology & Confidence** – Overcoming stage fright – Managing unexpected questions, laughter, or chaos	3	2	-	1	9
10	Final Review - Review of key concepts	3	2	-	1	9
	Total:	**30**	**20**	**-**	**10**	**90**

3.3 List of assignments for Student Independent Study

№	Assignments (topics) for Independent Study	Hours	Recommended literature and other sources (links)	Form of submission and deadlines
1	2	3	4	5
1	Reading and watching required lecture 1, preparing for class activities and discussions.	9	Youtube.com	Report on progress of Project 1 part 1 and deadline is the end of class 1

3.4 For instructor assisted student study (IASS) schedule and policy follow your course LMS Moodle.

4. Student performance evaluation system for the course.

Period	Assignments*	Number of points	Form of assessment	Total
1st attestation	Lecture tests (Week 1-10)	**10**	Tests on university platform (learn.astanait.edu.kz)	100
Final project	**Final Project (Week 10)**	**100**	Defense of Final Project	100
Total	**Final * 100% + Learn * 10%(Bonus Task)**	**100**		**100**

The complete title of the assignment must be clearly stated.
*** The number of assignments may vary depending on the course content and is determined by the course syllabus.*
**** Description of iROS or Social GPA elements, if applicable*
If a student receives less than 25% on 1st or 2nd attestation, it means automatic fail of the course.

Achievement level as per course curriculum shall be assessed according to the evaluation chart adopted by the academic credit system.

Letter Grade	GPA	Percentage	Description
A	4,0	95-100	Excellent
A-	3,67	90-94	
B+	3,33	85-89	Good
B	3,0	80-84	
B-	2,67	75-79	

C+	2,33	70-74		
C	2,0	65-69		
C-	1,67	60-64	Satisfactory	
D+	1,33	55-59		
D	1,0	50-54		
FX	0	30-49	Fail	
F	0	0-29		

Course Assessment Rubric for Student Performance Evaluation

Learning outcomes	Indicators	Excellent (90–100)	Good (70–89)	Satisfactory (50–69)	Fail 0-49
1. Teamwork and Collaboration	Demonstrates effective communication and cooperation within a team to complete a project.	Actively contributes to all team tasks, helps resolve conflicts, and consistently supports other team members.	Contributes effectively to team tasks and communicates openly with team members.	Participates in team tasks but contribution is inconsistent, or communication is unclear.	Fails to contribute to team tasks, leading to negative impact on team performance.
2. Problem-Solving and Critical Thinking	Applies Enertainment management methodologies to analyze real-world scenarios and propose effective solutions.	Identifies complex problems, applies advanced Entertainment management techniques to analyze them, and proposes innovative solutions.	Accurately identifies problems and applies standard entertainment techniques to propose sound solutions.	Identifies basic problems and applies fundamental entertainment management concepts, but solutions may be incomplete or flawed.	Fails to identify key problems or apply relevant entertainment management concepts to address them.
3. Project Management Knowledge	Demonstrates understanding of core Entertainment management concepts, including project lifecycles, risk assessment, and resource management.	Provides comprehensive and detailed explanations of all key concepts, linking them to practical application.	Accurately explains core concepts and provides relevant examples.	Provides a basic explanation of concepts but may lack detail or clarity.	Fails to explain fundamental entertainment management concepts.
4. Professional Communication	Presents information clearly and professionally in both written and verbal formats.	Delivers engaging and well-structured presentations with a clear and confident speaking style. Written	Delivers clear presentations. Written work is well-organized and contains minimal errors.	Presents information in a way that is sometimes disorganized or difficult to follow. Written work	The presentation is unclear, incomplete, or unprofessional. Written work is disorganized and contains

		work is well-organized and free of errors.		contains several errors.	numerous errors.
5. Independent Study	Conducts independent research to develop a comprehensive understanding of a specialized topic.	The research is extensive, well-sourced, and results in a highly insightful analysis. The presentation is engaging and demonstrates deep expertise.	The research is thorough, and the analysis is accurate and well-supported. The presentation is informative and clear.	The research is superficial, with a basic analysis and limited sources. The presentation lacks depth.	The research is inadequate or plagiarized. The presentation is incomplete or does not meet the requirements.

5. Course assessment methodology

Assessment is conducted continuously throughout the course, comprising 60% continuous assessment throughout the semester and 40% summative assessment during the examination session, totaling 100%. Continuous assessment evaluates students' ongoing performance through attendance, project defense, in-class activities, course assignments as well as independent study (SIS).

- **IASS (Instructor assisted student study)** - Instructors assist students in achieving success by delivering support, feedback, and resources. This support might take the form of clarifying difficult topics, recommending additional materials, or providing individualized guidance.
- **SIS** – Student engagement in self-directed study on assigned topics and the completion of relevant assignments given in the syllabus.
- **Final assessment** for the course "Project Management" includes Final Project defense *(No late submissions are allowed for final project. You are expected to be prepared and submit your final project within the allotted time).*

6. Lecturer (lecturers) signature

Full name	Job title	Date	Signature
Abrayev Daniyal	Senior Lecturer	05.09.2025	
Yan Kudashov	Teacher	05.09.2025	
Dana Tutkyshbayeva	Senior Lecturer	05.09.2025	
Damir Sheneussizov	Lecturer	05.09.2025	
Moldir Yergesh	Teacher	05.09.2025	
Bakdaulet Abdikul	Teacher	05.09.2025	