



Assignment Three

Business Persuasive Presentation (15%)

This presentation is not like the previous one; it is a presentation to persuade or convince the audience of your business idea

Follow the instructions below;

1. Choose a Product or Idea

⊕ (You may use AI to brain storm a business idea – Also, you may share your own idea or thoughts) – Be Careful – If AI is used to write the entire presentation and proposal, you will get zero, regardless of your presentation.

⊕ Analyse your current market value, marketing strategy, audience, and competitors. (You are not required to state real numbers, but make sure to be realistic as it is made to convince the readers)

⊕ You must write your **own presentation content** — AI cannot be used to compose slides or speech scripts.

2. Persuasive Focus: (to convince)

⊕ Convince your audience (**and guest lecturer**) of: (Look at the highlighted parts)

- The product's value proposition.
- Its future potential or social impact.
- Why your idea is different and worth investing in.



- ⊕ Search for a Presentation to persuade (videos) and use persuasive techniques (RQ, Facts and Statistics, etc.)

3. **Duration:** Don't exceed 8–10 minutes. A business presentation should be informative but short.
4. **Visual Aid:** PowerPoint (maximum 10 slides). Don't forget the PPT to be strong enough to grab the attention of the audience. The better the presentation, the more respect you receive from the audience.

5. Attire: Business formal. You need to dress formally. Causal dress will result 30% deduction.

Deadline: 11th of December, 2025

Submission & Presentation Requirements:

- You are required to submit your presentation file.
- File name: YourName_BusinessPresentation.pptx.
- **Present live** in class; attendance is mandatory.
- Late submissions or missed presentations without valid reasons will receive a **grade of zero. Any reason must be supported by the department.**



How your assignment is marked

Criteria	Excellent (90–100%)	Good (75–89%)	Satisfactory (60–74%)	Needs Improvement (<60%)
Business Content & Research (4%)	Strong market understanding and originality	Good analysis with some data	Limited support or shallow reasoning	Weak or unfounded claims
Persuasive Impact (3%)	Convincing, emotionally engaging, and logical	Mostly persuasive with good flow	Some convincing points	Weak persuasion; lacks evidence
Professional Delivery (3%)	Excellent confidence, tone, and presence	Good delivery with minor issues	Hesitant or inconsistent tone	Unprepared or unprofessional
Visual Design (3%)	Clean, professional, and complementary slides	Adequate design	Overly text-heavy slides	Poor visuals or unreadable
Ethical & AI Use (2%)	Fully ethical, transparent use of AI	Minor unclear use	Limited awareness of AI ethics	Misuse or violation of guidelines

Good Luck