

Oral Examination Instructions – Professional Presentation (Group Work)

Course: TOEIC / Professional Communication

Level: Second-Year Students

Institution: Higher Institute of Applied Sciences and Technology of Kasserine (ISSAT Kasserine)

Evaluation Type: Oral Test (Mandatory)

Duration: 20 minutes per group

Group Size: 4 students

Weight: Counts as an official test mark

Absence Policy:

☞ Any absence from this oral test counts as an absence from an official exam.

Missing the presentation = Grade 0.

❖ Task Overview

For your oral test, each group of four students will prepare and deliver a **professional business presentation** in English.

You will participate in a simulated **Business & Entrepreneurship Event in Tunisia**, where you will present an innovative **product, service, or technological invention** of your choice.

This presentation must demonstrate your ability to:

- Communicate clearly and professionally in English
- Use business and technical vocabulary accurately
- Apply strategic analysis tools (SWOT)
- Present ideas persuasively and convincingly
- Work collaboratively as a team

Your topic must be:

- **Original**
- **Relevant to business, innovation, or entrepreneurship**
- **Professionally presented**

- **SWOT Analysis (Required Section)**

Your analysis must include:

Strengths What advantages your invention/service has

Weaknesses Limitations, risks, or areas for improvement

Opportunities Market potential, trends, partnerships

Threats Competition, political/economic factors, technological risks

⚠ Important Notes

- **Attendance is mandatory:** Any student missing the presentation without a *valid official justification* will receive **0**.
- All group members must participate equally.
- Plagiarism or copied projects will lead to **automatic failure**.