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