PRESENTATION TO ENGINEERING FACULTY AND ADVISORY BOARD

FRIDAY, APRIL 25, 2008

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



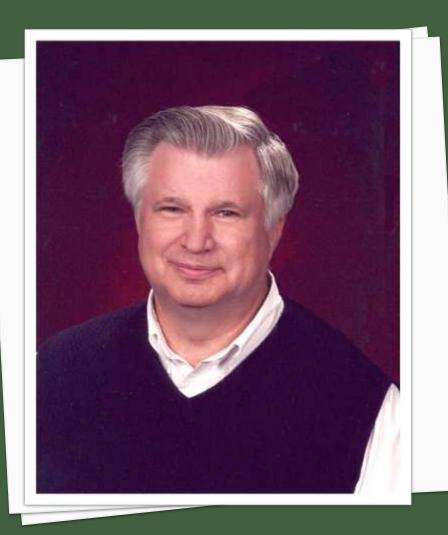
EGR4396 CSS3308 SIMILARITIES

Nonverbal delivery
Language choice
Organization
Use of visual media



EGR4396 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