



RUBRIC - PRESENTATION

RUBRIC FOR ELECTRONIC PRESENTATION PROJECT

Purpose

One of the expectations of employers is that college graduates are able to present **persuasive** works to a business / client audience.

The **Electronic Presentation Project** allows you to develop a proposal suitable for a business audience to persuade others to a course of action (the objective is that they adopt your ideas, plan, project, recommendations, etc.).

You are required to create and present a project that illustrates a practical implementation of management concepts from the course textbook. The project can be presented in a format of your choice (audio narrated PowerPoint, website, video, prospectus paper or plan), however, it must be created as appropriate to a corporate managerial audience, it must present substantial research to support your recommendations, and it must be "encapsulated" into a file that can be uploaded to the course site (all files and presentation must be done electronically - including any voice, video, or other visual aids, and placed into a ZIP file or series of individually uploaded files).

Again, the primary goal of the presentation is to persuade the intended audience to accept and adopt your ideas, and you must clearly indicate "calls to action." The final product might be a business or marketing plan, a policy change, system implementation proposal, training session, or sales presentation.

Use of creativity is expected. This project must be created and delivered to the class electronically. You are expected to verify that the project functions properly before it is graded by the instructor.

Process

The topic must be approved by the instructor and must be unique (not an issue or concept selected by any other class member). You should review the textbook table of contents to select an area of interest for your paper. In your project, you must incorporate several ideas and concepts from the textbook as well as many outside ideas and evidence from credible sources.

Any sources used must be properly cited, either in a bibliography page (using APA format) or directly inline with your content. Citations formats should be generated using the www.citationmachine.net resource.

Any visual elements (photographs, clipart, charts, diagrams, etc.) must be properly attributed (respect copyrights). Any visuals that you create should also be attributed (to help identify which you have created).

You will be required to submit your completed project for peer review at least 2 weeks prior to the deadline for the assignment. This will give your peers one week to comment upon your presentation and an additional week for you to incorporate their suggestions into your presentation. The peer review is a separate and required graded activity.

The grading for this project will be determined by the following Rubric. Please note that there are specific and high expectations for this project. In order to earn all the points on this assignment (i.e. "A+"), you must exceed the expectations of each criteria. Meeting the criteria provides a grade of average ("C").

Rubric for Electronic Concept Project

Criteria	Does not Meet Criteria	Meets Criteria	Exceeds Criteria
Creativity: Materials	0 points	15 points	25 points

are presented in a creative and attractive manner suitable for management professionals or financiers (bank loan officers, venture capitalists, etc.).	Materials are primarily text-based.	Materials incorporate some uses of graphics, charts, figures, maps, diagrams, photographs, and media as appropriate to positively communicate the information to the audience.	Materials incorporate substantial use of visual, auditory, animation, video and/or interactive content in creating a "polished" professional presentation in an interesting and novel manner.
Audience Persuasion: Presentation of research and recommendations are appropriate to persuade a college-degreed management professional to a course of action	0 points Language and presentations does not meet professional standards or expectations, or the materials presented are not sufficient to justify a change in attitudes, beliefs, or behaviors by a degreed management professional	20 points Language and presentation adapts to the needs of the audience and answers all essential objections that would likely be raised.	25 points Materials and presentation structured in a manner to use logical persuasion to motivate the manager to adopt a certain belief or practice
Mechanics: Fewer than 3 mistakes in spelling, grammar, and punctuation. NOTE: use Microsoft Word's built-in spelling and grammar checker to ensure no mistakes for submitted work.	0 points More than 3 mistakes	15 points 1-3 mistakes	25 points 0 mistakes
Citations: Includes at least 10 credible sources properly cited. NOTE: use www.citationmachine.net to ensure proper citations. Use online library databases and journals to find credible sources.	0 points Fewer than 10 credible sources	15 points 10 to 15 credible sources	25 points 16 or more credible sources
Organization: Presentation is well organized and the scope and placement of information is well designed.	0 points Presentation's organization and structure is not focused; there lacks a clear progression from introduction through	15 points Presentation's organization and progression is clear including headings and subheadings	25 points Presentation is very well organized and utilizes previews and reviews of information successfully, and also uses formatting colors

	call for adoption		and styles to visually show structure
Logic: Arguments and conclusions are logical and are solidly based upon research presented in the presentation	0 points Errors in logic (insufficiency of information, improper application of causation, etc.) or lack of evidence	20 points All arguments sufficiently defended. No errors in logic.	25 points Multiple types of logical arguments supported by multiple lines of evidence included in substantiating findings during analysis. All predictable objections refuted with evidence.
Proper Use of Concepts and Feasibility: demonstration and utilization of course concepts in recommendations that are both feasible and reasonable to place into practice	0 points Incorrect application of any course concept	15 points Correct application of multiple course concepts in development of recommendations; recommendations are reasonable and attainable.	25 points Course concepts are extended by additional research and unique applications. Recommendations are fully feasible and demonstrate substantial benefit (increased profit, reduced cost, increased morale, better efficiencies, fewer defects)
Specificity: The conclusions and recommendations are applicable to a very specific problem within a very specific environment or situation	10 points The materials are general in nature and lacks specific connection to any workplace or environment.	15 points The recommendations are suitable in nature to address various organizations or situations with evidence that ideas might be applicable to a specific work environment.	25 points The recommendations and call to action are specific to a particular workplace and/or environment including an overview of the current problems / parameters in the workplace and individually addressing those problems with the proposal / recommendations. Research sources are used to address specific issues found in the workplace environment of the target audience.

End

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