Southern New Hampshire University

IT 204: Final Presentation Guidelines and Grading Guide

Overview

You will present your DBMS model and your proposed method of implementation to the board members of Birchwood Lane Schools. As this is a proposal presentation, your goal is to persuade the board to accept your proposal; therefore, tailoring your delivery to meet the needs of your audience is essential. **Ensure that you include presentation notes.** This presentation will pull largely from content included in your database proposal and implementation plan that you submitted in Module Seven.

Outcomes

This assessment will evaluate your mastery with respect to the following **course outcomes**:

- Apply the appropriate terminology of the realm of data and information management to real-world scenarios
- Develop and address complete and valid data requirements for business cases
- Present database management proposals in a persuasive manner given the needs of specific audiences

Prompt

Specifically, the following **critical elements** must be addressed in your submission:

I. **Introduction:** Establish and communicate the summarized data and information requirements of Birchwood Lane Schools and explain the overall approach you have taken to address these requirements.
II. **Proposals:**
    a. Provide a brief outline of your conceptual DBMS model that speaks to the needs of your target audience and explains the graphics of your conceptual model. The needs of your target audience may center on things such as level of technological comfort, familiarity with data terminology, and what aspects of your proposal might mean the most to your audience.
    b. Provide a brief outline of your logical model, and communicate the importance of these logical aspects to meet the needs of your target audience.
    c. Clearly and concisely articulate the main elements of your proposed plan for implementation.
III. **Justification:** How does the solution you have developed address the information and data requirements of Birchwood Lane Schools?
IV. **Closing Statement:** Articulate the importance of the DBMS versus Birchwood's traditional paper method using terminology tailored to your target audience.
V. **Visual Presentation:**
    a. Graphics: The visual presentation must be well organized, uncluttered, and appropriate for the needs of the target audience.
    b. Text: The text aspects of your presentation (presentation notes) should be well written and polished.

Rubric

Format: The presentation with notes must be between 5 and 10 slides **including** conceptual models, graphics, and diagrams.

This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review these instructions.

Instructor Feedback: Students can find their feedback in the Grade Center.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (100%)	Value
Introduction	Meets "Proficient" criteria, and introduction is concise	Effectively establishes and explains the general approach taken to address the data requirements	Establishes and explains the general approach taken to address the data requirements, but the delivery is not effective	Does not establish and explain the general approach taken to address the data requirements	20
Conceptual Outline	Meets "Proficient" criteria, and delivery of data requirements is well articulated	Provides a brief outline of conceptual DBMS model that speaks to the needs of the student's target audience	Develops data requirements that are not complete or are not valid	Does not develop data requirements	10
Logical Outline	Meets "Proficient" criteria, and model is organized simply and intuitively	Provides a brief outline of logical model that communicates the importance of these logical aspects to student's target audience	Visual conceptual model does not clearly illustrate the entities and relationships indicated by the determined data requirements	Visual conceptual model does not illustrate the entities and relationships relevant to requirements determined, or no visual conceptual model exists	10
Implementation Plan	Meets "Proficient" criteria, and articulation is professional and tailored to the needs of the audience	Clearly and concisely articulates the main elements of the proposed plan for implementation	Articulates the main elements of the proposed plan for implementation, but is not clear or is not concise	Does not articulate the main elements of the proposed plan for implementation	10
Justification	Meets "Proficient" criteria, and justification is persuasive and tailored to the target audience	Effectively justifies each proposal by explaining how they address the established needs of the Birchwood Schools	Justification includes an explanation of how each proposal addresses the established needs, but delivery is not effective	Does not justify each proposal by explaining how each proposal addresses the established needs	15
Closing Statement	Meets "Proficient" criteria, and articulation is concise and professional	Articulates the importance of the DBMS to Birchwood Schools using authentic terminology tailored to the target audience	Articulates the importance of the DBMS to Birchwood Schools using authentic terminology, but is not tailored to the target audience	Does not articulate the importance of the DBMS to Birchwood Schools using authentic terminology	10

Visual Presentation: Graphics	Meets "Proficient" criteria, and the visual presentation is professionally creative	The visual presentation is well organized, uncluttered, and tailored to the needs of the target audience	The visual presentation is tailored to the terminology needs of the target audience but has organizational or clutter issues	The visual presentation is not tailored to the needs of the target audience	10
Visual Presentation: Text	Submission is free of errors related to citations, grammar, spelling, and syntax and is presented in a professional and easy-to-read format	Presentation notes have no major errors related to citations, grammar, spelling, or syntax	Presentation notes have major errors related to citations, grammar, spelling, or syntax that negatively impact readability and articulation of main ideas	Presentation notes have critical errors related to citations, grammar, spelling, or syntax that prevent understanding of ideas	15
				Total	**100%**