

BUS 230: Business and Economics Research and Communication

Expectations for the Final Oral Presentation

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Purpose: The research process is not complete without dissemination. Discovering or creating new knowledge is useless without sharing the knowledge with others. One way to disseminate research is to write a paper and share with others. Often stakeholders in your research project, including managers, clients, co-workers, or other researchers, will also expect you to present your research project to them. Presenting your work allows for a productive, interactive experience with your audience that circulating a paper cannot replicate. Your audience can ask you questions about your work, suggest ways to improve your research, or even suggest other research projects to conduct.

Learning Outcomes:

- LO-4: Develop the ability to effectively communicate research results both written and orally.
- CBA LO-1A: Deliver effective oral presentations

Expectations for Project Presentations

- Time limit: Stay within a 12-18 minute window, and aim for 15 minutes. Presentations will be cut off after 18 minutes.
- All your group members should present, and be given roughly equal time. In professional situations it may be best to have one or two people do the whole presentation, but for the purposes of this class I want to give you all a chance to work on your presentation skills.
- Your presentation does not need to include every detail that you include in your paper. With a limited amount of time, you will have to choose the most important aspects of your paper to include in your presentation. There may be literature you cite in your paper that you do not include in your presentation, and there may even be some statistical analysis that you do not include in your presentation. Your presentation should still be complete, and include the following aspects:
 1. **Introduction / Literature Review:** Clearly state your research question and sell your research project. By this, I mean convince your audience that this is an interesting topic, and that the work you are doing makes important steps at discovering something new in this field. In this process, you should include cite some literature that demonstrates what is already known about your topic, and use this to help motivate your work.
 2. **Methodology:** Explain how you are going to answer your research question. What is your population? How do you collect data? What survey questions do you ask. What variables do you collect? What kinds of comparisons or associations are you going to look for in your variables. Keep this discussion focused on your research question. Describe how your analysis is going to help answer questions related to your main topic.
 3. **Results:** Describe and illustrate (using graphs or tables) your results. Describe what statistical tests you ran, what the results were, and what conclusions do you draw from

this. Bring your results back to your research question. What did you find was the answer? Keep this section organized around themes related to your research question; do not report statistical test after statistical test. Keep the discussion focused on your project idea. What does each test, graph, or table, help you learn regarding your research question.

4. **Conclusion / Discussion:** Answer some of the following questions: What did you learn? What are some of the weaknesses of your project? What questions related to your main point are left unanswered by your research project? Is there a need to do further research on this area? Does your paper suggest another research question as the next step in advancing knowledge in this field?

Other Advice:

1. **PRACTICE! PRACTICE! PRACTICE!** Practice your presentation multiple times. Fortunately you work in groups, so you can practice your individual roles in front of one another. Make sure in your practice presentations that you stay within the time limit and you follow the advice in this document.
2. *Physical delivery:* Make eye contact with individuals in your audience. This means you should not be looking down at your notes and not looking at the overhead screen. Make sure you look and feel comfortable concerning your posture, gestures, and mannerisms. This comes with PRACTICE!!
3. *Verbal delivery:* Be sufficiently audible, use some expression in your voice, and go at a pace that is not too slow, but not too fast to understand. This comes with PRACTICE!!
4. *Visual aids:* Use visual aids that are professional, appropriate for the audience and content, effective, and promote audience interest. You may use PowerPoint slides (or other software if you like) or create handouts if you like. Neither of these is necessary, but some kind of visual aid is required. Most important is that these visual aids help the audience keep their attention and/or understand or remember particular points and results.
5. *Give each other feedback:* Familiarize yourself with the expectations in this document, then as you practice your presentations with your group members, share with them aspects that they did well and aspects they can work on to improve.

Presentation Assignment: Every group will be required to give their presentations during class time, during the last week of class.