**Oral exam - presentation**

(**non-attending** students)

For the oral exam all non-attending students will need to prepare a **10-minute** video presentation of a case-study.

You will have to choose one case/company to present and prepare a study on it which must include some key concepts of all 4 of the topic groups (articles and videos) we went through in class.

**1.** You may choose any **ITALIAN** company amongst the following industrial sectors listed below:

* Motor vehicle: FIAT, Piaggio etc.
* Fashion: clothing, footwear, jewelry
* Food & Beverages: Barilla/Ferrero/Ferrarelle
* Telecommunications: TIM (Telecom Italia) etc.
* Bank: Intesa San Paolo etc.
* Gas, Electricity, Oil: ENEL, ENI etc.
* Medical & Pharmaceutical: Menarini etc.
* Tourism: cultural and creative industry (tour operators, hotel chains, museums, etc)

**2.** You will then prepare a case study analysis of the company you have chosen (see above) focusing on any key concept of the 4 topic groups we went through in class. The company you have chosen will be analysed from multiple perspectives, thus ensuring that all units are covered:

* ***Company structure:*** UNIT 1
	+ - type (e.g. multinational/jointstock, dotcom etc.)
		- its product(s)/service(s)
		- its structure (governance, i.e. board of directors, key personnel, departments etc.)
		- its key to survival
* ***Prosperity or preservation:*** UNIT 5 **+***Video on Camisea* ***+*** *article on**Green on Green*
* use of renewable energy to mitigate impact
* waste management? (recycling etc.)
* opponents (environmentalist groups)
* ***Marketing strategies:*** UNIT 6 +article on *CSR* + 2 videos on *CSR*
	+ - marketing strategies; marketing mix (4 Ps)
		- CSR policy: illustrate briefly ONE of its projects, either environmental or social
* ***Outsourcing:*** UNIT 7 *+* article on *Inequality within countries +* video on *globalisation and inequality*
	+ - which business operation/process has it outsourced; why? where to?

All this material (4 units in the book *Intelligent Business Intermediate* + 4 articles in the handout/dispensa for the oral exam + the 4 videos) is uploaded on Moodle (see assignments under Oral exam).

**3.** Preparation of PowerPoint slides:

**Slides:** the presentation **must** start with an introductory slide with the case-study you have chosen, your name, surname, student number, degree course and date of exam. The number of slides should be max. 10 (max 2 for each topic + introductory slide + reference slide).

Pls. keep in mind that your presentation should last **10 minutes.** Presentations going significantly above or below such time limit (more than 2 minutes either above or below) will result in the automatic failure of the exam.

**Video:**

* I **must** be able to recognize your face in the video (pay attention to dark rooms etc.)
* You**must** look into the camera of your computer so it seems you are looking at me
* You **MUST NOT**read, so you must practice your speech lots of times; pay attention to fluency (not too fast but not too slow and hesitant), accuracy, specialized vocabulary, wordstress.

**4.** You need to rehearse your presentation well as you are **not** allowed to **read**!! I will evaluate the accuracy of the language + the appropriate signposting language +specialized vocabulary from the texts. Please see the **rubric** posted on Moodle for detailed evaluation criteria.

For any further information/clarifications, pls contact me via mail (remember to use your unifi mail address!). Remember also to follow the step-by-step guide to the oral exam uploaded on Moodle.