

Industry Presentation



**NORTHERN ARIZONA
UNIVERSITY**
The W. A. Franke College of Business

The Industry Presentation will give you the opportunity to research the industry in which you are doing your internship. Knowledge of your industry will give you a framework for understanding your internship. In addition to industry research, you will identify learning goals to focus on while participating in your internship experience (you will reflect on your learning goals in the final assignment – the Performance Evaluation).

The presentation must be completed in Microsoft PowerPoint

The presentation must contain ***at least seven unique published sources*** from your research. Sources need to be cited as end notes in APA format on a separate slide.

Interviews with your supervisor and co-workers can be used, but they will NOT count as published sources. The sources cannot include annual reports or websites from the company for which you are interning.

Required Content

- Title slide (one slide with your name, class, company where you are interning)
- Industry (one slide that identifies your industry and a brief description of the industry)

Industry Information

One slide on **each** of the following topics: (a topic may need more than one slide, but no more than three)

- Industry Size and Growth Trends
- Maturity of the Industry
- External Economic Factors and their Effect on the Industry
- Seasonality
- Technological Factors
- Regulatory, Political, and Legal Concerns
- Competitive Environment and Changes in the Competitive Environment

Remember: The company for which you intern is one enterprise in a larger industry. An industry is a group of companies producing similar products or services (e.g., banking, fast food, higher education). An industry is not limited to a small geographic area such as Flagstaff. Your research should consider the entire industry within the United States in which your company belongs. Include additional information about regional factors if appropriate.

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Learning Goals

One slide each for the following Learning Goals.

Refer to the list below. Identify **one** goal from **each** category (you may develop a goal that is not listed in the examples as long as it is appropriate for the category).

Describe **specific** action steps you will take to demonstrate progress towards achieving your learning goals. (Remember: you will revisit your learning goals in the final assignment.)

1. **Knowledge, Skills, and Competencies:** Examples – organizational structures, typical procedures, leadership, industry expectations, collaboration, interpersonal/public communication, research/analytical skills, technical literacy, etc.

2. **Career Awareness:** Examples – self-awareness of interests and skills/abilities, an understanding of career path and professional requirements, identification of career options and lifestyle choices, etc.

3. **Personal Development:** Examples – appreciation for diverse cultures and perspectives, social and work interactions, sensitivity to alternative views and values, better understanding of one's personal values, sense of one's responsibility to community, etc.

Bibliography

One or more slides of endnote citations in APA format. To see examples:

<http://oak.ucc.nau.edu/bp8/Reference%20Examples.docx>

The presentation must contain **at least seven unique published sources** from your research.

Finding Published Sources of Industry Information

Cline Library: <http://library.nau.edu/>