

Assignment Brief

Assignment 2 – Submit slides Monday the 16th June, presentations to be conducted at 2pm on Tuesday the 17th June

The written report will constitute the core material for a formal presentation that will be presented to the client company at the assignment's conclusion.

The presentations are required to align with the essential structure of the report.

You are to prepare a presentation using PowerPoint, which must be completed within a 15-minute timeframe. This is a timed exercise, and failure to adhere to the time limit will result in a deduction of marks, as will presentations that are excessively brief. In your slides, it is essential to use very few words while incorporating numerous relevant images to effectively support your narrative.

Structure - Presentation:

Cover Page

You must present your presentation with a cover page, this to include:

- The module title and module code
- The title of the presentation
- Your name and student's number
- Your lecturer's name

Introduction and Background (10% 1 to 2 minutes)

- Briefly discuss the business on which the proposal is to be based
- Within your discussion identify the current challenges

Discussion (80% 10 to 12 minutes)

- Discuss external or internal influences that impact upon the organisations ability to serve and bring about change and innovation

Evaluation and Conclusion (10% - 1 to 2 minutes)

- Summarise your main work and findings as well as the implications of your work, including solutions as recommendations to the business.

You will be expected to use credible reference sources (minimum of 20) for information used within your presentation. Your references are not part of the word count.