How to proceed with this assignment

As a team, plan your time now to maximize learning:

1. Choose a country you want to explore and research with regard to their specific business communications protocol.
2. Contact Media Services. Book video session appointment early. Allow 2 hours for a videotaped rehearsal to work on delivery skills.
3. Start your research. At least 3 peer reviewed documents must be cited in your bibliography.
4. Allow time for separate drafting and editing stages of the 4-6 page double-spaced group report.
5. Make sure everyone has input on the visuals.
6. Follow guidelines for peer/instructor review in syllabus.

Start work on this project as soon a possible; to maximize your oral presentation skills learning, do not wait until the last minute.

Videotape assignment requirements [2 DVDs needed]:

1. Each individual is videotaped delivering a short segment of your group presentation on one DVD.
2. View each videotaping together and critique one another watching for smooth transitions. It is most important that each person see him/herself on camera prior to being critiqued.
3. Videotape your critiques of one another’s performances on a second DVD.
4. On the first DVD, record each individual delivering a short segment of your group presentation, again, to practice suggested improvements.
5. View your improved presentations while videotaping a second round of critiques on your second DVD.
6. DVDs of practice session and critiques are due upon completion of group presentation.

Complete Timeline

Email your initial timeline, by the due date listed on the syllabus.

Email update of your timeline, by due date listed on the syllabus.

Your group will be graded on both the timeline and how well you follow it.
Details of this assignment

Purpose of the assignment: This assignment provides three learning opportunities: (1) to learn about cross-cultural communication, (2) to improve your organizational and transition skills, and (3) to improve your presentation skills.

The “role play” situation: Imagine your UMASS classmates are your clients, recently hired to work in the country elected by your team. These clients have asked your group – a consulting team – to give a presentation, briefing them on effective business communication in this culture.

As a “consulting team,” please dress in a business casual professional manner and use humor only as you would in a business context – that is, only if appropriate to the topic and inoffensive to all audience members. Yes, this does mean NO BASEBALL CAPS.

Presentation timing: Each team is to be prepared on the initial date these group presentations are scheduled to begin. Each team will have 20-30 minutes to present. All team members are required to speak 5 minutes.

The presentation content: The choice of content is entirely up to the group – except that it must be (1) useful to future managers and (2) communications-oriented. You might consider, for example, values and attitudes based on economics, religion, philosophy, history, literature and so forth – as long as you clarify how these issues affect professional business communications. You may include information about communication styles, audience appeals, customs or social interactions, nonverbal communication, gender issues, language, structure, or channel choice. You should draw from and refer to concepts in the readings, but you may organize the presentation any way you wish. You must however, provide logical links between each section of your presentation.

Resources: Reference your sources somehow – either by inserting them at the bottom of the slides (in small type, flush right) or on a bibliography slide or handout. There must be at least three (3) peer reviewed documents included in your bibliography.

Grading: This group project is worth 10% for the written assignment and 10% for the group presentation for a total of 20% of your grade.

- (1) 4-6 page Research Paper including a Cover Page, Table of Contents, Executive Summary and Works Cited as back up to final group presentation. This document is to be double-spaced, stapled, and specifically cited (see POLICIES/GUIDELINES, under Ethical Standards in original syllabus).
- Individual Presentation Delivery: grade dependent on all aspects of effective presentation preparation and delivery both non-technical and technical.

On the presentation days scheduled, please bring the following…

<table>
<thead>
<tr>
<th>A copy of your 4-6 page double-spaced Research Paper.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A hard copy of your slides printed “pure black &amp; white,” 6 slides per page.</td>
</tr>
<tr>
<td>A copy of your group timeline, showing the original timeline and the actual implementation dates.</td>
</tr>
<tr>
<td>Completed Confidential Self/Peer Review – Project Evaluation. Be sure to evaluate YOURSELF!</td>
</tr>
<tr>
<td>Videotapes of your presentation and critiquing session</td>
</tr>
<tr>
<td>Dress casual business professional</td>
</tr>
</tbody>
</table>

Adapted from The Tuck School at Dartmouth, Management Communications Course
Instructor: Karen Hvizda