MBA 641: THE ART AND SCIENCE OF PERSUASION!

Outstanding technical knowledge, relentless investigation and unparalleled experience are great attributes but what if you “can’t deliver the goods”? How many times have you attended a presentation or meeting that you felt confused or going off on a tangent? How many times have you let someone else hijack the limelight by leading a meeting or presenting a major project because you felt uncomfortable?

This course will focus on enhancing the student’s skill to deliver effective presentations and facilitate efficient meetings. Techniques will be provided, practiced and refined in order to allow students to communicate, motivate and convince individual and group audiences.

Student presentations and peer evaluations will be required at each session providing the opportunity to explore applying different techniques to different situations. This course will provide a solid foundation for presentations in future courses as well as in the workplace – immediately!

About the instructor:

George W. Wright, CPA has a Bachelor of Arts in Economics, an MBA in Finance and a MS in Accountancy from California State University at Fullerton. He has served as an adjunct professor at a number of colleges and universities in southern California currently in his fifth year at Concordia University Irvine where he is the Assistant Dean of the School of Business and Professional Studies as well as a faculty advisor in the MA International Studies program. Professor Wright has won competitions in research papers for the AICPA Professor/Practitioner Case Development and the American Accounting Association including presentations at their annual national conferences. He continues an international career in business where he is regularly required to overcome the obstacles of language, culture and currency on major business process changes and projects. He is a certified Zenger-Miller Facilitator/Trainer focusing on leadership development, change management and team building.