

MBA 8211: Data Analysis & Statistics

Presentation Outline

After looking at the time we will have available after the exam on Saturday, I have decided to give each group a maximum of 20 minutes to present their research project. This should leave us enough time to get done. You will need to strictly stick to the 20-minute limit to avoid inconveniencing other group members. Please make sure you bring your PowerPoint presentations on a USB drive and put it on the class computer before we start class. The outline will somewhat follow the research project outline. Here are essential points you should hit upon during the presentation. Remember, the presentation should definitely focus more on the highlights and less on the details.

1. **Introduction:** Start with a title slide that lists the title of your project and the participants. This will set the stage for the audience in terms of what to expect. You can also start by summarizing the key domain of your research project. What is the main reason for your survey? Who will it help? Why is it interesting? What were you trying to address with this project? State the management dilemma and how it led to your research question.
2. **Background Research:** What have other people looked at relating to the broad topic? This should be a lot less detailed than in your report. You hit upon the highlights and show what others have done on the topic. You should focus your presentation only on those prior studies that had a direct impact on the major decisions for your project. However, it should be apparent from your presentation that you did a detailed analysis of the literature on your topic. Demonstrate that you did the background research and understand the domain of your topic without getting bogged down in the details.
3. **Method:** Again, here you will follow the outline of your written report but in a much briefer way than in the written report. Hit on the highlights here. Focus on those decisions that you think had an impact on your study. Identify the decisions you made that you think really helped you get closer to the “true” results. This is your chance to demonstrate your understanding of the research process and show that your design, sampling, and data collection decisions were deliberate and well thought out. Here is where you can shine (or appear to have gone with the flow and not put much thought into the design of your project). You do not need to spend a lot of time with the results here because you will combine it with a discussion of your conclusions.
4. **Results:** Here, you will present the results of your research. In the presentation, you should not just present the results, but follow it up with the implications of those results. You will talk about the results of your project in substantive terms and provide statistical results in a more tangential manner (e.g., as p-values on a table or with asterisks showing significant differences). Make good use of tables and charts that really serve to communicate the key points you want the audience to get.

5. **Conclusion & Limitations:** In the presentation, you should focus on recommendations and limitations. So, now that you have explained what you found, what does it mean? What are the actionable elements of your results. These recommendations should clearly emerge from the results you reported. A common mistake is to report the results of your research and then extrapolate to make recommendations that are not a clear outcome of your research. You will be graded on how well your results point to actionable recommendations. You should also honestly discuss the limitations that may have biased your results.

On the following page is the grading sheet I will be using for your oral presentations.

MBA 8211 (Data Analysis & Statistics)
Group Presentation Evaluation Sheet

Presenters: _____

Criteria	Poor 1	2	Average 3	4	Excellent 5
Background Research (Was it appropriate to the topic and exhaustive?)					
Clearly defined problem and research questions (Were the questions actionable?)					
Questionnaire and Research Design (Were guidelines for good design followed?)					
Analysis & Results (Was all the analysis appropriate?)					
Implications and Conclusions (Was there a clear managerial recommendation?)					
Presentation Fluency (Smoothness of presenters, flow of content, professionalism)					
Use of Slides or PowerPoint					
Overall Presentation (Overall structure, kept to time limit, complete and clear)					

Comments:

Final Grade: _____