

MGT 489; Instructor: Shah Iftekhar Hossain

Presentation Guidelines

Ethical Issue Presentation

- Ten slides maximum, eight slides minimum, not including a cover page.
- All members of the group must deliver a portion of the presentation. The division of the specific presentation duties is a decision of the group.
- Absence during the presentation will ensure a zero for the Ethical Issue component of your final grade.

Project Presentations

- 15 slides maximum, 12 slides minimum, not including a cover page.
- All members of the group must deliver a portion of the presentation. The division of the specific presentation duties is a decision of the group.
- Absence during the presentation will ensure a zero for the Project component of your final grade.
- I strongly recommend you include the following components on your project presentation:
 - A brief history of the company (one slide only)
 - SWOT Analysis
 - Industry Analysis
 - Competitive Forces Analysis
 - Core competencies [if any]
 - Financial Performance Summary of the previous three years [2014-2017]
 - Competitive Advantage [if any]
 - Your recommendations
 - Your recommended corporate strategies for the next five years [2019-2024]
 - Your recommended business level strategy for the next five years [2019-2024]
 - Your recommended functional level strategy for the next five years [2019-2024]

- Your recommended technology strategy for the next five years [2019-2024]
- Your recommended global strategy for the next five years [2019-2024]
- Your recommendations about the company's governance, structure, strategic control systems, culture.

The following guidelines apply to both sets of presentations:

Layout

- Use white background and black text. Keep the use of other color to an absolute minimum. If you must use color, be sure to use high-contrast color.
- I strongly recommend using the "Blank Presentation" template on Power Point.
- Use a consistent layout for all your slides.
- Use the same font throughout your presentations.
- Use fonts that display well with projection equipment, e.g., Verdana, Arial, Helvetica.
Avoid using scripts and/or fancy points.
- Use a font size of at least 20.

Text

Because authors so often read from their slides, they usually put too much text on each slide.

- Use no more than six bullet points on a slide.
- Write fewer than six words on each line of text or bullet point.
- Use the notes feature of Power Point to expound upon your bullet points; this feature is like your 3 x 5 cards of yore.
- Use headlines and sub-heads for new topics; headlines and sub-heads help maintain consistency across slides, especially where a bulleted list is continued on the next slide.
- Spell check your presentation.

- Have another person proofread your presentation. You shouldn't change anything after it has been proofread because those quick, little changes are the most error prone.
- Use appropriate punctuation and use it consistently.
- Always use upper case and lower case letters.
- Consistently follow an established style guide.
- Use bolding to emphasize words, but avoid using italics unless citing a resource.

Animation

- Use animation and transitions sparingly and consistently; dissolves, blinds and fly-ins distract the audience from your message.
- The only sound your audience should hear is your voice; turn off sound effects on any animations you choose to use.

Graphic Elements

- Photographs, graphic designs and clip art are useful in telling a story or illustrating a point, but they can be distracting when they do not directly support the point(s) of the current slide.
- Use of photographs, graphics etc. should be minimal.
- Use only high-quality photographs or graphic designs.
- Avoid using PowerPoint or Word clip art.
- Use photos that are large enough to show the details of the image, but do not resize photos in PowerPoint.
- Use no more than one graphic element per slide. I strongly recommend not using any graphic element unless absolutely necessary.

Submission

- You must email your Power Point document for your presentations by 8 pm of the night before your presentation.
- Your Power Point document size cannot exceed 0.25 Megabytes (250 KB).
- Submit a paper copy of your presentation to your instructor on the day of your presentation.

General Instructions

- Irrelevant fancy pictures/graphics/logos etc. will not impress me; in fact, these will be penalized if I deem these inappropriate.
- I am looking for quality and depth of your understanding of strategic management, research, analysis, conclusions, and recommendations: as you are able to demonstrate through this presentation as related to your assigned issue/company.
- Your presentation is a highly valued and critical preview of your project report. Also, it is the only opportunity to present your work on the Ethical Issue component.

Carefully consider what you will include in your presentation given the slide limitations and presentation time constraints.

- Carefully consider what you include in your presentation. You must be completely confident that all of you will be able to answer very difficult questions about the material you present. Do not present material that you do not understand and/or cannot explain, even if it is very appealing.