Aligning with Aviation Industry Expectations and Requirements: Improving the Presentation Skills of ERAU Graduate Business Students

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Improving the Presentation Skills of ERAU Graduate Business Students
By: Dr. Janet Tinoco and Jason Alvarez (MBA graduate student)

**Problem:**
MBA students have diverse set of presentation skill levels. Students come from many parts of the world, different undergraduate degree programs, and with widely varying employment histories, if any at all. They need to build their understanding of what to present to whom and how.

**Study:**
Phase I: Determine industry standards for business presentations (type, content, and delivery)

**Phase I: Information Collection**
- Literature review.
- Informal poll: Sample included former employers, alumni, business associates at various levels in the organization.
  - Delta Airlines; United Airlines;
  - Jet Blue Airlines; Icelandair; Southwest Airlines
  - Boeing Commercial Airplanes
  - Gulfstream Aerospace
  - Lockheed Martin Corporation
  - FLIR Systems, Inc.; Comcast Corporation
  - Boeing Defense, Space and Security

**Phase I: Results**
- PowerPoint was the only software package used for presentations among those contacted.
- Many companies prefer the use of templates for standardization.
- Delivery is altered based on audience and culture of the organization.
- Content varies when presenting formally or informally.
- Content varies with purpose of presentation (inform, convince, etc.)

**Why PowerPoint?**
- Ease of use; easy to track
- Around for a long time
- Does not require the cloud or Internet.
- Best to protect proprietary presentations since use of Internet not necessary.
- The business norm

**Feedback from Employers:**
- “The vast majorities of meetings are with a print out of the presentation rather than projected onto a screen.” (Delta Air Lines Employee)
- “I can't think of any additional sources that would enhance the way we give presentations. I think PPT is still a reliable, valuable source.... JetBlue has templates that Crewmembers ...utilize to give presentations” (JetBlue Airways Employee)
- “As per my experience Gulfstream uses only PowerPoint, since the quality and content can be consistent and moderated.” (Gulfstream Aerospace Employee)

**Other Business Software Packages Available:**
- Prezi
- Go Animate
- Google Docs
- SlideRocket
- Zoho Show
- Keynote

**Study (Next step)**
Phase II: Develop exercises to prepare and improve students for industry. Fall 2015.