

## Instructions for presentations

Please prepare a max. 15 - minutes presentation from your own materials. (report)

You can use Power Point, Prezi or any other presentation tool.

You can summarize your data or use pictures to illustrate your point/s.

The goal of your presentation is to share information to the international audience of your student colleagues. Be clear and give as many examples as possible. If you cannot find a case example in your target company, use another example.

The presentation should cover the following things:

- Basic information about the company
- Selected information, for example interesting turning points, about the company history
- Selected examples of the company's external environment affecting the company.
- Selected examples of cultural factors affecting customer behavior.
- Description of company's management structure and organization with illustrations and examples. Mission, vision, strategy. How does it show?
- Description of the company's corporate culture. How does it show?
- Description of the company's human resources management organization and activities.
- Selected examples of the sources for finance.
- Description or selected examples of company logistics.
- Examples of information systems used in management, logistics or other.
- Description of marketing measures with selected examples.

Please make sure that you have reserved time for your presentation by using the wiki-lists available!