



TASK SHEET

ASSIGNMENT FOUR (PRESENTATION)

Information Systems for Service Industries

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Assignment Description

The presentation requires you (working in groups of two) to deliver a well-researched synopsis of a specific trend that will have implications for the industries you are planning on heading into (i.e. the industries associated with your chosen majors: sport, events, leisure, tourism, or hotels) or business in a broader context, and furthermore, detail how business or those industries will use (or not use) technology to adapt and prosper in the face of such developments. This will provide you the opportunity to critically analyse forecasted developments within a specific industry and additionally provide you the opportunity to make a definitive argument on whether technology provides businesses the capacity to improve customer service or simply dilute it.

The presentation will be assessed under the following headings:

- Presentation Content
- Presentation Style
- Group Performance

Group Selection Process

It is your responsibility to form your own working group. In saying that however, if you need assistance to form a group, your lecturer or tutors can help (just let them know). Groups are to be comprised of two (minimum) to three (maximum) colleagues. Colleagues do not have to come from the same tutorial (feel free to team up with anyone currently undertaking 1220HSL you have come to know over the past 11 weeks). Once you have organised your group you need to book your presentation into the online booking system (you will receive an announcement on where to go to do this). To make this booking, you will need the following:

- Names of group members
- Student numbers of group members
- Presentation topic
- Preferred presentation time and location (you are provided numerous options here)

Assignment Topics

Each group is required to deliver a presentation focussed on a topic like (but not limited to) the ones provided below:

- Business and the digital footprint
- Marketing and the new media
- Marketing strategies and virtual communities
- Innovative technology and customer service
- An official pitch of the website you have developed within this course
- Technology and human connection (for or against)

You are however free to deliver a presentation on any topic you are interested in, as long as it covers the original brief;

'a well-researched synopsis of a specific trend that will have implications for the industries you are planning on heading into (i.e. the industries associated with your chosen majors: sport, events, leisure, tourism, or hotels) or business in a broader context, and furthermore, detail how business or those industries will use (or not use) technology to adapt and prosper in the face of such developments...'

Due Date

Presentations will be scheduled in weeks 13 and are to be delivered in the lecture and tutorials (during normal tutorial time slots). A set number of students can present in the lecture theatre (during the normal lecture time slot) in week 13.

Marking Criteria

Your performance (individual and group combined) in assignment three is worth 20% of your overall mark for this course. Your attendance and subsequent support of your colleagues during lectures and tutorials during this time is also expected. The presentation will be marked on your individual performance (presentation content and presentation style) and additionally, on how well your group performs as a team (group performance). See below for a breakdown of how your presentation will be marked.

Individual Performance

Assignment Aspect	Very Poor	Poor	Satisfactory	Good	Outstanding	Mark
PRESENTATION CONTENT						
Accuracy of Knowledge						/10
Clarity of Delivery						/10
Timing of Delivery						/10
Relevance to Assignment Question						/10
TOTAL						/40

Assignment Aspect	Very Poor	Poor	Satisfactory	Good	Outstanding	Mark
PRESENTATION STYLE						
Enthusiasm						/10
Engagement						/10
Speaking Ability						/10
Audio Visual Skills						/10
TOTAL						/40

Group Performance

Assignment Aspect	Very Poor	Poor	Satisfactory	Good	Outstanding	Mark
GROUP PERFORMANCE						
Presenter Introductions / Transitions						/10
Team Cohesiveness						/10
TOTAL						/20

The marking criteria breakdown shown above is a heavily compressed version of what your markers will be looking for when assessing your performance in the group presentation. This makes the marking process efficient for all markers. See below for additional guidelines on exactly what your markers are looking at when assessing your presentation using the criteria above.

Individual Performance – Presentation Content

- Clear introduction (clear purpose and clear focus)
- *Logical flow / sequencing (intro, body, conclusions)*
- *Content appropriate to presentation purpose*
- *Content delivered with understandable language*
- *Content fits well within allotted time frame*
- *Depth of knowledge related to presentation topic*
- *Draws attention to key aspects in suitable manner*
- *Evidence concept provides advantage or disadvantage*
- *States strengths/weaknesses and possible solutions*
- *Well researched (range and depth of sources used)*

Individual Performance – Presentation Style

- *Enthusiastic, motivated, interesting, confident*
- *Confident (prepared with minimal reference to notes)*
- *Concise and to the point (no wandering)*
- *Speaks clearly, distinctly, and projects voice*
- *Avoids repetition of expressions and 'ums and err'*
- *Appropriate pacing (not too fast or slow)*
- *Maintains eye contact (whole audience feels included)*
- *Appropriate gestures and mannerisms*

- *Technical skills (use/professionalism of AV support)*
- *Audiovisual material displayed relevant to speech*

Group Performance

- Introduction of all group members and their expertise
- Appropriate use of team members expertise
- Team cohesiveness (communication and assistance)
- Shared understanding of focus by all team members
- Questions handled confidently by all team member

That is all I can think of guys. Feel free to contact me if there is still something you are unclear about. Talk soon.

Regards,

Jason Harding.