

UNIT 6: BUSINESS DECISION MAKING

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WEEK TEN
LECTURER: N. QUARRIE

Learning Outcome Two (2)

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- LO3 Be able to produce information in appropriate formats for decision making in an organisational context.

Objective

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- By the end of this lesson you should be able to:
- 3.3 prepare a business presentation using suitable software and techniques to disseminate information effectively
- 3.4 produce a formal business report



Overview

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- Last week's session focused on how to produce trend lines, as well as, how to use them to assist in forecasting for specified business information. This week we want to speak about preparing a business presentation and doing a formal business report.
- As you can see we will be covering two Acs in this lesson.

Preparing a business presentation

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- There are a number of software that can be used to create a business presentation. One of the more popular ones is Microsoft Office: Powerpoint presentation.
- For this course/lesson we will assume that we will be using Microsoft Office: Powerpoint.

Preparing a business presentation

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- The preparation of a business presentation is quite different from preparing any other presentation.
- The sections/format of a business presentation varies based on what the presentation is about. For the purpose of doing a business presentation based on research findings within the context of this course the following sections should be included in your Microsoft Office: Powerpoint:
 - Introduction
 - Objectives-Objectives of the research that was conducted
 - Limitations faced during the research
 - Summary of data
 - Implications of results found
 - Conclusion

Preparing a business presentation

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- Introduction

-State the objectives of the presentation, as well as, mention the format the presentation will take/topics to be discussed in the presentation.

-This should be used to provide some background information:
Briefly describe the company: What kind of company is it? What services does the company provide? How old is the company? Number of employees? Location? objectives of the company ETC

-Of course you need to include/mention the names of the presenter before proceeding with the presentation. It is also good to mention the job title/position of the presenters/researchers

Preparing a business presentation

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(prezi.com, 2016):

- Objectives: You must list the objectives of the research that you conducted. This is very important as the content of most of the presentation will be based on these objectives.
- Limitation: During the conduct of any given research there may be some kind of challenge that the researcher may have faced while collecting data, preparing to conduct the research etc. You should use this section to mention those limitations

Preparing a business presentation

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Summary of data:

Use descriptive statistics to show the result of the research:

- This section should be used to present graphs/charts that capture the main objectives of your research. Maybe about five (5) main questions/graphs, depending on the nature of the presentation.
- You must describe the graphs in this section. For example, 10% of the respondents said that they would purchase this new product, 20% said may purchase this product and so on and so fourth.
- You do not talk about implications of the results reflected on the graphs here.

Preparing a business presentation

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- Implications of results found: For this section you discuss what the results shown on each graph is implying.
- NB: Please review previous lectures that contains information about how to interpret the graphs.

Preparing a business presentation

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- **Conclusion:** Based on the results found you will need to draw conclusions based on the graphs.
- Lets say, for example, one of the graphs represented information that was based on a question from your questionnaire regarding the types of flavors of bag juice to be sold by a company: orange, pineapple and mango
- Lets say that 20% said they would buy mango flavor, 45% said pineapple and 35% said orange. From this we could conclude that most persons prefer pineapple and that mango is the least preferred flavor. It could also be concluded that quite a number of persons also like the pineapple flavour.

How to produce a formal business report

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- After completing a business related research you may need to do a formal business report. This is different from the business presentation, even though, it will include details similar to that which was included in the business presentation.
- The format and structure of a business presentation varies. A suggested format/sections that should be included is highlighted on the slide that follows.

Points to note

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During the presentation of the business presentation be sure to

- communicate the strategy well
- be confident
- Make use of visual aid
- Use stimulation exercise or scenarios

How to produce a formal business report?

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- Sections of a formal business report:
- a covering letter or memorandum
- • a title page
- • an executive summary
- • a table of contents
- • an introduction
- • findings
- • discussion
- • recommendations • conclusions
- • a list of references
- • appendices
- Please click on the following link for information regarding how to write a formal business report: Victoria.ac.nz, (2013). How to write a report. [online] Available at: <http://www.victoria.ac.nz/vbs/teaching/publications/VBS-report-writing-guide-2013-July.pdf>. [Accessed 8 Feb. 2016].

Review Questions

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1. Explain the difference between the summary of data section and the implications section of a formal business presentation.
2. Is there a difference between a formal business presentation and a formal business report?
3. What should be included in the conclusion section of the formal business presentation

References/Additional Reading List

- Victoria.ac.nz, (2013). How to write a report. [online] Available at:
<http://www.victoria.ac.nz/vbs/teaching/publications/VBS-report-writing-guide-2013-July.pdf>. [Accessed 8 Feb. 2016].
- prezi.com, (2016). *Preparing Formal Business Reports*. [online] Available at:
<https://prezi.com/d74ct8nytgi6/preparing-formal-business-reports/> [Accessed 3 Mar. 2016].