

Activity Presentation Planner

Introduction to Business Chapter 9 The Impact of Technology on Business

In Chapter 9, you learned about the impacts technological advances have had on business. One such technological innovation has been the notebook or laptop computer. Widely used in the business world, laptops have become a staple of any business person's collection of tools. Find out more about other technological advances that have been adopted by the business world and do your own research to see how they have impacted the way in which business is conducted. Produce and present a 10-minute talk outlining one of these advances.

Action Steps for Planning a Presentation

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

[begin bulleted list]

The first commercially available portable computer was the Osborn 1.

Early laptops were revolutionary as they allowed business professionals to take their computer and their data with them for the first time.

The earliest true laptops were the GRID Compass 1101, the Sharp PC-5000, and the Gavilan SC.

Production of laptops intensified in the 1980s due in large part to a request by the U.S. Air Force for over 200,000 laptops.

Many police cars are now equipped with laptop computers.

Many businesses require their salespeople to have laptop computers.

Universities across the country are increasingly requiring incoming freshmen to own a laptop computer.

Questions to Ponder

Think about these questions and what they might have to do with other successful business leaders.

[begin bulleted list]

What impacts have laptop computers had on the world of business?

What types of companies utilize laptops?

How have laptops impacted the ways in which business professionals communicate with one another?

Are there disadvantages to using laptop computers in the business world?

What is the future of the use of laptop computers?

Key Search Words

Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

communications technology, business communications, laptop computers, e-conferencing

Web Sites

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a subject that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

Communications Technology > Technology in Business > Laptop Computers >
_____ > _____

Title: _____

Description: _____

Approval: _____ Date: _____

(Teacher's Signature)

3. Conduct Research

Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

Books

4. Write an Outline

Main Ideas and Details

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.

I. Introduction

A. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips

Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.

Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

6. Write, Practice, and Present

Rehearsal Time

After writing a draft of your presentation, rehearse by yourself in front of a mirror. Then ask two others to listen and evaluate your talk. Ask them to complete the evaluation form below. Then, use their comments to rewrite and improve your talk. Then, practice again before making your final presentation.

	Evaluator #1	Evaluator #2
1. Did my introduction grab your interest?	_____	_____
2. Did I present my ideas logically?	_____	_____
3. Were my visual aids useful?	_____	_____
4. Did I speak clearly and slowly?	_____	_____
5. Are you interested in learning more?	_____	_____

6. Suggestions for how I can improve:
