

### Presentation in PowerPoint:

Please choose any company or business (each student must have a different company or business). Imagine that you are one of the employees of a company. Your job is to find out new markets for your company's products in one of the foreign countries. Define the nature of product/service opportunities. Summarize key technology, concept or strategy on which your business is based. Outline your company's competitive advantage. Which resources will be necessary to reach your goal? Please indicate your company's strengths and weaknesses. Which risk factors do you have and which mechanisms will be used to protect your business. What advertising campaign (promotional activities) will be used to achieve success and what will be your profit. What will be your future business plans? How will you plan to expand your business and etc?

The PowerPoint Presentation will be evaluated on a 30-point scale, divided into the following criteria:

<b>Decency</b>	For your presentation you have up to 10 minutes. Please don't exceed it.	2 point
<b>Presentation</b>	Presentation skills	3 point
<b>Contact with audience</b>	Keep your audience interested (don't make your presentation boring).	3 point
<b>Your behaviour after the presentation</b>	After you finish your presentation don't disturb others.	2 point
<b>Collection of necessary information</b>	How well you have collected necessary information from the internet or from other resources.	5 point
<b>Slides</b>	PowerPoint presentation should be at least of 15-20 slides. How well PowerPoint techniques are used (slide design, animation, formatting etc). Please use all appropriate techniques which we have learned during our course.	15 point

Good luck!