**HCOB Oral Presentation Guide**

**IS 340 Management Information Systems**

**Content**

1. Clearly demonstrate your understanding of the assigned case. Use internet to search additional information for the case analysis.
2. Completely answer all the questions listed at the end of the case.
3. Presentation should show adequate preparation.
4. Manage time so that presentation is finished within the given time frame.

**Delivery**

1. Delivery should be engaging.
2. Capture the audience’s attention. Keep the audience in anticipation of what follows.
3. Project enthusiasm and confidence. Show interest in your topic.
4. Use good volume and voice projection. Clearly articulate your words.
5. Make eye contact with audience at all times.
6. Do not read from notes or PowerPoint slides.
7. Stand up straight. Do not slouch or lean on podium or table.
8. Be aware of “you knows,” “ahhs,” “umms,” and other distracting speech mannerisms.
9. Avoid slang such as “stuff like that” or “you guys.”
10. Do not chew gum during presentation.
11. Use effective facial expression to reinforce message.

**Visual Aids (Optional)**

1. When appropriate, include appropriate visuals that do not detract from presentation.
2. Visual should be clear and professional.
3. Spelling and grammatical errors will make visuals distracting.

**Appearance**

1. Be sure to be clean and well groomed.
2. Clean, neat business or business casual attire should be worn. Long sleeved shirt or

blouse with tie or business suit is always acceptable.

1. Business or business-casual shoes should be worn. Flip flops, sandals, or sneakers are not appropriate.
2. T-shirts, jeans, leather jackets, pajama-like pants, exercise pants, or everyday sweatshirts with graphics or large prints are not appropriate.
3. Bright neon colored clothes or clothes that reveal too much skin will detract from the presentation.

**Questions and Answers**

1. Professionally manage the question and answer session.
2. Be sure to clarify any questions you do not understand.
3. Answer questions clearly and thoroughly.
4. Offer to find the answer to a question you cannot an answer