

GROUP PROJECT REQUIREMENTS

Business Communications—Fall 2012 (Thursdays)

Instructions: Assume your company wishes to expand into the international arena. You are to complete a team project examining the feasibility of entering XX country. (Note that your research may find that it is not feasible to expand internationally.)

Grading Policies

Group grade:

- Quality of critical thinking in presenting topic.
- How effectively group divided its material and followed the pattern.
- How the group as a whole followed appropriate guidelines for public speaking (i.e. time limit, clear and effective visual aids).
- Oral presentation cohesiveness—not individual reports.
- Quality of presentation software use & handout.
- Quality of written collaborative reports: followed plan, grammar, formatting, cohesiveness.
- Peer rating of presentation.

Individual grade:

- Standard presentation skills: clarity, presence, producing an individual introduction, body, and conclusion for each individual's part of the oral presentation.
 - Appropriate business attire.
 - Confidential peer evaluation of each group member's participation and cooperation.
 - Class attendance on class days when instruction is being given on report writing, research methods, and in-class group meetings.
 - Attendance at outside group meetings, participation, and cooperation in project/report development and presentation.
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GROUP PROJECT DUE DATES

(5 points) Group should narrow down their country choice.....Due: Thursday, Oct. 4

- Class will meet for hands-on research. Groups should be determined by this point. Plan to sit with your group members. Your group should have an idea of which country you plan to research.

(5 points) Progress Report #1—Group Information SheetDue: Thursday, Oct. 4

1. Instructor approval of country & company required.
2. Select a leader, timekeeper, typist, and editor (combine tasks if necessary).
3. Complete the attached *Group Information Sheet* and hand in.
4. May want to do a little preliminary research to narrow focus of project.
5. Use E-mail to communicate with group members (and instructor, if necessary).
6. See Chapter 2 for helpful guidelines on working in teams.

(10 points) Progress Report #2—Design a company logo and letterheadDue: Thursday, Oct. 18

To complete this assignment, you should first decide the following:

- a. What industry and type of company your group will represent: A manufacturing company? A service provider? A consulting firm? A not-for-profit agency?
 - b. Your company may be a fictionalized version of an existing firm, or it may be a completely imaginary company. However, the company you develop must be one that could (would) function realistically in today's business environment. Therefore, no space-station repair facilities are acceptable.
 - c. How large is your company: large, small, mid-sized—how many people are employed?
 - d. What products do you manufacture or market? What services do you provide? Who buys what you provide? What makes you different from other companies that provide the same or similar services or products?
2. After you have established your identity, design a logo and a letterhead that will communicate who you are to your external audiences.
 - a. The logo should be a design that conveys the nature of your organization.
 - b. The letterhead must contain the name, address, and telephone number for your organization as well as your logo.
 - c. You will use this letterhead on all of your correspondence to the instructor from this point on.
 3. Write a memo in report format (see p. 404-406 in text). Headings in your memo should include:
 - a. Type of Company—Who are you? What is your intention for operating in this country?
 - b. Size of Company—Number of employees, managers, etc.
 - c. Prospective Clients—Who is your target audience? Why will they want to come to your company?
 - d. Logo and letterhead design—What does the logo tell your audience about your organization? (HINT: To answer this question, you might want to answer questions mentioned above.)

In the FROM line of your memo, please list all of your group members' first and last names (alphabetically).

4. Along with this memo, submit a paper copy of your letterhead showing the logo.
5. Look at past group examples of memos, logos, and letterhead (I WILL BRING EXAMPLES TO CLASS).

(10 points) Progress Report #3—Background.....Due: Thursday, Oct. 25

1. Begin this memo report by stating the purpose and topic you are investigating.
 2. How has the work been divided among group members?
 3. When are your meeting dates set?
 4. Does each member know when his or her assignments are due?
 5. What precautions are you taking if someone doesn't pull his/her weight?
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(5 points) Progress Report #4—Work Completed/To Be Completed (memo) . Due: Thursday, Nov. 8

- *Work Completed*
 1. What has the group completed for the project (exact tasks completed)?
 2. How much time have members spent so far?
 3. General information about group progress.
 4. Problems you have encountered in doing the research and working with the group.
- *Work to be Completed*
 1. What remains to be done?
 2. What problems (if any) do you anticipate?
 3. What do you hope the results of your research and this project will be?
 4. Have you determined how you will conduct business in the country you chose — oral, written, and verbal communication problems? To do this, you will need to have done research on the country itself — people, geography, politics, etc.

(10 points) Draft of Group Written ReportDue: Thursday, Nov. 8

- *Written collaborative report of your research:*
 - Assume that the audience for your report is upper management of your company (Jenn L. Marcussen, President).
 - Report should be approximately three-five pages (no longer).
 - Use the following headings in your report:
 - Introduction** (1 paragraph)
 - Findings and Analyses of Country** (brief information for each section).
 - History
 - Geography
 - People
 - Currency
 - Population
 - Customs
 - Climate
 - Economy
 - Overview of Business**
 - Competition
 - Advertising
 - Staffing
 - Conclusion/Recommendations** (1 paragraph)
 - Please include a graphic chart in at least one of the above areas.
 - A bibliography should be the last page of your report and can be either included in the 3-5 pages or let your report go to 6 pages.

Due on same day

- Use appropriate memo report format (see p. 404-406 in text)...no plastic covers please, just staple in upper left corner. Please list all group members' names in the FROM line (in alphabetical order by last name).
- FYI: Chapters 11, 12, and 13 in text discuss reports.

(5 points) Progress Report #5—Work To Be CompletedDue: Thursday, Nov. 15

- *Work to be Completed*
 1. How are things shaping up?
 2. Questions? Concerns?
- *Just one week to go!*

(45 points) Prepare and deliver a 15-20 minute presentationDue: Thursday, Dec. 6

1. Assume that your audience is upper management who will decide if your company should expand internationally. Your group is giving them an oral briefing and a written report to help them make an informed decision. (Sounds like a persuasive presentation to me, what do you think?)
2. Use PowerPoint for your presentation. It must include at least five slides and include animation, graphics, and a chart or table. You do not need a bibliography as one of the slides in your presentation.
3. Prepare a one-page handout (brochure) for the class (your classmates are considered your company management). The group should decide on acceptable format and how and when to distribute it.
4. Wear appropriate business attire (no jeans, flip-flops, tennis shoes, shorts...not sure, please ask).
 - a. Men: dress shirt, tie, dress shoes & slacks (jacket optional).
 - b. Ladies: Dressy pants suit, or knee-length skirt/dress (no mini skirts); closed-toed shoes preferred; conservative jewelry and make up; no dangling earrings.
6. Divide material so each member gets equal "stage time."
7. Points will be deducted for being long or short—**absolutely** no longer than 20 minutes! Once you decide who the last person to speak will be, let them know that the instructor may cut them off if the presentation goes over 20 minutes, even though it's not their fault that one of the other members took longer than they should have.

Due
on
same
day

(35 points) Prepare and submit a written reportDue: Thursday, Dec. 6

- *Items to submit:*
 1. Final version of your written collaborative report of your research.
 2. Copy of your handout(s).
 3. Printout of presentation—6 slides per sheet. Ask for help if you do not know how to do this. They do not need to be in color.

(20 points) Group Evaluations.....Due: Thursday, Dec. 6

GROUP INFORMATION SHEET

Business Communications—Fall 2012

Instructor approval required before proceeding with project.

Company name:		
Type of company:		
Country:		
(combine tasks if necessary) Leader:	Typist:	
Timekeeper (keeps group on task):	Editor (Proofreader):	
Minute Taker (takes brief notes in meetings and sends out e-mail showing who commits to doing which tasks)	Other Role _____:	
<i>Names of Group Members</i>	<i>Phone</i>	<i>E-mail</i>

Briefly describe your company:
