EGR 4396  Global Business Communication: Professional/Technical Speaking
Objective

- Students work in teams to research, design, and effectively deliver PPT presentations of technical subjects to diverse audiences.

- Students complete training in Technology Entrepreneurship (ENT 4340)
Topics Covered in Class

1. Communication principles, barriers, & solutions
2. Individual presentation skills & strategy
3. Team presentation skills & strategy
4. Ethical persuasion
5. Think-on-your feet (TOYF) skills & strategy with application to Q/A
Method/Process

- Overview and baseline presentation
- Topics 1, 2, 3
- Presentations I, II, III *
- Topics 4, 5
- Presentations IV, V*

*All presentations are recorded, then viewed, with feedback
Evaluation Criteria Elements

- Connects with audience
- Non-verbal and verbal delivery
- Use of visuals
- Team cohesion
- Accomplishes purpose
EGR 4396 alum wins Best Presenter award in Ethics Case Competition, Nov. 07.
CSS3308
PRIORITY
COMPETENCIES

- Eye contact
- Organization
- Support
- Visual support
- Language use
EGR4396
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SIMILARITIES

Nonverbal delivery
Language choice
Organization
Use of visual media
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CSS3308
DIFFERENCES

Team vs. Individual
Subject Matter
Oral Focus
RECOMMENDATION

Allow EGR4396 as an alternative to CSS3308 for students desiring a business or entrepreneurship focus.