

Spring 2017 BUS 101 Current Event Oral Presentation Assignment: 35 Points

This assignment will give you the opportunity to learn more about current events occurring in the United States and around the world and how they relate to business.

You are required to choose a newspaper article in one of the following sources:

The Financial Times, The Economist, Bloomberg BusinessWeek, The Wall Street Journal, The New York Times, or The Washington Post.

This article should be recent (preferably within the past month), and it must be one that relates to a topic that we have discussed or will discuss in class. Possible topics include:

- The positive or negative reaction of customers in reaction to a company's introduction of a new product or service
- The economic, ethical, or financial implications of a decision made by a company
- A global issue that affects business

The presentation is expected to be ***between 4 and 6 minutes long***; presentations that do not conform to this expectation will be penalized. The best way to ensure that your presentation will be the appropriate length is to practice it a few times before you deliver it in class.

You cannot use an article that another student has presented in the class. **You must submit your topic to me for your instructor's approval via email by 11:45pm on a minimum of one (1) week prior to your scheduled presentation.**

You must submit your PowerPoint or Keynote¹ presentation to your instructor via an email attachment by 11:45pm on the evening before your presentation.

GRADING:

Your presentation must:

- Demonstrate preparation on your part.
- Create a summary for the audience that demonstrates your understanding of the article.
- Explicitly relate the topic(s) discussed in the article to a topic we have discussed (or will discuss) in BUS 101.
- Last between 4 – 6 minutes.
- Use Power Point or Keynote that facilitates—but does not dominate—the presentation.
- Be delivered professionally.

The delivery of the presentation is very important. This includes an erect posture (do not slouch or lean on the podium), making eye contact with the class, speaking with clear pronunciation, and overall enthusiasm for your topic. You are able to choose the article, so choose one that appeals to you!

¹ You must prepare your presentation in a Power Point or Keynote file. I will not accept any other presentations.

Rubric for Current Event Oral Presentation Assignment

Trait	Did Not Complete	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations
Submission (3 points possible)	Student did not submit the presentation before class. <i>(0 points)</i>	Student submitted the presentation after the deadline or needed to revise it after the deadline. <i>(1 point)</i>	Student submitted the presentation by the deadline and did not make any revisions afterward. <i>(3 points)</i>	
Overall Summary (8 points possible)	Student did not summarize or analyze the article. <i>(0 points)</i>	Student summarized the article in a superficial manner. <i>(4 – 5 points)</i>	Student summarized the article in an adequate manner, but some information about the situation was unclear. <i>(6 – 7 points)</i>	Student gave a clear and meaningful summary that provided an overview of the situation for the audience. <i>(8 points)</i>
Discussed relation to BUS 101 (8 points possible)	Student did not address relation to topics discussed in BUS 101. <i>(0 points)</i>	Student implied relation to BUS 101 topics with an explanation that was vague or not meaningful. <i>(4 – 5 points)</i>	Student discussed relation to BUS 101 topics in brief to moderate detail. <i>(6 – 7 points)</i>	Student discussed and explained thoroughly how the article related to topics discussed in BUS 101. <i>(8 points)</i>
Power Point (4 points possible)	There was no Power Point. <i>(0 points)</i>	The Power Point contained too much information and/or was distracting to the audience. <i>(2 points)</i>	The Power Point provided a framework for the presentation but was difficult for the audience to follow in parts. <i>(3 points)</i>	The Power Point provided a framework that helped the audience follow the presentation. <i>(4 points)</i>
Length of Presentation (6 points possible)	Presentation was less than 2 minutes or more than 10 minutes. <i>(0 points)</i>	Presentation lasted between 2 and 3 minutes OR between 8 and 10 minutes. <i>(2 – 3 points)</i>	Presentation lasted between 3 and 4 minutes OR between 6 and 8 minutes. <i>(4 – 5 points)</i>	Presentation lasted between 4 to 6 minutes. <i>(6 points)</i>
Delivery of Presentation (6 points possible)	Student's delivery made it impossible to follow the presentation. <i>(0 points)</i>	Student's delivery was poor and difficult to follow in parts, or the student read the presentation. <i>(2 – 3 points)</i>	Student's delivery was adequate but had some hesitations and/or reading from notes or slides. <i>(4 – 5 points)</i>	Student's delivery was strong, professional, and clear with no reading or hesitations. <i>(6 points)</i>