

The presentation constitutes 6% of the course grade, while the content of the group assignment constitutes 14%.

Group assignment grading guidelines for the presentation (0-6pts)

Audience orientation

Content is clearly targeted at the audience and aligned with the communication objective. Audience background, knowledge, needs and concerns, attitude and motivation are fully addressed.

Note: audience are other students; you can also state that you are presenting to the company's top management team / board of directors.

Organization

The presentation is clearly and logically organized. The core message is clearly stated and highlighted throughout.

The message has three discernible parts: a highly impactful introduction; a body with a coherent structure and clear transitions; and a strong conclusion, which repeats core messages and calls to action.

Claims are always supported by solid, compelling arguments or evidence from relevant and respected sources.

All of the content is relevant and the presentation progresses with sufficient pace; there is no unimportant or peripheral content in the presentation.

Visual Design

Slides are professional and achieve all of the following:

- are appropriate in number
- visually oriented
- contain a suitable amount of information
- employ engaging visuals but avoid 'chartjunk' (unnecessary 3-D, clipArt, or such)
- use headings that convey the narrative

Language

Speaks effortlessly with a natural conversational flow. Language is accurate, vivid and expressive. Varies pace and pitch. Pronunciation is clearly intelligible. The speaker is totally independent of notes.

Group assignment grading guidelines for the content (0-14pts)

Creativity and innovativeness

- Students come up with clear suggestions for the case company
- The suggestions are not obvious and go beyond established solutions either in their design or implementation
- The students have identified non-obvious problems

Quality of argumentation

- The represented content connects together and convincingly supports the recommended actions / solution

Use of empirical data

- Some empirical data and observations are provided to support suggestions
- Empirical data is from reputable sources and it has relevance for the arguments being made

Connection to course readings and frameworks covered during the sessions

- Some frameworks and concepts from the course content are explicitly used in the assignment
- The frameworks/concepts are applied correctly, showing they have been understood
- Frameworks and concepts add value to the assignment, support analysis and/or recommendations

To what extent did the assignment answer its research question?

- The presentation has a clear research question or a goal
- The content of the presentation addresses the question posed
- The question is approached holistically and the presentation largely answers it