

Your presentation

- Value?** Presentation and in-class assignments = 25%
- How many members per group?** TBD
- How many groups?** TBD
- When?** Class sessions 13 and 14
- Format?** Up to you (but, must answer all questions)

-How many minutes? TBD

-Audience involvement? Yes, participation and respect are important.

-When will you have all content? By class session 12

-Presentation order and day? You choose (first-come basis).

-Facts? Sources and verifiable evidence are important.

-Style? Yours

- Choose any multinational company in the world (that I can verify).**
- For each question, discuss by utilizing examples from appropriate sources, then make your own analyses/judgments.**

DISCUSS ALL of the following...

1. COMPANY OVERVIEW

- a. Provide a brief company overview.

2. LEADERSHIP/MANAGEMENT

- a. CEO's leadership and management
- b. Strengths and weaknesses of each
- c. Recommendations for improving each
- d. Major strategic decision CEO made
- e. Why do you believe that he/she helped/hurt the company by the way the decision was managed?

3. HR

- a. One of the five major HR functions at your company
- b. Weaknesses of the function
- c. Recommendations for improving the function
- d. Main competitor of your HR system (explanation of why)
- e. Major weakness of competitor's HR system relative to yours and how you will exploit it to your advantage

4. CORPORATE GOVERNANCE AND ETHICS

- a. Ongoing ethical issue at your company
- b. How would you resolve it?

5. MARKETING

- a.** Identify your company's core values.
- b.** Your company's marketing campaign that was a failure or wasn't as successful as it could have been
- c.** What went wrong or could have been done better?
- d.** Your company's core values as compared with those you believe were expressed in the marketing campaign, and whether they were consistent or not
- e.** What would you have done if you were the CMO?

Presentation Rubric

	N/A <i>(Not Achieving)</i>	Level 1 <i>(50 - 59%)</i>	Level 2 <i>(60 - 69%)</i>	Level 3 <i>(70 - 79%)</i>	Level 4 <i>(80 - 100%)</i>
Knowledge/ Understanding	- demonstrates unacceptable knowledge of speaking, presenting, and representing skills - demonstrates little to no understanding of content for presentation	- demonstrates limited knowledge of speaking, presenting, and representing skills - demonstrates limited understanding of content for presentation	- demonstrates some knowledge of speaking, presenting, and representing skills - demonstrates some understanding of content for presentation	- demonstrates considerable knowledge of speaking, presenting, and representing skills - demonstrates considerable understanding of content for presentation	- demonstrates a thorough knowledge of speaking, presenting, and representing skills - demonstrates a thorough understanding of content for presentation
Thinking/ Inquiry	- little to no evidence of planning and organization of presentation - little to no evidence of effective critical and creative thinking processes	- planning and organization of presentation is polished and divided in a limited way - uses critical and creative thinking processes with limited effectiveness	- planning and organization of presentation is somewhat polished and divided - uses critical and creative thinking processes with some effectiveness	- planning and organization of presentation is considerably polished and divided - uses critical and creative thinking processes with considerable effectiveness	- planning and organization of presentation is thorough, polished and well divided - uses critical and creative thinking processes with a high degree of effectiveness
Application	- makes little to no connections within and between information to presentation - visuals are not accessible and/or included in the overall presentation	- makes few connections within and between information to presentation with limited effectiveness - visuals are accessible and included in the overall presentation	- makes connections within and between information to presentation with some effectiveness - visuals are accessible, creative, and included in the overall presentation	- makes connections within and between information to presentation with considerable effectiveness - visuals are accessible, creative, and important to the overall presentation	- makes connections within and between information to presentation with a high degree of effectiveness - visuals are accessible, creative, professional and important to the overall presentation
Communication	- little to no communication and/or interaction with audience - little to no effective expression and/or organization of ideas	- communicates and interacts with audience with limited effectiveness - expresses and organizes ideas with limited effectiveness	- communicates and interacts with audience with some effectiveness - expresses and organizes ideas with some effectiveness	- communicates and interacts with audience with considerable effectiveness - expresses and organizes ideas with considerable effectiveness	- communicates and interacts with audience with a high degree of effectiveness - expresses and organizes ideas with a high degree of effectiveness

	Presentation Marking Rubric (Group)				Mark
	4	3	2	1	
Comprehension & Critical Thinking	• Extensive knowledge of topic. • Members showed complete understanding of assignment. • Show excellent critical stance and skills	• Show good knowledge of topic • Most showed a good understanding of topic. • Show good critical stance and skills	• Show decent knowledge of topic • Few members showed good understanding of some parts of topic. • Show decent critical stance and skills	• Presenters didn't understand topic. • Show minimum critical stance and skills	
Presentation Skills	• Regular/constant eye contact, the audience was engaged, and presenters held the audience's attention. • Appropriate speaking volume & body language.	• Most members spoke to majority of audience; steady eye contact. The audience was engaged by the presentation. • Majority of presenters spoke at a suitable volume. • Some fidgeting by member(s).	• Members focused on only part of audience. • Sporadic eye contact by more than one presenter. • The audience was distracted. • Speakers could be heard by only half of the audience. • Body language was distracting.	• Minimal eye contact by more than one member focusing on small part of audience. • The audience was not engaged. • Majority of presenters spoke too quickly or quietly making it difficult to understand. • Inappropriate/disinterested body language.	
Content & Organization	• The presentation was a concise summary of the topic with all questions answered. • Comprehensive and complete coverage of information.	• The presentation was a good summary of the topic. • Most important information covered; little irrelevant info.	• The presentation was informative but several elements went unanswered. • Much of the information irrelevant; coverage of some of major points.	• The presentation was a brief look at the topic but many questions were left unanswered. • Majority of information irrelevant and significant points left out.	
Preparedness/ Participation/ Group Dynamics	• All presenters knew the information, participated equally, and helped each other as needed. • Extremely prepared and rehearsed. • Excellent visual aids	• Slight domination of one presenter. Members helped each other. • Very well prepared. • Decent visual aids	• Significant controlling by some members with one minimally contributing. • Primarily prepared but with some dependence on just reading off slides. • Acceptable visual aids	• Unbalanced presentation or tension resulting from over-helping. • Multiple group members not participating. • Evident lack of preparation/rehearsal. Dependence on slides. • Need improvement in visual aids	
				Total	/40