EPI Course syllabus

By the end of this course, students will be able to deliver well thought out business presentations in a variety of settings, to a variety of audiences with specific outcomes, deliverables and actions for each setting and audience. Presentations will be done in both informal and formal business and social environmental settings.

There are four cohorts for this class. Each member of the specific cohort MUST attend with his or her team. You will not be permitted to switch classes outside of your scheduled cohort session. **THERE IS ONE EXCEPTION:** On Monday, October 3rd we will have a doubled section. If you are in Cohort C or A there is no change for you. If you are in Cohort B you will attend class with Cohort A at 1:30. If you are in Cohort D you will attend class at 8:30 with Cohort C.

Cohort C- class from 8:30 – 10:18
Cohort A - class from 1:30 – 3:18

**MONDAYS:**

Week one: September 26, 2005
Week two: October 3, 2005
Week three: October 10, 2005
Week four: October 17, 2005
Week five: October 24, 2005
Week six: October 31, 2005
Week seven: November 7, 2005
Week eight: November 14, 2005
Week nine: November 21, 2005
Week ten: November 28, 2005

**Communication Models and the need for style**
**Persuasive Speaking**
**Tone, quality, sound and distractions**
**Interviewing: Preparation – Presentation**
**MIDTERM Assessment and Presentations**
**The business meeting, Impromptu speech.**
**Overviews and Summaries**
**Team presentation techniques**
**Ethical Week**
**Final Team presentations**

**TUESDAYS:**

Week one: September 27, 2005
Week two: October 4, 2005

Week three: October 11, 2005
Week four: October 18, 2005
Week five: October 25, 2005
Week six: November 1, 2005
Week seven: November 8, 2005
Week eight: November 15, 2005
Week nine: November 22, 2005
Week ten: November 29, 2004

**Communication Models and the need for style**
NO CLASS: Cohort B attends class on Monday October 3rd at 1:30 pm Cohort D attends class on Monday October 3rd at 8:30 am.

**Tone, quality, sound and distractions**
**Interviewing: Preparation – Presentation**
**MIDTERM Assessment and Presentations**
**The business meeting, Impromptu speech.**
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Professor Marc Ankerman, 628 Fisher Hall
Ankerman_4@cob.osu.edu
614-688-4623
ats@insight.rr.com
Materials:
Students will need to purchase the EPI course packet from the Bookstore (labeled: ISBN # 0-471-76488-4 BXS- Ankerman / Enhancing Professional Interchange). Students will also be required to purchase 1 full size VHS tape for use in this class. Please begin to bring this on the first day. You will also be required to complete various assignments, including reading and other activities during the quarter.

Overview and Approach:
The main objective of this course is outlined in the title: Enhancing Professional Interchange. Enhancing, because each of you have some level of skill, be it novice, intermediate or experienced. This course has been designed to take the level of skill you currently have and enhance it as much as possible. It is an active class, which needs your participation. Professional, because the examples will be geared to a business environment. Although some of the activities may not fit every business setting, the intent is to take you and your fellow students to the highest levels possible in presenting in a professional manner. Interchange, because, as we will learn together, it is all about communication. That means, feedback, commentary, agreement, disagreement, change and more than anything, the opportunity for continued communication: interchange.

Writing versus presenting:
Please be aware that in this class you will not be required to write many papers, or do heavy amounts of reading, however, the preparation and practice you must provide will be challenging and quite often time consuming. It is in your ability to follow the activities, week to week, and be able to enhance and improve on your presentation style, which will earn the highest grades in this course.

Grading:
During your first presentations you will have the opportunity to put yourself in one of three areas: Novice, Experienced, or Professional in terms of your speaking and presenting abilities. Throughout the course, your goal will be to enhance your skills from within your chosen area. We will work together to develop and improve skills and abilities through our focused time together in class and in formal presentations. You will be responsible for presenting each week. This means, you will need to be prepared with any readings that are due, as well as turning in an EPI planner for EVERY weekly presentation. Even if you do not happen to present that week, a planner must be turned in for each speech as indicated.

Weekly presentations/ impromptus/readings: 45 points
EPI planners (weeks 2, 3, 6, 7, 8): 25 points
Resume and questions (week 4): 5 points
Midpoint presentations: 35 points.
Final Team presentations: 50 points

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The grading scale is based on a possible total of 160 points, according to the new MBA grading policy beginning AU 2004, and the MBA Honor Statement which is an active part of academics at Fisher from the student perspective. The overall class grades will be curved according to this policy. It is possible to earn any of the official OSU grades, from A to E in this course. Percentages can be figured based on your total number of points multiplied by 1.25 divided by 2. For example: earn 150 points (150 = 93.75%)

**Novice:**
Speaking experience: none to minimal  
Presentations in front of groups: none to minimal  
Organizational techniques for presentation: none to minimal  
Impromptu speaking: none to minimal  
Hot spots: unknown, or more than we want to mention  
PowerPoint experience: none to minimal  
Overall business presentation skill: Novice

**Experienced:**
Speaking experience: minimal to some  
Presentations in front of groups: minimal to some  
Organizational techniques for presentation: minimal to some  
Impromptu speaking: minimal to some  
Hot spots: a few to focus on, and a few unknown  
PowerPoint experience: minimal to some  
Overall business presentation skill: Experienced

**Professional:**
Speaking experience: some to extensive  
Presentations in front of groups: some to many  
Organizational techniques for presentation: some to the ability to teach others  
Impromptu speaking: some to extensive  
PowerPoint experience: some to creation of on-line animation techniques  
Hot spots: No major areas, but a few areas to sharpen  
Overall business presentation skill: Professional  
* Note: even at this level, there are many techniques and practice opportunities to continue to enhance your presentational style.

These three levels will be used as a benchmark for your improvement and focus during the class.
Midpoint presentation.
This presentation will be designed as a benchmark for your progress during the course. You will be allowed to expand on any of the initial presentations you worked on during the first few weeks of class, or select a new topic for presentation during your cohort meeting. Your presentation needs to incorporate the Presentation Planner attributes, excel in the areas of presentation enhancement and be between 3-4 minutes in length.*

*- Times may vary due to class size.

Final team presentation.
The final team presentation will be held on the last day of regularly scheduled classes, either November 28th, or November 29th, 2005. This was designed in order to allow you to focus on other final exams during your final exams week. There are no opportunities for “make-up” presentations during regular meetings of this class; however, in extreme circumstances a make up period (during finals week) may be arranged. Your final presentation will be done in your “team”. This is another reason why you may NOT switch classes or cohorts during the quarter. In cases where there are an uneven amount of students, you may be asked to add a student to your group. In addition to having each person in the group contribute at least 3-4 minutes*, you must create “interchange” amongst the presenters and the audience during your presentation. Each team will be given a specific amount of time with which they must present. Generally, team presentations are 12 – 15 minutes.*
Topics may relate to any subject matter, which allow for use of the skills and practice we have achieved during the previous sessions while allowing for presentation by all team members.

* Size and time may vary due to class size.

Attendance, and contribution during class.
Given the concept of this course, your attendance is extremely important in this class. Attendance of each session is mandatory. Remember that up to 45 points of your grade is dependant upon your presentations, and although every effort will be made to give you fair warning about certain presentations, the nature of the course allows for a variety of impromptu opportunities to speak and present to your classmates. A portion of this participation is in providing feedback to other presenters. This also counts as a portion of your grade.

Office Appointments
I will be available to discuss any issues of concern to you on an individual basis either after class or in my office at 628 Fisher Hall. I am certainly willing to accommodate your schedules as best as possible, and rather than have set office hours, I suggest you contact me via email at Ankerman_4@cob.osu.edu or ats@insight.rr.com with your issue or request for an appointment.

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Grade Appeal Policy:
Grades on speeches, and presentations are intended to reflect the overall quality of performance of the student(s). If you think your grade on an assignment or speech does not reflect the quality of your performance, submit a clear written explanation of your reasoning within one week after the return of your assignment or speech. The written document need not be long, but must clearly identify the problem or issue of concern. I will consider all appeals. There will be no grading appeals after the one-week deadline has passed.

Assignments:
We will break each of the cohorts into sections. This will be done to give you some fair warning of when you will present, however, recognize that you must be ready to present the assignment each week. This will be done by random selection. You will also be responsible for turning in an EPI planner for each speech, every week as noted above. This means that the planner is due NO LATER than the end of your scheduled class period. The goal is to give you as many speaking opportunities as possible. Assignments may be subject to change, however you will be notified well in advance during regular class sessions.

Due week one:
Reading assignment: The Key to Making Better Presentations (page 75).

Due week two: Assignment for presenting: During the initial class session we will have made an introductory examination of each of the three levels. Be prepared to give an overview and explanation of some of your experiences, or lack there of which helped you determine which section you were in. To be presented during session two.

Due week three: Assignment for presenting. Using the basic information presented, create and prepare to deliver a persuasive speech, which articulates the methods and delivery components we discussed. Use your presentation primer as well as the idea “of getting us to do something”: persuade us. This speech will be 2 minutes in length.
Reading assignment: What You Say, What They Hear (page 121).

Due week four: Assignment for presenting: Identify a potential job you would like to interview for, and be prepared to list out 5-10 potential questions, which you may be asked during an interview. Be prepared to briefly articulate your resume, and be able to present it in such a fashion as to assure you of getting a follow up interview.

Due week five: Assignment for presenting: Midpoint evaluation presentation. See above
Due week six: Assignment for presenting: Find a speech, which has already been delivered. During the presentations, which will be delivered, you may paraphrase the speech, but the idea here is to find a speech, which was already given. Identify those items, which made the presentation outstanding. Replicate those attributes in your own brief delivery of the same. During your presentation make sure you articulate the reasons, why you chose this speech and what you will try to accomplish during your delivery. In a way, what are the 3-5 things that we should be looking for, in relation to the speech in general as well as your delivery? This speech will be 2 ½ minutes in length.

Reading assignment: Meeting That Work: Plans Bosses Can Approve (page 101).

Due week seven: Assignment for presenting: Either take one of the business situations presented in class or develop your own. Be prepared to deal with the outcomes and potential situations of your business issue. The presentation will need to outline and highlight some strategies and or conclusions in the speech. This business speech will be 3 minutes in length.

Reading assignment: First Aid for Podium Emergencies (page 125).

Due week eight: Assignment for presenting: Take one of the speeches you have worked on in the past, or come up with a brand new speech and present the conclusion and summary section as the entire presentation. In other words, assume we have been listening to you for about 15 minutes, and now you have 3 1/2 minutes to wrap up.

Reading assignment: The Kinesthetic Speaker: Putting Action into Words (page 111).

Due week nine: Assignment for presenting: You need to read each of the ethical dilemma situations in our course packet before coming to class. Your presentations will be done in your team during this class session. You will need to choose a stance on one or more of your ethical dilemmas and present it to your fellow students during the session. This will be a chance for you to work in your teams before your final presentation.

Reading assignment: Perfect Practice (page 141).

Due week ten: Assignment for presenting: Final team presentation. See above.