

Strategic Innovation & Leadership Program

Team and Entrepreneur Spirit

Group Project Guidelines

Groups will be selected by the second week of class and will prepare and deliver 15-minute, informative presentations dealing with chosen product related to your business plan. Presentations will be conducted during the last lesson of your class.

The final PowerPoint should be approximately 20 to 25 pages in length. It should also include an executive summary of no more than one page at the beginning of the paper and a concluding section that summarizes the key findings and conclusions.

The form of the oral presentation is left to the discretion of the group. You can only choose English content in your PowerPoint. You're encouraged to use any or all of the technology available in the classroom. Grades will be assigned to the group as a whole, except that the peer grades (grades you give individually to your other team members) will be reflected in your final group project grades.

Oral competency is expected. The oral presentation will constitute a significant part of your group project grade. Groups are encouraged to develop creative presentational strategies that demonstrate group cohesiveness and adequate preparation.

The following list provides guidelines in your presentation. See me before you decide on your final topic (product) to make sure I approve it beforehand.

Topic:	Summary Business Plan
Elements included:	<ol style="list-style-type: none">1. Executive Summary2. Industry Analysis3. Company and Production Description4. Market Analysis (Competitor Analysis)5. Marketing Plan (4Ps)6. Operations Plan7. Management Team and Company Structure8. Overall Schedule9. Financial Projections