Many factors about a presentation can be effectively judged by the audience of a presentation: 1) style and format of the presentation materials, 2) the character of the presentation itself, 3) the content of the presentation, and 4) the dress of the presenters (that is, the way in which they present themselves).

I will assign a point score for each category on a holistic basis. This means that I will take into consideration all of the behaviors listed in each category and make an overall judgment about each team’s performance in each category. It might be the case, for example, that I judge that a presentation’s clarity balances out some weakness in eye contact, or that the quality of a presentation’s supporting data balances out some weakness in the question and answer period.

The next page contains an interpretive scheme. It paints word pictures for the full point mark, the mid-point mark, and 0 point mark in each category. The word pictures for the full point marks are the behavior that you hope I will see for your team, and the 0 point marks are the behavior that you hope I do not see. The mid-point marks are intended to help clarify the gradation from perfect presentation to perfectly awful presentation.

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**Evaluation Sheet for Team Presentation**

<table>
<thead>
<tr>
<th>20 pts Maximum</th>
<th>20 pts Maximum</th>
<th>25 pts Maximum</th>
<th>5 pts Max</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style &amp; Format</strong></td>
<td><strong>Presentation</strong></td>
<td><strong>Content</strong></td>
<td><strong>Dress</strong></td>
</tr>
<tr>
<td>Spelling on slides</td>
<td>Communicate Clearly</td>
<td>Supporting Data</td>
<td>Business casual</td>
</tr>
<tr>
<td>Layout of slides</td>
<td>Eye contact</td>
<td>Knowledge of subject material</td>
<td>No hats</td>
</tr>
<tr>
<td>Simple and effective</td>
<td>Smooth transition</td>
<td>Research</td>
<td></td>
</tr>
<tr>
<td>Meets case requirements</td>
<td>Effective communication</td>
<td>Materials referenced</td>
<td>Question &amp; Answer</td>
</tr>
</tbody>
</table>

Total Points

---

1 Based on an evaluation sheet developed by students in LP243, Business Ethics, Fall 2004, team-taught by Professors Gravander and Vitek.
<table>
<thead>
<tr>
<th></th>
<th>0 point</th>
<th>Mid-point</th>
<th>Full points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style &amp; Format</strong></td>
<td>Frequent and egregious misspellings; jumbled layout with too much text in microscopic fonts; every cutesy graphic and transition effect known to mankind; many pieces of the case template missing.</td>
<td>Only minor misspellings or typos; mostly simple layout but more text than necessary (or in too small a font); a bit too much fondness for graphics and transition effects; no more than a couple of missing pieces of the case template.</td>
<td>No misspellings or typos; simple layout with an appropriate amount of legible text; graphics and transition effects kept to a minimum consistent with a clear and effective presentation; all pieces of the case template present.</td>
</tr>
<tr>
<td><strong>Presentation</strong></td>
<td>Frequent mumbling and stammering; no eye contact; general confusion while changing speakers; no one in the audience can understand what you are talking about.</td>
<td>Mostly clear and audible speech; eye contact much of the time; only minor awkwardness during the transition from one speaker to the next; only a couple of spots where the audience has a hard time understanding what you are talking about.</td>
<td>Consistently clear and audible speech; continuing eye contact; smooth transition from one speaker to the next; everyone in the audience understands what you are talking about.</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Everything said about the case is wrong and/or unjustified; no supporting data; no evidence of doing any research beyond the case material in the handout; no indication about where any of the information in the presentation came from; cannot answer any of the questions after the presentation.</td>
<td>The case information has only minor errors or inaccuracies and the team’s conclusion has pretty good justification; partial supporting data; some research beyond the case material in the handout; only a few gaps in the references; only minor problems with answering questions after the presentation.</td>
<td>The case information is correct and the team’s conclusion has excellent justification; completely satisfactory supporting data; evidence of substantial research beyond the case material in the handout; full references for the material; excellent and complete answers for the questions after the presentation.</td>
</tr>
<tr>
<td><strong>Dress</strong></td>
<td>Slovenly dress and appearance; obscene T-shirts; ragged hats; shorts.</td>
<td>Dressed good enough to be seen in public with parents, but some pictures on clothing and/or and artful fringes and patches.</td>
<td>Neat and clean business casual dress; no hats.</td>
</tr>
</tbody>
</table>