

Te Tohu Atawhai Kaipakihi  
*Certificate in Applied Small Business  
Growth and Development*

# Module Overview

for

**Wāhanga Tuatoru:  
Whakaaturanga Purongo  
Umanga**

*Module 3:  
Business Reports and Presentations*

## **Programme Developers and Authors**

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## **Introduction to Module 3**

### **Introduction**

This module involves writing in-depth reports for each of the two business development projects implemented in Module 2 of the programme and delivering a presentation on one of these projects.

The module is introduced in Week 6 of the programme, at which time a seminar on the topic of 'Presenting Business Information' is delivered. Tauria then complete the work required for the assessments in their own time, through to Week 24 of the programme. Thus, from Week 6 through to Week 22, this module runs concurrently with Modules 1 and 2. However, the last two weeks of the programme (Weeks 23 and 24) are dedicated entirely to this module.

### **Learning Outcomes**

The learning outcomes for this module are as follows:

1. Evaluate and report on business development projects implemented in a business
2. Present a business development project to an audience
3. Effectively participate in discussions relating to the content of a peer's presentation

## Overview of Assessments

There are two assessments for this module. Detailed instructions as to what is required for each assessment are given within the Assessment Handouts. A brief overview of what each assessment involves is given below.

### Assessment 1: Business Project Reports

This assessment covers Learning Outcome 1 of the module. You are required to write a final project report for each of your two business development projects. The main purpose of each of these project reports is to evaluate the project and your achievements in implementing it. It is recommended that you refer to the content of the seminar topic 'Writing Business Reports' (covered in Module 1) to assist you to write effective and professional business reports.

You need to aim to commence writing these reports by Week 17 of the programme, at the latest. It is possible to do this even if you have not yet finished implementing both projects. For example, although you will not be able to write the conclusions and recommendations until the projects are complete, you could write the introduction and some parts of the main body of each report while you are still implementing the projects.

Although, ideally, these final project reports will be written based on the completion of all tasks involved in the implementation of each project, it is possible that the scope of a project may take more than the number of hours anticipated in the project brief written for Assessment 2 of Module 1. For example, partway through implementing a project that was expected to take 190 hours to complete, you may realise that it will take closer to 220 hours. In this situation, you may write your final project report after having spent the required amount of time, as specified in the project brief, attempting to complete the project.

When preparing your final project reports, you are to follow the format and instructions specified in the Assessment Handout. A summarised version of this format is as follows:

#### Format of Final Project Report

1. Title Page
2. Table of Contents
3. Executive Summary
4. Introduction
5. Main Body of Report

6. Conclusion and Recommendations
7. Appendices (these will include the final action plans)

## **Assessment 2: Presentation of a Business Development Project**

This assessment covers Learning Outcomes 2 and 3 of the module. It involves developing a presentation based on one of your two business development projects and then delivering this presentation to your kaitiaki and peers. It also involves participating in discussions when one of your peers delivers their presentation.

It is recommended that you refer to the content of the seminar topic 'Presenting Business Information', delivered in Week 6 of the programme, to assist you to develop a professional presentation and then deliver this in an effective manner.

### ***Developing and Delivering the Presentation***

You are to select one of your business development projects to present to your kaitiaki and peers. You are required to develop a presentation that will take between 10 and 15 minutes to deliver, although the total presentation time (allowing for peer discussion) will be between 20 and 25 minutes.

Important factors to consider in the development and delivery of the presentation are as follows:

- The resources you will require for, and use in, your presentation. These include visual and / or written presentation aids such as a white board, overhead projector or PowerPoint presentation.
- Selection of content. At a minimum, you will need to:
  - specify the project goal,
  - give an introduction to the project that outlines the problem / issue / challenge / opportunity that the project was designed to address,
  - discuss the project methodology and scope,
  - give an overview of the implementation of the project, and
  - state your conclusions and recommendations.
- The formatting of visual aids used in your presentation and the order in which information is presented.

- Preparation for discussion time. You need to allow 10 – 15 minutes for class discussion following the delivery of your presentation. It is best that you try to anticipate questions your peers may ask so that you can be prepared to answer these. You also need to be prepared for the situation in which your peers do not ask any questions as you will need to find ways to encourage questions and facilitate discussions.

### ***Participating in Discussions Relating to a Peer's Presentation***

In addition to being required to facilitate discussions following your own presentation, you are also being assessed on how well you participate in discussions following a peer's presentation. This means that you must make sure you are present at presentation workshop times when other students are presenting.

Tips for effectively participating in discussions are outlined in the Assessment Handout and in the seminar handout 'Presenting Business Information'.



## Hours of Learning

### Summary of Hours

The hours of learning for this module are as follows:

Learning Format	Hours
Introduction and Seminar	2
Presentation Workshops ( <i>four 3-hour workshops</i> )	12
Assessment Completion ( <i>average of 23.25 hours per week from weeks 17 to 24</i> )	186
<b>TOTAL HOURS</b>	<b>200</b>

### Explanation of Learning Hours

#### Introduction and Seminar

**2 hours total**

You will complete the majority of the hours associated with this module in the last few weeks of this programme. In particular, note that Week 23 and Week 24 of the programme are entirely dedicated to Module 3. However, it is recommended that you commence the work required for the assessments as early as possible. You should be able to do this by Week 17, at the latest.

To ensure that you have the information you require in order to commence work on this module, an introduction to the module will be given in Week 6 of the programme. In addition, a seminar will be delivered on the topic 'Presenting Business Information'. This seminar will assist you to complete Assessment 2 of this module, as well as Assessment 3 of Module 1 (Business Case Study Analysis).

## **Presentation Workshops**

**12 hours total**

Four 3-hour presentation workshops will be held during the last two weeks of the programme (Weeks 23 and 24). It is during one of these workshops that you will complete Assessment 2 of this module, which involves delivering a presentation about one of your business development projects.

You will need to schedule your preferred presentation time with your kaitiaki. As a maximum of six presentations can be held per presentation workshop, be aware that you may not be able to present on your preferred night. In this situation, you need to be able to compromise by presenting at an alternative workshop or to make arrangements with a peer to swap scheduled presentation times.

## **Assessment Completion**

**23.25 hours per week**

There are two assessments for this module: Assessment 1 involves writing detailed reports about each of your two Business Implementation Projects, whilst Assessment 2 involves delivering a presentation about one of your Business Implementation Projects. Although the last two weeks of this programme (Week 23 and Week 24) are entirely devoted to this module, you will need to do the majority of the work required for these assessments prior to this time.

As noted previously, it is recommended that you start writing Assessment 1 by Week 17 of the programme, at the latest. If you do this, you will need to dedicate an average of 23.25 hours per week, from Week 17 through to Week 24, to completing the assessments for this module.