

Business Communication Assignment

Group Presentations

The purpose of these activities is to provide you with the opportunity to apply what you have learned and to help you develop and practice your oral communication skills in a business situation.

Your presentations should be delivered in an organized, extemporaneous manner. You should speak from a brief set of notes or an outline, **not a written out a manuscript**. You will need to turn in an outline on the day of the presentation. While your outline should be typed, you are free to make any written notations on your presentation outline you feel are necessary.

Your presentations will be graded on four criteria: content, organization delivery and group communication. In short, the presentation should share quality information in an organized fashion. I will expect that each presentation have introductory remarks that capture the audience's attention, suggest the significance of the presentation, communicate the presentation's main ideas as well as the main points you plan to cover. Each of your main points (you will likely have three) will need to be well developed with a variety of facts, appropriate statistics, testimony from experts and examples. It will certainly be helpful during your presentation to let the audience know where your information came from. In your concluding remarks, you will need to review your ideas as well as provide a satisfying sense of closure to your presentation. Finally, it should be presented in such a way that the delivery does not impede the message of the presentation and makes the audience want to listen. I would highly encourage you in a presentation of this length to include appropriate use of technology, visual aids, and/or strategies to involve and sustain interest in the audience, including appropriate activities.

Each assignment is worth 150 points. This grade will be assigned collectively, meaning each individual in the group will receive the same grade. Therefore, it is important for each member of the group to contribute equally to the discussion. However, my observations of your individual contributions to the project will be factored into the grade and as such, I reserve the right to raise or lower an individual's grade up to 10% based on these observations. Because of the nature of this assignment, late assignments cannot be accepted.

GPI

For the first assignment, you and your group will work to research and construct a 15 minute presentation (5 minutes per person). The subject of the first presentation is to share the location your group has chosen for the annual leadership meeting. Your presentation should include the following. Identify the specific location, including the country, city, and hotel/resort where the meeting will take place. Provide a brief history of the city/country. Outline the political and economic climate of the city/country you have chosen. Provide a list of cultural dos, don'ts, and interesting information about the city/country. The location your group will use will be assigned from the following countries: Ireland, France, Dubai, Turkey, Singapore, Taiwan, South Africa, Egypt, Bolivia, or Panama.

During preliminary meeting, you will discuss the topic of your presentation. Your goal during this discussion should be to brainstorm for cities and ultimately choose which specific locations your group will research and present to the audience.

The group, as a whole, will be responsible for collecting a minimum of 8 sources of information. For this assignment, most if not all your research will be secondary in nature (books, magazines, websites, journal articles, etc.) You will need to turn in a complete presentation outline including a bibliography of sources used on the night of the presentation. Scoring will be based on the following criteria:

- Content-Does the presentation include a thesis? Is there sufficient supporting material? Is the overall presentation coherent and interesting?
- Organization-Does the presentation have an effective introduction, body, and conclusion?
- Delivery-did the presentation meet verbal, nonverbal, and other business presentation standards?
- Group Communication-Did the group seem cohesive and effective?

GP2

For the final assignment, you and your group will work to research, construct and present another 15 minute presentation (5 minutes per person). The subject of the second presentation will be to suggest ways your company can increase diversity and inclusiveness in the workplace. This group presentation will propose 12 policies your company should implement to achieve your goal. Each suggestion you propose should include what should be done, who will it affect, what resources will be needed, and how will it help the company achieve the goal. You may use up to 9 suggestions from your individual papers but must come up with 3 additional suggestions as a group for a total of 12 unique recommendations.

During preliminary meeting, you will discuss the topic of your presentation. Your goal during this discussion should be to brainstorm possible suggestions and come up with a list to research. Ideally this meeting will take place prior to WA2 to avoid overlapping suggestions.

The group, as a whole, will be responsible for collecting a minimum of 8 sources of information. For this assignment, most if not all your research will be secondary in nature (books, magazines, websites, journal articles, etc.) You will need to turn in a complete presentation outline including a bibliography of sources used on the night of the presentation. Scoring will be based on the following criteria:

- Content-Does the presentation include a thesis? Is there sufficient supporting material? Is the overall presentation coherent and interesting?
- Organization-Does the presentation have an effective introduction, body, and conclusion?
- Delivery-did the presentation meet verbal, nonverbal, and other business presentation standards?
- Group Communication-Did the group seem cohesive and effective?