



ENGAGE YOUR AUDIENCE: IN-PERSON AND ONLINE

SAMPLE SYLLABUS SPRING 2015 MCOM-GB.2129.30

Tuesdays: February 10, 17, 24 and March 3, 10, 24 from 6:00 pm to 9:00 pm

Course Site found at <http://sternclasses.nyu.edu>

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OFFICE HOURS: Available by appointment—please make appointment by email

COURSE MEETINGS

This course is organized into six modules: three are on-site modules in a KMC classroom (M1, M3 and M6) and three are online modules (M2, M4 and M5).

M1: February 10, 2015. On-site (KMC)

M2: February 17, 2015. Online

M3: February 24, 2015. On-site (KMC)

M4: March 3, 2015. Online

M5: March 10, 2015. Online

M6: March 24, 2015. On-site (KMC)

COURSE OVERVIEW

Successful business presentations, whether in-person or online, are based on effective communication strategy. This course is designed for students who want to become more dynamic and engaging presenters on live and virtual meeting platforms. Three sessions will be held on-site in KMC and three sessions will be held virtually. Practice exercises will focus on planning effective strategy; refining visual, vocal and verbal delivery to strengthen your in-person and online presence; structuring and designing content; and handling questions from both internal and external audiences. During this course, you will prepare and deliver in-person and recorded online individual presentations, as well as in-person and live online team presentations. Students will benefit from individual feedback and coaching.

LEARNING OUTCOMES

- Understand how to use the elements of communication strategy to engage the audience
- Analyze and practice delivery techniques for in-person, online and impromptu presentations
- Experiment with audience attention and persuasion techniques
- Use message structure and storytelling principles to make your presentations memorable
- Apply design principles in the creation of visuals for your presentations
- Create an individual and a team presentation using online video best practices
- Practice answering audience questions and giving/receiving feedback on presentations

REQUIRED READING AND VIEWING

- Article: Blank, Steve. “Steve Blank on the Next 50 Years of Business”
Available on NYU Classes/Course Documents.
- Article: Inc. Special Report: “25 Companies That Are Changing The World”
Available on NYU Classes/Course Documents.
- Article: Lennard, Diane. “Tell Your Story”
Available on NYU Classes/Course Documents.
- Article: Schenkler, Irv. “How To Review Your Videotape”
Available on NYU Classes/Course Documents.
- Video: *A Conference Call*; http://m.youtube.com/watch?v=DYu_bGbZiiQ
- Video: *Web Video Production*: NYU Classes/External Links
- Video: *Structure Your Story*: NYU Classes/External Links
- Video: *Create Compelling Visuals*: NYU Classes/External Links

OPTIONAL READING

- Book: Munter and Russell. *Guide to Presentations*. 4th Edition. Prentice Hall, 2014.
Available at the NYU Bookstore or you can order it online.
- Book: Duarte, Nancy. *Resonate: Present Visual Stories that Transform Audiences*.
John Wiley & Sons, Inc., 2010.
Available at the NYU Bookstore or you can order it online.

GRADING

The assignments for this course are listed below. (Grading criteria for each assignment are listed on the following pages.) Your final grade will be based on class participation and completion of the assignments.

ASSIGNMENT	% of GRAD E	DUE
<i>Self-Introduction Story – Individual Benchmark Presentation</i>	*	1
<i>Self-Evaluation of Introduction Story</i>	*	2
Delivery Analysis – TED Talks	10	2
Structure Analysis – TED Talks	10	3
Recorded Online Individual Presentation	20	4
<i>Self-Evaluation of Recorded Online Individual Presentation</i>	*	5
Live Online Team Presentation	20	5
<i>Self-Evaluation of Live Online Team Presentation</i>	*	6
In-Person Team Presentation	20	6
Participation (Includes all italicized items above)	20	Ongoing

CLASS PARTICIPATION

In-person and online contributions are a significant part of your grade and an important part of our shared learning experience. Your active participation helps me to evaluate your overall performance. You can excel in this area if you contribute to the course by:

- Providing strong evidence of having thought through the material
- Advancing the discussion by contributing insightful comments and questions
- Demonstrating interest in your peers' comments, questions, and presentations
- Giving constructive feedback to your peers when appropriate
- Being present, punctual and prepared

Engage Your Audience: In-Person and Online is designed to be a highly interactive course. You will participate in some of the online class activities on your own time (asynchronously), and in other online activities at the same time as the rest of the class (synchronously). The more you invest in the course, the more you will learn and the more others will learn from you. You are required to keep pace with class; follow the course outline; participate in all activities; and complete readings, viewings and assignments by the designated due date (listed in the course outline below).

NYU CLASSES (NYUC)

Announcements: posted by Professors on NYU Classes/Announcements; please check these regularly.

Class slides: posted on NYU Classes/Class Slides before each class.

Class recordings: posted URLs of on-site and live online class recordings on NYU Classes/External Links.

Course materials (reading and viewing): posted on NYU Classes/Course Materials.

Please submit all assignments on NYU Classes/Assignments. Click “submit” to complete the process.

ATTENDANCE POLICY

Attendance at every on-site and live online module is required and part of your grade.

NOTE: If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide me with a letter from them verifying your registration and outlining the accommodations they recommend.

TECHNICAL REQUIREMENTS AND SUPPORT

The online portions of this course will be held via NYU Classes. When your team meets live online, you can use Google Hangouts or any other virtual meeting platform. If you need technical assistance, contact Professor Melichar. (Please note: you will not need your laptops for the on-site modules.)

VIDEO RECORDING

One way to improve your presentation skills is to watch yourself on video. For this reason, all of your in-person presentations will be recorded on video and made available to you on NYU Classes/External Links. (Video streams are saved as Real Media files. If you need RealPlayer to view the video of your presentation, you can download it for free from: <http://www.real.com/>.)

INTEGRITY

I expect that you will adhere to the Stern MBA Honor Code.
http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797

COURSE OUTLINE

MODULE ONE TUESDAY, FEBRUARY 10, 2015 6:00 PM - 9:00 PM	
READING/VIEWING	Read: <i>Tell Your Story</i>
DELIVERABLE	<p>► Self-Introduction Story (2 minutes) Prepare a two-minute self-introduction story (using no visual aids, notes or slides). This will serve as a benchmark of your in-person presentation skills.</p> <p>Use the 4-step story framework to plan your presentation. Make sure to include some personal information in your story so the class can get to know you.</p> <p>Choose one of the following topics:</p> <ol style="list-style-type: none"> a. Tell us how you learned something through success or failure b. Describe to us how you mastered a skill c. Share with us how you overcame resistance to change
AGENDA	ACTIVITIES
6:00 pm – 6:45 pm (in-class)	<ul style="list-style-type: none"> • Introduce course and students • Understand communication strategy
6:45 pm – 8:15 pm (in-class)	<ul style="list-style-type: none"> • Present self-introduction stories
8:15 pm – 9:00 pm (in-class)	<ul style="list-style-type: none"> • Practice delivery techniques

MODULE TWO TUESDAY, FEBRUARY 17, 2015 6:00 PM - 7:00 PM	
READING/VIEWING	<p>Read: "How To Review Your Videotape"</p> <p>Read: "Steve Blank on the Next 50 Years of Business Innovation"</p> <p>View: Concept Video #1 – <i>Web Video Production</i></p> <p>View: Concept Video #2 – <i>Structure Your Story</i></p> <p>View: Concept Video #3 – <i>Create Compelling Visuals</i></p> <p>View: Two TED Talks (your choice)</p>
DELIVERABLES	<p>► Self-Evaluation of Introduction Story Read "How To Review Your Videotape" (Course Materials) and then watch your Self-Introduction Story (External Links); fill out the Self-Evaluation of Introduction Story form (Course Materials) and post it (Assignments).</p> <p>► Delivery Analysis - TED Talks Select two TED Talks and analyze the delivery of each presenter. Write a short paper (2 pages) explaining why you believe the delivery was effective/ineffective. Submit your analysis in a single Word file (Assignments).</p> <p><i>GRADING CRITERIA:</i></p> <p>1. Task: <i>Submission adheres to the instructions of the assignment</i></p> <p>2. Analysis: <i>Analysis is comprehensive, taking into account each presenter's verbal, vocal and visual delivery techniques, specifying what was effective/ineffective</i></p>
AGENDA	ACTIVITIES
Wed. 2/11-Mon. 2/16 (online-asynchronous)	<ul style="list-style-type: none"> • Read the Steve Blank article and then select your topic for the Recorded Online Individual Presentation: a 10-minute presentation (with visuals) on an important innovation in your industry • View the three concept videos and then familiarize yourself with the two forms you will be using to prepare for your Recorded Online Presentation: <ol style="list-style-type: none"> 1 - Presentation Planner for Recorded Online Individual Presentation 2 - Storyboard Worksheet
Tues. 2/17 6:00 pm – 7:00 pm (online-synchronous)	<ul style="list-style-type: none"> • Attend panel – Online communication

MODULE THREE TUESDAY, FEBRUARY 24, 2015 6:00 PM - 9:00 PM

READING/VIEWING	<p>Review: Concept Video #2 – <i>Structure Your Story</i> Review: Concept Video #3 – <i>Create Compelling Visuals</i> View: Two additional TED Talks (your choice)</p>
DELIVERABLES	<p>► Presentation Planner for Recorded Online Individual Presentation and Storyboard Worksheet Complete the Presentation Planner for Recorded Online Individual Presentation and Storyboard Worksheet (Course Materials) and post them on Assignments. <u>Bring a hard copy of your Planner and Storyboard to class.</u></p> <p>► Structure Analysis - TED Talks Select two additional TED Talks and analyze the structure of each presentation. Write a short paper explaining why you believe the structure was effective/ineffective. Submit your analysis in a single Word file (Assignments).</p> <p><i>GRADING CRITERIA:</i> 1. Task: <i>Submission adheres to the instructions of the assignment</i> 2. Analysis: <i>Analysis is comprehensive, taking into account each presenter's story organization, structure flow, specifying what was effective/ineffective</i></p>
AGENDA	ACTIVITIES
6:00 pm – 7:45 pm (in-class)	<ul style="list-style-type: none"> • Understand and practice giving and receiving effective feedback • Deliver impromptu presentations
7:45 pm –9:00 pm (in-class)	<ul style="list-style-type: none"> • Practice handling audience questions

MODULE FOUR TUESDAY, MARCH 3, 2015 6:00 PM - 9:00 PM	
READING/VIEWING	Read: “25 Companies That Are Changing The World” Review: Concept Video #1 – <i>Web Video Production</i> View: <i>A Conference Call</i>
DELIVERABLE	<p>► Recorded Online Individual Presentation (10 minutes) Plan, design, rehearse and record a 10-minute online individual presentation (with visuals) on an important innovation in your industry. Your audience is the students in the class, who may or may not be familiar with your industry. Use the virtual meeting platform on NYU Classes to record your presentation.</p> <p><u>Submit your recorded presentation on NYUC/External Links between Wednesday, 2/25 and Saturday 2/28, no later than 11:59 pm so your peers can review it and prepare their feedback.</u></p> <p>Remember to:</p> <ul style="list-style-type: none"> • Post your Planner, storyboard and slide deck on Assignments by Monday, March 2, no later than 11:59 pm. • Organize your presentation so that you can effectively communicate your key messages in the allotted time. • Make sure your visual aids enhance and support your message. <p>GRADING CRITERIA:</p> <p>1. <i>Structure:</i> Presentation follows a logical order and details support main ideas 2. <i>Content:</i> Information is relevant and the ideas are supported with evidence 3. <i>Visuals:</i> Slides are readable and contribute to the persuasiveness of the presentation 4. <i>Delivery:</i> Presenter engages the audience and speaks with conviction</p> <p>► Presentation Planner for Live Online Team Presentation Work with your team to complete the Presentation Planner for Live Online Team Presentation (Course Materials) and post it on Assignments. Submit one copy per team.</p>
AGENDA	ACTIVITIES
Sun. 3/1-Mon. 3/2 (online-asynchronous)	<ul style="list-style-type: none"> • Review 4 of your peers’ Recorded Online Individual Presentations and fill out one Peer Feedback Form for each. (Refer to list of peer assignments provided in Module 3.) Note: some presentations may be posted as early as Wednesday, 2/25, but all must be posted by Saturday, 2/28 at 11:59 pm.
Tues. 3/3 6:00 pm – 8:00 pm (online-synchronous)	<ul style="list-style-type: none"> • Meet online with your team to discuss feedback on the Recorded Online Individual Presentations and select the company you will profile for the Live Online Team Presentation. • Begin the planning process for the Live Online Team Presentation. Use the Presentation Planner tool.

MODULE FIVE TUESDAY, MARCH 10, 2015 6:00 PM - 9:00 PM

<p>DELIVERABLE</p>	<p>► Self-Evaluation of Recorded Online Individual Presentation Watch your Recorded Online Individual Presentation Video (External Links), then fill out the Self-Evaluation of Recorded Online Individual Presentation Video form (Course Materials) and post it (Assignments).</p> <p>► Live Online Team Presentation Plan, prepare and deliver a 10-minute Live Online Team Presentation (with visuals), plus a 5-minute question and answer session with the audience. Team members can be in the same location or in different ones when presenting. Use the virtual meeting platform on NYU Classes.</p> <p>Assume your team is an external consulting group telling the story of the company you selected from the Inc. article, “25 Companies that are Changing the World.” You are presenting to MBA students, who you want to recruit to join the company you selected for a strategic recommendation project.</p> <p>Consider the following questions as you prepare your presentation:</p> <ul style="list-style-type: none"> • What business/industry is the company in? • Who are the company’s leaders? • Who are the competitors? • Is there one big idea, trend, opportunity or pain point that stands out? <p>Remember to:</p> <ul style="list-style-type: none"> • <u>Post your Planner, storyboard and slide deck on Assignments by Monday, March 9, no later than 11:59 pm.</u> • Organize your presentation so that you can effectively communicate your key messages in the allotted time. • Make sure your visual aids enhance and support your message. <p><i>GRADING CRITERIA:</i></p> <p>1. <i>Structure:</i> Presentation follows a logical order and details support main ideas 2. <i>Content:</i> Information is relevant and the ideas are supported with evidence 3. <i>Visuals:</i> Slides are readable and contribute to the persuasiveness of the presentation 4. <i>Delivery:</i> Presenters engage the audience and speak with conviction 5. <i>Teamwork:</i> Team is prepared, professional, and shares responsibility for Q&A</p> <p>► Presentation Planner for In-Person Team Presentation Work with your team to complete the Presentation Planner for In-Person Team Presentation (Course Materials) and post it on Assignments. Submit one copy per team.</p>
<p>AGENDA</p>	<p>ACTIVITIES</p>
<p>Tues. 3/10 6:00 pm – 8:00 pm (online-synchronous)</p>	<ul style="list-style-type: none"> • Deliver live online team presentations
<p>Tues. 3/10 8:00 pm – 9:00 pm (online-synchronous)</p>	<ul style="list-style-type: none"> • Meet online with your team to debrief the Live Online Team Presentation and prepare for the In-Person Team Presentation. • Begin the planning process for the Live Online Team Presentation. Use the Presentation Planner tool.

MODULE SIX TUESDAY, MARCH 24, 2015 6:00 PM - 9:00 PM

<p>DELIVERABLE</p>	<p>► Self-Evaluation of Live Online Team Presentation Watch your Live Online Team Presentation Video (External Links), then fill out the Self-Evaluation of Live Online Team Presentation Video form (Course Materials) and post it (Assignments).</p> <p>► In-Person Team Presentation (20 minutes including Q&A) Assume your team is an external consulting group hired by the VP of Strategic Initiatives of your selected company. Your team is hired to make a strategic recommendation to the Chief Innovation Officer and other members of the leadership team. Identify the biggest opportunity or pain point facing the company and present your recommendation for where the company should focus its efforts, specifically individual initiatives, process improvements or continuous innovation. (See Steve Blank article.) Make sure to support your argument so you can persuade the audience to accept your recommended strategy.</p> <p>Consider the following questions as you prepare your presentation:</p> <ul style="list-style-type: none"> • How will your recommendations benefit the company? Provide reasons. • What evidence will you provide to support your reasons? • How can the company implement your recommendations? <p>Remember to:</p> <ul style="list-style-type: none"> • Post your Planner, storyboard and slide deck on Assignments by Monday, March 23, no later than 11:59 pm. • <u>Bring a hard copy of your Presentation Planner and slide deck to class.</u> • Be prepared to answer questions at any time during the presentation. • Organize your presentation so that you can effectively communicate your key messages in the allotted time. All team members must speak. • Make sure your visual aids enhance and support your message. <p><i>GRADING CRITERIA:</i></p> <p>1. <i>Structure:</i> Presentation follows a logical order and details support main ideas 2. <i>Content:</i> Information is relevant and the ideas are supported with evidence 3. <i>Visuals:</i> Slides are readable and contribute to the persuasiveness of the presentation 4. <i>Delivery:</i> Presenters engage the audience and speak with conviction 5. <i>Teamwork:</i> Team is prepared, professional, and shares responsibility for Q&A</p>
<p>AGENDA</p>	<p>ACTIVITIES</p>
<p>6:00 pm – 8:30 pm (in-class)</p>	<ul style="list-style-type: none"> • Deliver in-person team presentations
<p>8:30 pm – 9:00 pm (in-class)</p>	<ul style="list-style-type: none"> • Debrief and review

MODULE	TOPICS	READING/VIEWING	DELIVERABLES
1 February 10 (in-class)	Course and Student Introductions Communication Strategy Self-Introductions Delivery Techniques	• Lennard, “Tell Your Story”	• Self-Introductions
2 February 17 (online)	Web Video Structure Visuals Planners and Storyboards Online Communication	• Schenkler and Russell, “How To Review Your Videotape” • Blank, “Steve Blank on the Next 50 Years of Business Innovation” • <i>Web Video Production</i> • <i>Structure Your Story</i> • <i>Create Compelling Visuals</i> • <i>2 TED Talks</i>	• Self-Evaluation of Introduction Story • Analysis of Delivery
3 February 24 (in-class)	Feedback Impromptus Audience Questions	• Review: <i>Structure Your Story</i> and <i>Create Compelling Visuals</i> • <i>2 additional TED Talks</i>	• Presentation Planner for Recorded Online Individual Presentation and Storyboard Worksheet • Analysis of Structure
4 March 3 (online)	Recorded Online Individual Presentations Feedback/Planning	• Review: <i>Web Video Production</i> • “25 Companies That Are Changing The World” • <i>A Conference Call</i>	• Recorded Online Individual Presentation • Presentation Feedback • Presentation Planner for Live Online Team Presentation
5 March 10 (online)	Live Online Team Presentations Debrief/Planning		• Self-Evaluation of Recorded Online Individual Presentation • Live Online Team Presentation • Presentation Planner for In-Person Team Presentation
6 March 17 (in-class)	In-Person Team Presentations Debrief and Review		• Self-Evaluation of Live Online Team Presentation • In-Person Team Presentation

