Oral presentation rubric

1. **Content: (2.5 marks)**
   - **Coverage of Requisite Sections:** The presentation should encompass all the necessary sections of a managerial presentation for a data analysis case report. It is expected to include essential segments like data introduction, analysis methods, findings, and considerations of limitations and opportunities for improvement.
   - **Thorough Understanding by Presenters:** Each presenter is expected to demonstrate a strong grasp of the content. They should be capable of explaining and justifying the methods employed, interpreting results, and establishing connections between those results.
   - **Alignment with Task Objective:** The content should be closely aligned with the specified task objective, effectively conveying a data analysis case study tailored to the comprehensive understanding of higher management.

2. **Organization and structure: (3 marks)**
   - **Clear Introduction:** The presentation should commence with a clear introduction that outlines the purpose and the central question the presentation aims to address.
   - **Meticulous Organization of Main Points:** The main points and arguments should be meticulously organized and effectively presented to ensure a coherent flow of ideas.
   - **Seamless Transitions:** Transitions between different sections and presenters should be smooth, fostering a sense of continuity throughout the presentation.
   - **Concise and Effective Conclusion:** The presentation should conclude concisely, summarizing the main points in a manner that is impactful and memorable.

3. **Communication and engagement: (2 marks)**
   - **Maintaining Eye Contact and Engagement:** Presenters should maintain consistent eye contact with the audience to foster engagement and connection.
   - **Confident and Professional Body Language:** Presenters' body language should exude confidence, openness, and professionalism, enhancing the overall impact of the presentation.
   - **Appropriate Pace of Speech:** The pace of speech should be appropriate, allowing the audience to absorb the content without feeling rushed or disinterested.
   - **Effective Utilization of Visual Aids:** Slides, diagrams, or multimedia elements should be effectively used to enhance the audience's understanding of the content.
   - **Balanced Visual Aid Usage:** Visual aids should support and complement spoken content without overwhelming it.

4. **Time Management: (1 mark)**
   - **Effective Time Management:** The team should manage their allotted time efficiently, ensuring that the presentation remains within the designated time frame.

5. **Response to Questions: (1.5 marks)**
   - **Proficient Handling of Questions:** Presenters should adeptly respond to questions posed by the markers, showcasing a deeper understanding of the topic and its broader implications.