Business Report Presentation (10 minutes maximum)

1. Create a YouTube video of your presentation and submit the link through the dropbox. You can film yourself doing a PowerPoint presentation, or if you prefer, you can use Prezi (www.prezi.com).

2. A Word document with the link to your presentation is sufficient. *If I can’t open it, I can’t grade it.* Make sure your link works before turning it in. Change the setting in YouTube from “private” to “unlisted.”

3. The presentation must contain audio, and I must hear your voice.

Your business report is a very detailed assignment, and it’s an important one because it requires you to put your ideas on paper and begin thinking conscientiously. The presentation is your opportunity to explain your analysis and recommendations. It consists of two parts: an overview and recommendations.

In the “Overview” section of the presentation, you must explain the following:

1. Essential background information about the company.
2. Purpose of the report, including an implicit—or explicit—problem.
3. Your analysis of the problem.

I will evaluate your report when you are presenting the “Overview” according to the questions below:

- How well did you research the company and its most important concerns?
- To what extent did you answer the questions in the assignment prompt?
- What examples did you provide?
- What evidence did you provide to support your points?

In the “Recommendations” section of the presentation, I will evaluate your ability to present your solutions in a logical, persuasive manner. Assume I am the CEO and you need to persuade me to accept your recommendations. The vast majority of your grade is based on the argument you make and your use of evidence, research, and analysis to support it. I will evaluate your report when you are presenting the “recommendations” according to the questions below:

- Are the recommendations clear and consistent with the analysis provided in the “overview” section?
- How well do you support your points with evidence and research?
- Are the recommendations feasible and realistic?
- Did you effectively anticipate the CEO’s concerns and address them in the presentation?