

ORAL PRESENTATION GRADE SHEET

1. Group conducted **secondary research**. Group presented at least 20 external references (of which **10 must be from academic sources**) from reliable sources above and beyond class readings. When group cited surveys, the audience was **informed about the survey** in terms of size of organizations that participated (such as Fortune 500), geographic dispersion (such as U.S. or global), sample size, and date of data collection. If such data is missing, the group explains that as well:

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional
					Fewer than 20 references	20 references, fewer than 10 academic	More than 20 references, fewer than 10 academic	20 references, at least 10 academic	more than 20 references, at least 10 academic

2. Group conducted **original research** (interviews plus an optional survey). The interviewees were relevant to the group topic; If the group did a survey, the survey was well designed and sample size was at least 40 people:

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional
					1 survey only	1 relevant interview only	2 relevant interviews or one relevant interview and a survey	3 relevant interviews or two relevant interviews and a survey	4 relevant interviews or three relevant interviews and a survey

3. **References** to primary or secondary data were properly cited on each slide. At the end of the presentation, references were organized into the following sections:

- Academic references (should have at least 10) from ABI-INFORM (peer-reviewed)
- Other secondary references (should have at least 10) (Websites, news articles, white papers)
- Original sources of data (your interviews, your survey)

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional

4. Group presented a meaningful topic overview by including a brief description of the topic, why the topic is important to managers, the size of the market in terms of dollars (if relevant), the promised benefits of this topic, the potential pitfalls, the research method your group used to help executives realize the potential of the topic, and the **one overall message of the presentation**:

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional

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5. Group presented meaningful "real world" examples based on primary and secondary sources. Group explained why these examples were selected (based on access, example of a success, example of a failure, example from a particular country). Group explained how examples were representative of the lessons the group is trying to demonstrate. Group did cross-example comparisons when relevant:

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional

6. Group presented a useful set of lessons/best practices relevant to general managers. Three to five lessons/or practices are the optimal number.

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional

7. Group designed a fun and worthwhile class activity.

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional

8. Group designed beautiful, engaging power point slides or (Prezi); Visuals on almost every slide; Fewer than 60 slides (not including references). One coherent design throughout.

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional

9. Group members were prepared, enthusiastic, credible, knowledgeable, and engaging. Each presenter communicated clearly and effectively by moving around the speaking space, making eye contact with the audience, speaking loudly enough to be heard by the entire class, did not use note cards and did not stand behind the instructor's station; Group members did not use "aaahhhs". Group balanced and seamlessly integrated presentation content and time among the group members; The presentation was NOT four or five mini-presentations one after the other, but rather each member spoke at many points in time. Think of a ballet.

1	2	3	4	5	6	7	8	9	10
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10. Group presentation was completed in allotted time. 50 minutes max; about 40 minutes of content.

1	2	3	4	5	6	7	8	9	10
Beyond Words	Unacceptable	Very Poor	Poor	Substantial improvement	Some Improvement	Solid	Well Done!	Excellent	Exceptional

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