PA Presentation Guidelines

Each group will make a Project Application (PA) presentation during one of theoretical sessions. This presentation should connect your group project with a topic being discussed during a theoretical session when your group is scheduled to present. Each group will be assigned one of the topics covered in class (National Cultures and Management, Why Firms Go Abroad, CSR across Countries, etc.). The topics discussed during theoretical sessions are sufficiently general to be applicable for all companies expanding their operations abroad.

In preparing the PA presentation, you may use concepts and analytic frameworks from the sources indicated in the Course Program as recommended readings or from any other relevant articles or book chapters (you may contact your professor at ilya.okhmatovskiy@novasbe.pt if you have difficulties in finding useful sources). Your presentation should demonstrate how concepts and analytic frameworks relevant for your assigned topic can be applied in the context of the foreign expansion scenario that you have chosen for your group project.

This presentation should take about 10 min (and no longer than 12 min). You do not need to spend too much time on explaining concepts that you use in your analysis (these concepts are often covered in the lectures). As a rule of thumb, you may take about 20% of your presentation time to explain the concepts or analytic frameworks that you use and spend the remaining 80% of your time to demonstrate how you apply these concepts and analytic frameworks in the context of your group project.

You will need to send your PowerPoint slides to ilya.okhmatovskiy@novasbe.pt the night before your presentation day (which will be determined during the second week of the course). Unless there are formal complaints about unequal contribution, all members of a presenting group receive the same grade for this assignment. Your PA presentation grade will account for 5% of the overall course grade. Please contact ilya.okhmatovskiy@novasbe.pt at if you have any follow-up questions. Good luck!