

First presentation – background.

In your groups please choose one or two large international business. You will use these through this course. So please make sure they are interesting to you. It is also important to check if you can easily access information about these businesses. You will need to thoroughly research these businesses for your presentations.

First ideas

Presentation aim

The aim of this presentation is to introduce your company to the audience. By the end of your presentation the audience should have a clear description of your company as well as understanding why you are excited about this business.

Who is the target audience?

The main audience is a group of intelligent colleagues.

When is it scheduled for?

To be delivered in week three of this semester's course.

What equipment will be available?

An OHP projector; marker board pens; microphone; laser pointer








How long should it last?

To be discussed.

Preparation

 To prepare for this presentation you should gather information about your company.

The following questions will help you to describe the company:

-  How many people does it employ?
-  Has it been in business for a long time?
-  What is its turnover?
-  What products does it offer
-  Where does it do business?
-  What is it particularly known for?
-  Etc.

- You should prepare OHP slides for use.
- Please use the ideas we have discussed in class during this presentation.
- Each person in the group should present.

Assessment

Will focus on:

- Setting up the environment
- Effect use of the OHP
- Evidence of having found information about your company
- Effort to organize company information in a relevant form
- Demonstration of team work

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