Individual Presentations

Candidate Brief

Instructions

As part of your Assessment Centre Experience, you are required to prepare a 5-minute presentation that you will deliver to your assessor and a very small group of your peers.

- Working individually, choose one topic from your subject options (see list below) and create a five-minute presentation.
- There will be no PowerPoint facilities on the day of the assessment centre. However, you can prepare and use notes to support your presentation.
- On the day, the assessor will invite you to present when it is your turn. Please ensure any notes you would like to use are easily accessible.
- You will be presenting to your assessor and a small group of your peers. Whilst you are observing others, please ensure you are respectful and not disruptive.
- The assessor will stop any presentations at 5 minutes, to ensure fairness and consistency.
- The assessor will ask questions at the end of the presentation.
- There will be time at the end of all the presentations for general questions and advice that you would like to ask the assessor.

Assessed competencies:

- Time management
- Planning and preparation
- Presentation structure
- ·Delivery
- Commercial awareness
- Visual aids
- Content
- Communication

Presentation Topics (by subject)

From the list below, please find your subject area and select ONE Option for your presentation that will be delivered on the day of the assessment centre.

Accounting & Finance

Option 1) Carry out a SWOT analysis - Strengths, Weaknesses, Opportunities, and Threats on ASOS.

Option 2) Carry out a SWOT analysis - Strengths, Weaknesses, Opportunities, and Threats on Tesla.

Business Management

Option 1) How has technology changed the way businesses operate? Pick an example(s) from one organisation and outline its impact.

Option 2) What are the challenges and opportunities of doing business in countries that the World Bank classifies as low and lower-middle income countries (e.g. Algeria, India and Vietnam)?

Business with Finance

Option 1) What impact has COVID-19 had on the UK banking industry? What are some of the lessons learnt for the future?

Option 2) What are the advantages and disadvantages of using FinTech (financial technology)?

Business with International Business

Option 1) How can cultural differences impact international business? Include specific examples from your research.

Option 2) Carry out a PESTEL - (1) political, (2) economic, (3) social, (4) technological, (5) environmental, and (6) legal analysis on an international organisation of your choice.

Business with Marketing

Option 1) What are some of the key differences in marketing in USA vs Europe? How does/ can this affect marketing campaigns?

Option 2) Prepare and present marketing ideas to increase brand awareness of a company of your choice.

Event Management

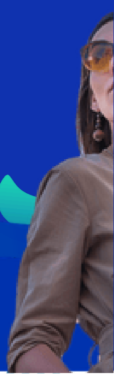
Option 1) What current/ future 'event trend' are you most excited about? What opportunities does it provide for the events industry?

Option 2) What event planning tools and/or software have had the biggest impact on your work/ the industry and why?

Leisure & Tourism

Option 1) Deliver a presentation to local families to promote the services that are available at the city's leisure centre.

Option 2) Why is corporate social responsibility (CSR) important to the hotel industry? Present an example of good CSR practices from a hotel(s) of your choice.



Human Resource Management

Option 1) Why are Equality, Diversity and Inclusion (EDI) policies important? Present an example of good EDI practices from a UK organisation of your choice.

Option 2) How can cultural differences influence HR Management? Include specific examples from your research.

Law

Option 1) What current UK law would you change and why? Provide evidence for any points/ examples you make.

Option 2) Does the legal field need to embrace the impact of technology? Use specific examples to support your argument.

Marketing Management

Option 1) Pick a marketing strategy (e.g. content, digital etc.) and present an example(s) of an organisation's successful implementation.

Option 2) How has the rise of social media influenced the presence of a specific brand? Include examples from your research.