Economics Unit 4 PPT Project

Assignment: Create a 10-minute PPT presentation on the business chosen by your group.

Presentation Specifications:
- Your name and those of the other group members should be introduced on the first slide.
- The purpose of the PPT should be introduced on the second slide.
- The next to last slide should contain the conclusion—that which the audience should have learned from the presentation.
- The last slide should contain the bibliography.
- The PPT should include a combination of the following to help you make your presentation: pictures, diagrams, maps, charts, graphs, logos, and photographs.
- There should be no more than 6 bulleted points per slide.
- Most if not all slides should contain images.
- The formatting of slides should be consistent.
- You should not simply read the slides. This is an oral presentation. The PPT is simply a tool to help you highlight the points you are trying to make orally.
- You should speak to the class in a clear, audible voice at a pace that enables the audience to easily follow. As you speak, you should refer to the PPT to help you illustrate points.

Requirements:
1. Identify the business, including its name, logo, motto, trademarks, most well known products, and public image.
2. Describe the services and products it supplies.
3. Indicate whether the business is a sole proprietorship, partnership, corporation, or multinational corporation.
4. Identify the industry classification of the business. Some firms may conduct business in multiple industries.
5. Analyze the costs of the business. Distinguish between fixed costs and variable costs. Indicate whether or not there are economies of scale—lower costs associated with larger out—and explain why.
6. Classify the market structure that the business falls into and explain why.
7. Indicate whether the business is losing money or earning a profit.

Rubric (see detailed handout):
- **Ideas/Content** (accuracy; clarity; relevancy; depth)
- **Organization** (consistent formatting; clear intro, body and conclusion; slides in logical order)
- **Fluency/Presentation** (effective transitions; proper diction; appropriate pace and tone; eye contact and audience engagement; no distracting movements, conversation from team members)
- **Conventions** (proper grammar; correct spelling; free of jargon, slang, and social media speak)
- **Research** (appropriate, valid sources; images and quotations are cited; List of Works Cited slide; sources are varied; primary as well as secondary sources are used; sources are relevant and effectively support presentation)

Due Date: Friday, December 5