

Presentation with Q&A

Give a five-minute presentation on a business subject to a specific business audience with a need for that information. You may base the presentation on material in one of your other courses, on a paper or research project you have done, or on your own experience. (Some examples are given below.) After the presentation, be ready to answer questions from the audience.

At the time of your presentation, give your instructor or TA *in writing* a brief description of your situation (including the subject, the audience, the context, and your credibility). Also, bring a paper copy of your slides. They can be in handout mode (no more than 6 slides/page, please) and do **not** have to be in color.

You will also describe the audience and context orally before you begin your presentation.

Sample Topics

Here are some sample topics and situations to give you ideas:

- You are the CFO of a diversified electronic components corporation. Explain to the annual shareholders meeting how the various divisions of your firm performed during the preceding fiscal year.
- Assume you have been appointed special assistant to the CEO of a company of your choice. Your first assignment is to research the company's major competitor and present a profile of that corporation to the CEO and top management.
- You are in the marketing department of your company. You want to introduce a new product to the market (e.g., one 15.279 student hypothetically worked for Ben & Jerry's and came up with a new ice cream flavor).
- You are in the IT division of your company. You have been asked to recommend a particular kind of software to do some task (e.g., billing). Describe the capabilities and features of the software.
- You are the HR manager for your company. You are leading an orientation for new employees, explaining various company benefits.

Revision of the Presentation

This part of the assignment offers you a chance to improve your presentation (and to raise your grade) on the basis of the feedback you received on the original presentation. Depending on your original grade, a revision of your presentation is required, optional, or not recommended as follows:

<u>Original Grade</u>	<u>Revised Presentation</u>
≤7.5	required revision
8-8.5	optional revision
9-10	no revision, unless want to

The grade you receive on your revision will be averaged with your original grade to determine your final grade. If you are required to do a revision and do not do one, you will receive a “0” for the revision round, and that grade will be averaged with your original score.

CRITERIA FOR GRADING

Strategy: Was your strategy appropriate for the goals, the audience, and the context as you’ve defined them? Did you achieve the goals you set out for this presentation?

Structure: Was your structure (relatively direct/relatively indirect) appropriate? Was the presentation organized in a manner that the audience could easily follow? Did you use transitions effectively to move from point to point?

Content: Have you provided enough detail for the audience to understand your main points? Did your introduction generate audience interest and preview the presentation? Did your conclusion wrap up the talk?

Delivery: Was your delivery relatively smooth? Did you demonstrate enthusiasm and an interest in the audience’s needs? Did you use gestures in a way that was comfortable for you and not distracting to the audience? Did you make eye contact with all members of the audience?

Visual Aids: Did your visual aids enhance your presentation? Did they follow the principles of good design? Did you use them effectively?

Q&A: Did you handle the process of answering questions easily? Did the content of your answers satisfy the audience?

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