Internet Activity Presentation Planner

Introduction to Business
Chapter 33 The Basics of Risk Management

In Chapter 33, you learned that, "Over the past decade, computer-related crime has emerged as a significant new human risk for business." Computer crime can be committed by current employees, past employees, or thieves who have no connection to a business. Produce and present a 10-minute talk about computer-related crime. Discuss the different types of computer-related crime and what steps can be taken to prevent it.

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?
Think about these fascinating facts and what they might have to do with issues related to your topic.
[begin bulleted list]
• Computer-related crime is the use of computers to alter data, or to gain unlawful use of computers or services.
• The first initiative on computer-related crime was started in 1977.
• The first federal legislation relating to computer crime was the Counterfeit Access Device and Computer Fraud and Abuse Act of 1984.
• A 1987 report estimated $3 to $5 billion in annual loses due to computer-related crime.
• Computer-related crime has increased by a factor of over 36 times since 1997.
[end bulleted list]

Questions to Ponder
Think about these questions and what they might have to do with issues related to your topic.
[begin bulleted list]
• What is a "hacker"?
• How can businesses protect themselves from computer-related crime?
• How much do companies spend on computer security?
• How are computer crimes detected?
• What is the government doing to protect businesses against computer-related crime?
[end bulleted list]

[end bulleted list]

Key Search Words
Use these 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.
computer viruses, spyware, computer worms, identity theft, intellectual property
_____

_____

_____

Web Sites

_____

_____

_____

_____

_____

_____

_____

_____

_____

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a topic 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.

Risk Management > Human Risk > Computer Crime > _____

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

_____

_____

_____

_____

_____

_____

_____

_____

Periodicals

_____

_____

_____

_____

_____

_____

_____

_____

_____

Names and Addresses

_____

_____

_____

_____

_____

_____

_____

_____

_____

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:

_____

_____

_____

_____

_____

_____

_____

_____