D Y Patil College of Engineering, Akurdi, Pune

Department of Information Technology

Name of the Course: Principles of Economics & Software Project Management- EEM-I

SEM-III (SY -BTech IT)

CCE-1 Evaluation

Date of Evaluation: 11ᵗʰ August 2025

Assignment :

Every Student is given a name of the IT company. These IT companies are visiting regularly for the campus recruitment. Students must explore the details of these IT companies and Prepare a Presentation with not more than 6-7 Slides. They must present it individually on the day of Evaluation.

Rubrics for IT Company Presentation (10 Marks)

Criteria	Description	Marks
1. Company Overview	Includes year of establishment, founder(s), location, and type of company (product-based/service-based/hybrid).	**2**
2. Technology Detailing	Explains key technologies, products, or services offered, with clarity on their purpose and impact.	**2**
3. Market Performance (Past 3 Years)	Provides accurate data on revenue, market share, or growth/decline trends; uses graphs/charts where possible.	**2**
4. Presentation Structure & Slide Design	Logical slide order, concise bullet points, visually appealing layout, relevant images, and readability.	**2**
5. Delivery & Engagement	Clear voice, confident posture, good pace, time management, and ability to respond to questions.	**2**

Scoring Scale for Each Criterion

(Example for "Technology Detailing" — same scale applies to each criterion)

- **Full Marks:** All key points covered, accurate, well-explained, relevant examples.

- **75% Marks:** Mostly accurate, minor missing details, explanation clear but not in-depth.

- **50% Marks:** Basic coverage, missing depth or examples, vague explanation.

- **25% Marks:** Minimal details, unclear explanation, inaccuracies present.

- **0 Marks:** No relevant information provided.