**Airline Team Performance Review Assignment**

**Learning Outcome:** team demonstrates an ability to plan, design, write, and deliver an effective business presentation including integrating the effective use of visual elements

**NOTE:** this assignment is the development of a powerpoint presentation, content for each slide is indicated below. While you will not be presenting your content, build your slides with the notion that you would be making a live presentation (even though we are not!)

In order to receive marks for this presentation you will be required to load your document

**Assignment Sheet**

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| **Slide #** | **Content Guidelines** |
| Slide #1 | * Title slide |
| Slide #2 | * Introduction and Agenda   + Airline name, member’s names, agenda |
| Slide #3 | * Main Message Of Your Presentation (what is the 1 key message that you want readers of this document to remember about what you did/learned in Airline) |
| Slide #4 | * Identify your Airline team objectives for the simulation game (ie. What the team wanted to accomplish during the simulation game – BE SPECIFIC) * Results obtained and team ranking according to the key measurements – Stock Price, Quality Rating, Reliability Rating, Cumulative Net Profit, and Aircraft Utilization |
| Slide #5 and #6 | * Overall Strategy For Airline * What generic strategy did you use for your airline * When customers think of your airline or see your logo, what do they believe that your airline stands for * Describe who your target audience is for your Airline, identify your aircraft maintenance level, fare structure, cabin/food service that you used during most of the simulation, and how they supported your customer strategy |
| Slide #7 and #8 | * Reveal your SWOT analysis (Module 3) as you see it at the end of the 9 simulation rounds * How did your team achieve its success or lack of success – what are the key tactics you deployed during the simulation |
| Slide #9 | * Discuss your Operations Priorities (Module 11) and how it aligns with the overall business strategy of your company |
| Slide #10 and #11 | * Illustrate how your team organized yourself to make the various functional area decisions (Module 7) * Discuss how your organizational structure aligns with the business strategy for your company * Did you change how you organized yourselves to make decisions during the game? Why or Why not? |
| Slide #12 and #13 | * How satisfied are you with your team’s performance in the simulation? Why? * 2-3 things that your team did really well * 2-3 things that you would do differently if you could play Airline again * (Note: provide specific, real, and honest examples to support your story) |
| Slide #14 and #15 | * What key advice would you give to a friend who is taking this course next semester regarding Airline simulation? |
| Slide #16 | * Close and Wrap Up |
| Slide #17 (optional) | * Optional slide for you to include at any point in the presentation slide sequence that you choose |
| Slides #18 + #19 (optional) | * Appendices you require to provide more detail on some of the core slides from this presentation |

* The document must be uploaded to the ‘Submit Your Airline Team Presentations Here’ link on Blackboard (Learning Modules > Module 13 – Airline Team Presentations) by 11:59 pm the day of your presentation date in order to assign a mark to your team for the presentation
* No more than 19 slides in total (see above outline for details)
* This assignment is worth 10 marks out of the total 100 marks in this course
* Audio recording should be **15 minutes maximum** and each team member needs to be a participant in the audio recording in the presentation. The proportion for each team member is up to each team

**Evaluation:**

Each presentation will be marked according to the attached marking rubric.

**Marking Rubric**

| **Presentation Component** | **Marks Available** | **Marks Earned** | **Comments** |
| --- | --- | --- | --- |
| Introduction/ Agenda | 3 marks |  |  |
| Presentation Main Message | 5 marks |  |  |
| Objectives and Overall Strategy | 15 marks |  |  |
| SWOT Analysis and How You Achieved Success | 10 marks |  |  |
| Operations Strategy | 5 marks |  |  |
| Team Organization | 5 marks |  |  |
| Things You Did Well / Would Do Differently Next Time | 6 marks |  |  |
| Key Advice You Would Give To A Friend About to Start Playing Airline | 3 marks |  |  |
| Conclusion/Close | 3 marks |  |  |
| Presentation Visual Aids  (Power Point Slides) | 10 marks |  |  |
| Presentation Audio Recording | 10 marks |  |  |
| **Total** | **75 marks (10 marks out of total 100 marks available for this course)** |  |  |

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| --- | --- | --- | --- |
| **75** | **=** | **10** |  |

**How assessment of each component is determined …..**

| **Presentation Component** | **Excellent** | **Very Good** | **Good** | **Needs work** | **Needs much work** |
| --- | --- | --- | --- | --- | --- |
| Introduction | Clear identification of team name and individual members, and the purpose of the presentation. |  | A good, clear identification missing either team name, individual members or the purpose of the presentation |  | An unclear, introduction missing either team name who you are and/ or purpose of the preseentation. |
| Agenda | An excellent visual agenda including topics |  | A basic visual agenda/outline missing topics |  | A poor/no visual agenda/outline missing topics |
| Presentation Main Message | A clearly written, concise main message, with body of the presentation well supporting the main message |  | Main message is written reasonably well, and supported by slides in the body of the presentation or there is more than 1 main message |  | Main message is unclear, not supported by slides in the body of the presentation, and there is more than 1 main message |
| Objectives, Overall Strategy, and Results | Team objectives specific, measurable, and clearly identified, compared to actual results. Business Strategy clearly articulated and team results presented in a clear and creative manner with commentary |  | Some team objectives specific and measurable + good identification of objectives and OK comparison to actual results. Business Strategy reasonably well articulated, results presented in a clear manner with commentary |  | Team objectives not specific or measurable. Not compared to actual results. No Business Strategy identified. Results not presented in a manner that is clear |
| SWOT Analysis and How You Achieved Success | In depth and clear SWOT and clear identification of how success was achieved |  | Good SWOT analysis, medium depth level, and a reasonable identification of how success was achieved |  | Low in-depth SWOT and no sound identification of how success was achieved |
| Operations Strategy | Ops strategy very clear and aligned with 1 of the 5 major operations priorities. Op strategy very clearly aligned with overall business strategy |  | Ops strategy reasonably clear and somewhat aligned to 1 of the 5 major operations priorities. Op strategy somewhat aligned to overall business strategy |  | Ops strategy not articulated well nor aligned with 1 of the 5 major operational priorities. Op strategy not aligned to overall business strategy |
| Team Organization | Team organization and roles clearly identified using an illustrative, including clear commentary of how structure supports your business strategy |  | Team organization and roles reasonably well identified and explained, including average commentary of how structure supports your business strategy |  | Team organization roles not well identified and explained, not including clear commentary of how structure supports your business strategy |
| Things You Did Well / Would Do Differently Next Time | Clear identification of what the team did well and opportunities for next time |  | Good identification of what went well for the team and what opportunities are for next time |  | No clear identification of what was done well and opportunities for next time |
| Key Advice You Would Give To A Friend About to Start Playing Airline | Very insightful advice based on outcomes that the team experienced |  | Somewhat insightful advice from simulation experience |  | Advice not overly insightful nor tied to experience of team during simulation |
| Conclusion/Close | There is a strong conclusion including a recap of highlights, and a Q&A period. |  | There is a weak conclusion missing either a recap or a Q&A period. |  | There is no conclusion. |
| Visual Aids  (Power Point Slides) | PowerPoint demonstrated excellent format techniques, interesting graphics and a creative flair. |  | PowerPoint demonstrated good format techniques, but formatting needs some work, mid level graphics and creativity |  | PowerPoint lacked evidence of format technique, and was not helpful in supporting the message. |
| Presentation Audio Recording | All team members present a portion of the presentation. Presentation audio brings the slide content to life, with clear, engaging discussion. Audio is done with confidence and using different tonality |  | All team members present a portion of the presentation .Presentation audio covers the slide content proficiently, is reasonably clear. Some evidence of confidence and different tone levels used |  | Not all team members present a portion of the presentation .Presentation audio fails to augment the slide content and is not clear. Minimal confidence and no tone level changes |