

Entrepreneurship Cohort: Section 0781, Stuzin 103, Tuesdays, 11:45 – 1:40 p.m.

Instructor: [Dr. Dorothy McCawley](#)
Office: [Bryan Hall, 233C](#)
Telephone Number: [352-273-3213](#)

E-Mail: Dorothy.mccawley@warrington.ufl.edu
Office Hours: [By appointment](#)

REQUIRED TEXT

Packet (obtained at Target Copy)

COURSE DESCRIPTION

This course provides information for delivering high-impact presentations and engaging speeches. Participants learn skill development in creating and delivering presentations and speeches through applying the principles learned in class. By the end of the course, participants will have confidence and proficiency in delivering speeches and presentations.

Because this course focuses on application of content, two details become important. First, your participation in class discussion, speeches, and any exercises is crucial for making this course useful and enjoyable. Second, because we will be watching others present their speeches, we will be learning from each other. We learn helpful tips by watching and listening to others present, and we will be helping each other by providing constructive comments to our fellow classmates after some of the presentations.

COURSE OBJECTIVES

At the conclusion of this course, participants will

- know how to deliver a speech or presentation dynamically
- identify the reasons for presenting
- understand how to construct a speech for a particular audience
- structure a presentation for clarity and conciseness
- use visual aids to improve, not hinder, a presentation
- know how to create and present a persuasive presentation
- focus their nervousness to their advantage

EXPECTATIONS

Please understand that I have extremely high expectations for your performance. I am very serious about what I teach you in this class so, I expect that you are attentive. Feedback on your speeches and presentations will be honest to help you improve your speaking and presenting skills.

ATTENDANCE POLICY

Attending class is important due to the information conveyed by the instructor and the in-class exercises that enhance the learning process. If you are absent, you are responsible getting the information discussed in class from another student. If you attended class and would like to discuss what was presented or want clarification about something, by all means, schedule a time with me.

- You are considered absent if you are not in your seat within 15 minutes of the scheduled start of class.
- You are considered absent if you leave class early.
- You have no need to inform me of your absence as the following will be enforced:
 - For the first absence, 5 points will be deducted from your final grade.
 - For the second absence, 20 points will be deducted from your final grade
 - You will receive a failing grade if you miss three or more classes.

GEB 5215 Professional Communication | 2

LATE ARRIVAL POLICY

Arriving to class at its scheduled start time is both professional and respectful. Arriving to class late is deemed unprofessional and disrespectful, and it is disruptive to other students and the instructor. The following policy will be enforced when arriving late to class:

- You are considered late if you are not in your seat at the scheduled start of class.
- For every time you arrive late to class, 5 points will be deducted from your final grade.

COURSE FORMAT

This course is skills-based, meaning you will be taught the skills and given the knowledge necessary to analyze, construct, and deliver a high impact presentation and speech. Thus, your participation in the class exercises becomes vital to your improvement, and the improvement of others. You are expected to take the exercises and assignments seriously to facilitate your improvement, and out of respect for your classmates. You will hear how to give a presentation/speech, you will practice and see how others present, and then you will deliver a formal presentation. Basically, it is “hear one, see one, do one.”

E-MAIL ETIQUETTE

Consider your email communication as practice for the style you will adopt in business settings. In other words, your communication should be formal in the beginning (*Dear Dr. McCawley*), and can become more informal as we continue our communication. Include the following information in your email:

- Your purpose for e-mailing, frontloaded (don't forget a concise, yet descriptive, subject line)
- Your availability: two or three days and times, if requesting an appointment
- Your name followed by your cohort, section number or day/time of class meeting
- Assurances that you were unable to find the answer to your question in the syllabus

NOTE: Coaching speaking is *in person* only, not via e-mail. Use e-mail to arrange an appointment.

COURSE GRADING

“Elevator” Pitch: 50 points + Persuasive Presentation: 100 points

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	S
Grade Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	.67	0
Total Points	150-141	140-135	134-130	129-126	125-120	119-115	114-111	110-105	104-100	99-96	95-90	Below 89

ACADEMIC HONESTY

University policy requires that we remind you of the common sense values embodied in the University Honor Code. We assume that you are all familiar with the policy on academic honesty as stated at http://www.reg.ufl.edu/01-02-catalog/student_life/. It will be assumed that the following pledge will pertain to all work you submit in this and all courses at UF: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

STUDENTS WITH PHYSICAL DISABILITIES

The classrooms used for your class should prove effectively accessible, but please let your instructor know if you require any special accommodations. The official statement on ADA issues states: “Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.” Moreover, please rest assured that your instructors will do everything they can to support your individual needs and concerns.

ASSURANCE OF LEARNING

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to **GEB5215**. The **Graduate Business** program goals and objectives that apply to this course are:

Learning Goal 1: Program graduates will be effective communicators.

1B. Our students will deliver professional quality speeches.

1D. Students will present data to groups clearly, concisely, and at an appropriate level of detail.

Tentative Schedule

Meeting 1	<p>Topic(s): -Introductions & Syllabus -Audience, Information, and Structure (p. 17, 21, 23)</p>
Meeting 2	<p>Topic(s): Baseline Skills Exercise (BSE, see instructions on p.4)</p>
Meeting 3	<p>Topic(s): - Examine (p. 30), Delivery (p. 33) and The Elevator Pitch</p> <p style="text-align: center;"><u>Baseline Skills Exercise Assessment & Delivery Exercise</u></p> <p>Review your BSE and complete as much of the Assessment as you can (basically, complete first page). We will discuss “Delivery” in class and you will finish that part of the Assessment during class. We will discuss your BSE in class. You will re-present your introduction and first main point using the delivery skills discussed in class.</p> <p style="text-align: center;"><u>Building a Message Map</u></p> <p>Steps: 1) Twitter-friendly headline, 2) support headline with three key benefits, 3) add stories, statistics, and examples (http://www.forbes.com/sites/carminegallo/2012/07/17/how-to-pitch-anything-in-15-seconds/)</p>
Meeting 4	<p>Topic(s): -Persuasion (p. 36), Reasons (p. 15) and Q&A (p. 43)</p> <p style="text-align: center;"><u>Elevator Pitch</u> (first half of class)</p> <p>Come to class ready to present your elevator speech.</p>
HOLIDAY	No Class – Thanksgiving Holiday!
Meeting 5	<p>Topic(s): -Course Evaluations - PowerPoint (p. 29)</p> <p style="text-align: center;"><u>PowerPoint Slides</u></p> <p>Bring the PowerPoint slides that accompany your presentation on your laptop. Not having the accompanying slides at the start of class can result in a deduction of up to 10 points off your final grade. (http://www.marsdd.com/mars-library/how-to-create-a-pitch-deck-for-investors/)</p>
Meeting 6	Due: Final pitch presentation, outline, and PowerPoint.