

Assignment 4 (Individual): Presentation (10%)

Instructions:

- Referring to your Assignment 3, each student need to prepare a creative power point presentation.
- You have to record your presentation and upload in the Moodle.
- Your recorded presentation can be between 10-15 minutes duration.
- Please ensure the clarity of audio and image before uploading your presentation.
- You may refer to the below rubric in assessing oral presentation.

Rubric: Assignment 4 (Individual): Presentation (10%)

Department of Marketing and Management
Presentation Assessment Sheet

Marks Acreed:

Module Title : _____ Module Code : _____

Student Name : _____ ID. No : _____

Programme : _____ Company Name: _____

Judging Criteria		Outstanding	Good	Average	Needs Improvement	Weak/Fail
Structure						
Interesting opening		5	4	3	2	1
Logical progression of ideas		5	4	3	2	1
Memorable closing		5	4	3	2	1
Content & Visual Aids						
Factual / Depth of information		5	4	3	2	1
Evidence (examples, statistics, research/survey, citations etc.)		5	4	3	2	1
Degree of critical thinking		5	4	3	2	1
Creativity		5	4	3	2	1
Delivery						
Voice	Pronunciation and articulation	5	4	3	2	1
	Voice projection / volume	5	4	3	2	1
	Voice modulation / tone	5	4	3	2	1
	Voice Distractions	5	4	3	2	1
Body Language	Facial & Hand gesture	5	4	3	2	1
	Eye-contact	5	4	3	2	1
	Enthusiasm	5	4	3	2	1
Communication Skills	Interaction with audience	5	4	3	2	1
	Degree of preparedness / Response to questions	5	4	3	2	1
	Interesting	5	4	3	2	1
Professionalism	Professional attire / Dressing	5	4	3	2	1
	Time Management	5	4	3	2	1
	Teamwork	5	4	3	2	1
TOTAL MARKS						

Comments:

Evaluated By:

Name: _____

Date: _____