

INSTRUCTIONS

For this midterm assessment, students must individually develop and submit a creative, multimedia-rich presentation that explores the use of innovative technologies in transforming business operations. This assessment will simulate a real-world business scenario, and your presentation should be tailored for a professional audience—such as a board of directors or executive stakeholders—looking to implement technological innovation in their business strategy.

Your submission must include:

- A recorded presentation using tools such as MS Teams, Prezi Video, Powtoon, or Vyond.
- Accompanying slide deck in .pdf format.
- A transcript or detailed speaker notes as PowerPoint Notes Pages Printout in PDF format.

Further instructions:

- The work must reflect original thinking, critical analysis, and application of technologies covered in class.
- Students should use tools like Canva, Powtoon, Vyond, or Prezi for creative presentation, and Tableau, ThingLink, or Piktochart for data visualization where appropriate.
- Copy-pasted content from AI tools or websites will be flagged for plagiarism.

- A step-by-step guide on how to **print PowerPoint Notes Pages as a PDF** is available from <https://support.microsoft.com/en-us/office/print-your-powerpoint-slides-handouts-or-notes-194d4320-aa03-478b-9300-df25f0d15dc4> .

Indicative Presentation Structure

Introduction

- Title slide (name, course, date)
- Brief overview of the company/scenario
- Objectives of your presentation

Business Context

- Description of industry, products/services
- Pre-existing challenges and role of tech

Tech Integration Proposal

- Identify business needs (e.g. data management, CRM, AI applications)
- Propose suitable technologies and justify their use
- Describe how these tools would be implemented

Benefits and Strategic Impact

- Operational improvements
- Strategic value and competitive advantage
- Innovation and scalability

Risks and Mitigations

- Address cybersecurity, data privacy, and compliance
- Provide mitigation strategies

Conclusion

- Recap key insights
- Future outlook or recommendations

References

- Harvard style referencing required

FORMAT

Your submission must meet the following formatting requirements:

- **Number of files for submission:** 1
- **Required file format for main submission:** PDF and URL link to presentation on OneDrive
- **Slide count:** 10–15 slides
- **Duration of presentation:** 5–8 minutes

All referencing and citations require **Harvard referencing style**. Students must avoid plagiarism and use the Harvard Referencing Guide and Turnitin to ensure that their sources are correctly cited. Plagiarism includes the use of artificial intelligence tools, such as ChatGPT and Grammarly, when output is copied and pasted from these sites. Please refer to the **Academic Policies and Procedures Manual** and the **Student Good Practice Manual in AI Literacy** available on the Student Services page for further details.