Semester Project Assignment

The Assignment:
Each student will create an 8 to 15 minute long video presentation designed to encourage a hypothetical group of market investors to invest in a contemporary German company. Students will A) select a current company based in Germany, B) research their company, gathering appropriate materials, documents and relevant information, C) submit a shooting script for their video, and D) create a final video presentation, which will be shown to a group of hypothetical potential investors.

Due dates:
October 19: initial presentation of possible companies.
November 23: progress reports on students’ research for the semester project.
December 6: shooting scripts for the final video due.
December 18: final video due.

Additional Details:
• For both the initial presentation and progress reports, students will give a five minute oral presentation to the class, submitting both an outline of their presentation and a handout with supplemental information. Students are expected to research the companies they have selected, providing a thorough analysis of the company’s past business performance, current status, and future prospects. Students should research these companies using up-to-date business resources, including profit and loss statements, reviews from business publications, databases, newspaper archives and other reputable sources. The goal is to provide a complete, substantive picture of the company’s prospects when they make their pitch to the group of hypothetical investors; this research will provide the content for the students’ video presentations. Each presentation/report will account for 10% of the grade for the semester project, for a total of 20%.

• The shooting script will describe the students’ plans for their final video presentation, using a template supplied by the professor. The shooting script will list in sequence all the images as well as all the dialogue and text that will be used for the video presentation. It is expected that the final presentation will differ slightly from the shooting script due to unexpected problems or last-minute revisions of the project, but the shooting script should provide a clear picture of what the final video will look like. This script will account for approximately 20% of the grade for the semester project.

• The final video presentations will be created, edited and completed during the final two weeks of the course. The video files will be submitted on flash drives by the students on the day of the final exam and screened by the professor and selected faculty or alumni, who will judge the quality and effectiveness of the multimedia video presentation by how much they would hypothetically be willing to invest in each company. The final video presentation will account for 60% of the grade for the semester project.
• Students are expected in their semester project to make an attractive and persuasive case for investment in their chosen company, but they must do so on the basis of reliable data and full disclosure of their company’s financial situation. Their rhetorical approach to the presentations, the thoroughness of their analysis of the available data, and the effectiveness of their communication with prospective investors will all be important factors in the final grade for the semester project.

• The goal behind this semester project is to provide the students with a real-world context for the theories, approaches and information provided in the German 300/IS 250 course during the semester. By thoroughly researching and then presenting a particular company to others, students should gain a more thorough understanding of the complexities involved in doing business with Germany and the EU.