



## ASSESSMENT GUIDELINES

### Global Business

Fall Semester, 2021/2022

#### **Assessment 1: Verbal Presentation**

Weighting: 30%

Date and Method of Submission: Week 10 in class

Duration of the presentation: 15 minutes (including 5-minutes Q&A session)

#### **Formative Assessment 1: Feedback on presentation slides**

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The presentation assessment is the first step toward development your business project. This step is essential for the business to gather relevant information, research the potential market in order to develop appropriate strategies.

You are expected to select a product and a country/market where your business would like to enter. The emphasis should be put on the market analysis given the country/market selected.

The key information to be included in the presentation is the following:

- Identify and analysis products which are comparable to your product on the selected market.
- Identify and list the potential benefits and weakness/limitations of your product.
- Present the research outcomes regarding demographic and potential market size, growth rate of the market taking into account the political, social and economic factors in the selected market.

The presentation should be performed with the support of coherent power points (or any other suitable software for presentation slides) and other multimedia by allowing time for Q&As.

You can use images, graphs and bullet points in your presentation though avoid using a video unless you believe absolutely necessary for support of your presentation.

#### **Assessment Criteria**

##### **Knowledge and understanding (40%)**

Students need to demonstrate the understanding of the factors affecting market entry decision and show the ability to develop market analysis independently.

**Cognitive Skills (10%)**

Students need to demonstrate the ability to formulate and summarise the key elements of their own research in the presentation.

**Practical and professional skills (25%)**

Students need to demonstrate the skills of verbal presentation such as independence from note reading and maintain the engagement with the audience.

**Transferrable Skills (25%)**

The presentation needs to be structured consistently. The students could utilise their body language, gestures, facial expressions, eye contact with the audience.