

ASSESSMENT TASK – GROUP PRESENTATION

You are the **Crisis Management Taskforce** of an organisation **of your group's choosing** (must be real and currently operating, either global or local).

This organisation is facing a **multi-pronged, high-impact crisis** involving **at least two of the following categories**,

- Product or service failure
- Data breach or cybersecurity threat
- Reputational/ethical crisis (e.g. greenwashing, discrimination, employee exploitation)
- Legal or regulatory violation
- Crisis caused by emerging technologies (e.g. AI misuse, automation error)
- Environmental or sustainability-related scandal
- Crisis triggered by geopolitical instability or global events (e.g. war, inflation, pandemic aftershock)

Guidelines

This assessment should follow the following guidelines:

- Word/slide count - Your presentation should consist of no more than 10 slides, not including reference slide(s) at the end. There is no word limit on the slides themselves, but please bear in mind that PowerPoint is a visual medium, and effective slides are not usually overcrowded with text.
- Design - The design of your slides is up to you. there is no compulsory template.
- Referencing - Use Harvard referencing style. References should be displayed at the end of the presentation on one or more separate slides. Reference slides are not counted towards the final slide count.
- Grading Criteria - The grading criteria that follow set out how marks are allocated to the assessment.
- Should your presentation be shorter or longer by 10% (i.e. 27 mins and under or 33 mins and over) then your mark will be capped at 50%

Each group must,

- Select a **real company** from any sector
- Construct a **realistic and research-backed crisis scenario**
- Use **actual industry data and news** where applicable
- Apply **Crisis Management theory** to design your organisational response

Submission Instructions

- Submit a **1-page crisis scenario summary** along with presentation slides (company profile + crisis outline)
- Add a slide identifying **who covered what section** in the presentation

For this assessment, you are requested to prepare a 1000 word case study on Boeing company.

The client has opted for the scenario of Flight crash of Air India 171.

We just need to prepare the case study on the Boeing company.