

MGMT 365 Business Communications
Business Research and Presentation Assignment – Spring 2023

The goal for this assignment is to identify a communications challenge in the workplace and to prepare a written report and presentation to present strategies to help young business professionals in managing challenges. You will be assigned a topic.

Problem Definition- Describe the problems or challenges associated with your topic, or a rationale as to why the topic is important. They can be from the customer, employee or employer point of view. State what the audience should gain from the research and presentation.

Research- Conduct research using the library and internet. Identify several solutions to the problems you identified using credible sources such as company/industry trade magazines or articles, peer reviewed journals, case studies, etc. (We are not looking for superficial information that everyone knows.) It is expected you will have at least eight references in addition to our textbook.

Make recommendations (and a presentation) from the evidence found.

References - There should be a reference for every citation, adhering to MLA standards.

DELIVERABLES:

1. Progress report due on _____ following guidelines on pg. 338-339. Turn in as a printed document at the beginning of class AND submit to Blackboard. (The grade for progress reports is a part of the written report grade.)
2. Prepare a written report due on **Thursday, 4/6**. The written report is to be formatted professionally and submitted to TurnItIn and Blackboard prior to class on 4/6 AND a printed copy is to be handed in at the beginning of class on 4/6.
3. Prepare a presentation (no more than 20 minutes). Submit the .ppt file to Blackboard prior to your classroom presentation. The file must be Powerpoint. No cloud-based presentation files are permitted.

In the presentation the following components should be evident:

- a. Introduction
- b. Main Ideas
- c. Conclusion/Summary
- d. Works cited

Powerpoint – The presentation should have a set of Powerpoint slides outlining the presentation. Each student should introduce themselves. (Be sure to present conclusions, summarize, conduct a Q & A, and thank your audience. Cite sources appropriately in the presentation slides.)

Business attire is to be worn by each student on the day they present.

Think outside the box. Stand out from the other presentations. *Make this a memorable event!*

Assigned presentation dates and order will be selected by random drawing. There will be three presentations on each date below. Dates will not be changed to accommodate individual schedules.

Thursday 4/6

Tuesday 4/11

Thursday 4/13

Grading for the assignment is in two parts:

Paper grade will be on a 100 point scale and is 10% of your course grade.

Presentation grade is on a 100 point scale and is 10% of your course grade: