TECHNICAL AND BUSINESS PRESENTATIONS
ESTM-60207, SECTION 01

Engineering, Science, and Technology
Entrepreneurship Excellence Master's Program

The Eugene D. Fanning Center for Business Communication
Mendoza College of Business
University of Notre Dame

Technical and Business Presentations (ESTM-60207) will meet during Fall Semester of 2013 on select Tuesday and Thursday afternoons from 3:30 p.m. to 4:45 p.m. for four weeks.

The course instructors are Professor James S. O'Rourke, Office: 234-B Mendoza College of Business, University of Notre Dame; Office phone: 574.631.8397; Home phone: 574.272.1773; Mobile: 574.339.1836; E-mail: jorourke@nd.edu; and Professor Sandra D. Collins, Office: 234-C Mendoza College of Business, University of Notre Dame; Office phone: 574-631-3919; E-mail: scollin1@nd.edu.

REQUIRED TEXTBOOK

O'Rourke, James S. *The Truth About Confident Presenting*. Upper Saddle River, NJ: The Financial Times Press (2008). ISBN: 0-13-235496-9.

PURPOSES OF THE COURSE

- To give participants an appreciation for the importance of effective communication in business and society.

- To help participants understand how the elements of the communication process are directly related to successful public speaking.

- To assist participants as they seek to write, organize, and deliver a business plan presentation to prospective investors.

- To improve participants' speaking skills in both small group and public contexts.

- To help participants confront and overcome their fears about speaking in public.

- To provide participants with an understanding of the ethical dimensions of professional communication.

GENERAL COURSE REQUIREMENTS

Readings. We expect you to read the assigned chapters from the textbook and reprints distributed to the class and to master the material they contain.

Participation. We expect full and active participation by everyone in our classroom discussions and speech critiques.

Attendance. We expect you to attend class. Your instructor will take roll at each meeting session to determine who is present and who is not. We also expect you to arrive at class on time. Since this course has just six meeting dates, we regard your absence from any of them as a serious matter.

Speeches and Speaking Dates. You will deliver two presentations in this course. Please consult the calendar portion of this syllabus for a complete list of dates on which we will deliver and listen to those. Your instructor will assign speaking dates. If for some reason you cannot give a speech on a particular date, let your instructor know *immediately*.

Listening. An important part of public communication is the willingness and ability of an audience member to listen. While your classmates are speaking, we will expect you to be a thoughtful, considerate, attentive and courteous audience. You will be asked, from time-to-time, to provide an oral critique for the speaker. This means you must listen carefully and reflectively to the speaker and try in some way to help your classmates improve. They, in turn, will try to help you.

Performance. You will be required to deliver two presentations that you have personally researched, written, and prepared for this class. Your instructor will evaluate them; your classmates will assist in critiquing them.

THE ELEVATOR PITCH

Background. The elevator pitch is among the more common informative speaking assignments that a manager or executive will face. This is a highly compact version of your Technology Review presentation, designed to give your audience a brief overview of your ideas, how they will operate, and how they might be applied. Your intention is to provide listeners with current, accurate, useful information that will shape their investment decisions.

Assignment. Your task is to research, organize, and present a highly compressed version of your Technology Review to potential investors. Your time limit is 90 to 120 seconds.

THE TECHNOLOGY REVIEW

Background. The Technology Review is essentially a learning occasion for the audience. The speaker explains the science underlying the business idea, potential applications of the science, and the intellectual property which will likely result. Thoughtful speakers will anticipate questions, concerns, and objections on the part of the audience and will address those directly. A question-and-answer session involving instructors and audience members will follow your formal presentation.

Assignment. You must research, organize, write and deliver an original Technology Review presentation that explains not only the technology underlying your business idea, but the applications and IP that will help transform that idea into a sustainable business enterprise. This presentation must be visually supported by a PowerPoint deck. Your time limit is 10 minutes for presentation and an additional 5 minutes for questions from the audience.

FOR BOTH SPEECHES

The following information applies to both presentations for this course.

Outline. You must produce an outline of your remarks to the class. Please present this one-page document to your instructor before you speak. It should include the following:

- A standard outline of your main points and key sub-points.

- Proper documentation of all research sources cited in your briefing.

- Include a copy of the *PowerPoint* slides you use in your Technology Review presentation, printed six-per-page (not required for the Elevator Pitch).

Appropriate Dress. In delivering your presentations, we will expect you to appear in suitable, professional business attire. You have considerable latitude in selecting the clothing that business colleagues would regard as appropriate. Clearly, though, you must present yourself in the way you would if you were addressing a gathering of modern business professionals. Business Casual will work.

THE ETHICS OF BUSINESS COMMUNICATION

Language, as you know, has great power. It can convey impressions, communicate knowledge and information. It can transmit feelings and emotion, as well. Language, depending on how it is used, can inspire, enrage, inform, persuade, entertain, assure, or offend.

Public speakers, as well as those who write for publication, occupy a special position of power. Their words can influence others, urging them to action, or restraining them from acting. Their

words can be a source of inspiration and motivation to others. Because of this, speakers and writers must choose their topics, organizational patterns, evidence, and words with great care.

Three basic principles guide our discussion of ethics in this course:

- First, we contend that *all parties in the communication process have ethical responsibilities.*

- Second, *ethical speakers, listeners and writers possess attitudes and standards that pervade their character and guide their actions before, during, and after their speaking and writing.*

- Third, *management communication is not value-neutral.* What you say, what you write, and how you choose to speak and write will have consequences for your audience. Your obligation is to speak and write for the betterment and benefit of your audience. To do otherwise is a serious ethical lapse for a management communicator.

Public communication is held to a higher standard of responsibility than private communication. To speak freely and privately among friends with no expectation that your words will become public is one thing. To speak in public or to write for publication with the expectation that your words will receive widespread attention is quite another. Please understand that public communication is a serious matter, particularly if you occupy a position of responsibility. And please know that if words have power to injure or harm others, they can inflict harm on the sender, as well.

OTHER COURSE POLICIES AND STANDARDS

Please seek help as soon and as often as you need. Do not wait until it is too late to help you. We are here to assist you with the task of learning and improving your communication skills.

Deadlines. There are no automatic extensions, make-ups, or incompletes. You will be asked to meet deadlines. If you cannot meet your responsibilities in the course, see or call your instructor in advance of deadlines. We know that, from time-to-time, everything from job requirements to illness may keep you from attending class. Please let your instructor know *in advance* and he will make every effort to accommodate your needs.

Absence. We will have just eight meeting sessions in this course. We regard your presence as especially important, even if your instructor does not formally take roll at the beginning of each class. If you cannot be here, let your instructor know about it in advance. We have found, over the years, a remarkable correlation: those who come to class faithfully seem to do better in the course.

Tue 27 Aug 2013   **Preparing to Speak**
Reading: O'Rourke, Part I: "Some Initial Truths."
Reading: O'Rourke, Part II: "The Truth About Getting Ready to Speak."

Thu 29 Aug 2013   **Structure and Style Workshop**
Reading: O'Rourke, Part III: "The Truth About What Makes People Listen."
Reading: O'Rourke, Part IV: "The Truth About Developing Support for Your Presentation."

Tue 03 Sep 2013   **Elevator Pitches (1-8 each group)**
Reading: O'Rourke, Part VII: "The Truth About Nonverbal Communication."

Thu 05 Sep 2013   **Elevator Pitches (9-16 each group)**
Reading: O'Rourke, Part V: "The Truth About Getting Up to Speak."

Tue 10 Sep 2013   **Technology Review Presentations (1-4 each group)**
Reading: O'Rourke, Part VI: "The Truth About Managing Anxiety."

Thu 12 Sep 2013   **Technology Review Presentations (5-8 each group)**
Reading: O'Rourke, Part VIII: "The Truth About Visual Aids."

Tue 17 Sep 2013   **Technology Review Presentations (9-12 each group)**
Reading: O'Rourke, Part IX: "The Truth About Handling an Audience."

Thu 19 Sep 2013   **Technology Review Presentations (13-16 each group)**
Reading: O'Rourke, Part X: "The Truth About What Makes a Presentation Work."