



THIS IS ONLY A GUIDE. THE FORMAT OF YOUR REPORT SHOULD BE AGREED ON BY YOU AND YOUR FACULTY SPONSOR

A GUIDE TO THE Oral Report Internship Program College of Business/Texas A&M University-Corpus Christi

I. OPENING REMARKS (approximately 3 minutes)

- A. Introduce yourself, your hometown, your major, and your classification.
- B. Identify the company name, a brief overview of the company (such as annual sales, products/services offered, markets served, number of employees, etc.) and a brief description of your regular duties and responsibilities.

II. PROJECT DEFINITION (approximately 9 minutes)

- A. Define your project scope.
- B. Describe the circumstances from which your project was conceived (e.g. needs, wants, avoiding a crisis, taking advantage of an opportunity, etc.).
- C. Describe methods used to gather information and analyze results.

III. CONCLUSIONS AND RECOMMENDATIONS (approximately 3 minutes)

- A. Summarize result of your efforts.
- B. Describe your conclusions and recommendations to the firm.
- C. Identify who has been influenced and who has benefited from your project.
- D. Describe how your academic work has contributed to your project.
- E. Briefly summarize your contribution to the organization, in terms of cost savings, revenue increases, efficiencies gained, time savings, better relations with various constituencies, or a combination of any of these.

Visuals

A. A wide range of visual aids is available to you to strengthen your presentation. These

include transparencies for an overhead projector, VCR and monitor, audio tape player, slide projector, and the role-around IBM PC with attached overhead display. You may also use marker board, poster board with an easel, flip charts, etc.

B. If you choose to make handouts available to your audience, including the faculty panel, do so judiciously. They can be a distraction and rarely contribute significantly to your presentation.

C. If your audience needs to see material, make summary copies and display it on the overhead projector.

Logistics

A. Your presentation is limited to 15 minutes maximum, with five minutes of questions from the audience at the end.

B. Written reports are due on or before the date of your oral presentation, including a copy of your approved proposal complete with faculty comments.