

Not: bu ödev sadece dersi daha önce alıp başarısız olmuş, dolayısıyla devamdan muaf öğrenciler içindir. Başka amaçlarla kullanılamaz. Durumu buna uymayan öğrencilerin bu ödevi yapıp teslim etmeleri halinde ödevleri değerlendirmeye alınmayacaktır.

MEM 214 English for Business Life

2023-2024 Spring

Assignment for MUAF Students

Due by: Friday, 31.05.2024 17:00

Please read the following carefully, before preparing your presentation.

In June 2010, Apple released the iPhone 4. Soon afterwards, users discovered a problem with the phone. When the phone was being held a certain way, there would be a massive drop in the signal strength, and sometimes calls would be cut off. This was thought to be an issue with the antennas on the phone and the whole episode became known as “Antennagate”.

For this assignment, I want you to assume that you are one of the engineers working at Apple in 2010. You have been assigned to investigate what is going on with the iPhone 4. You have done a lot of tests on the phone, and finally you have found the root cause of the problem. Now, Apple’s senior management and in particular its CEO, Steve Jobs, wants to know what the problem is. The iPhone is a really important product for Apple. As a result, Apple is under a lot of pressure to inform its customers and the media as to what is really going on with these phones.

Prepare a PowerPoint presentation that you would present to Apple’s senior management on the antenna problems with the iPhone 4 and your recommendations on how it could be fixed. Keep your presentation to no more than 10 slides. Steve Jobs hates long, drawn-out presentations so you need to keep your presentation short and to the point. Just focus on describing what the problem is and your recommendations on how to fix it.

There are two deliverables you need to prepare for this assignment (***you need to submit BOTH BY FRIDAY, May 31st, 2024 before your assignment can be considered complete; otherwise you will get ZERO points from this assignment***):

1. ***Presentation (prepared in PowerPoint and saved as PDF)*** - Once you have completed preparing your presentation in PowerPoint, please save it as a PDF file with the following format:

<student_number>_MUAF.pdf

So if your student number is 1031110000, for example, your file should be named 1031110000_MUAF.pdf.

Upload your assignment to the assignment folder on the ERÜ Depo system via the following link:

<https://depo.erciyes.edu.tr/index.php/s/n9yYTNaa68pXkkq>

The password to access the link is **mem214muaf2024**

2. **A video (with a maximum length of 5 minutes) of you delivering your presentation:** I should be able to see both you and your slides in the video. I would like to see the video uploaded to YouTube (**please share the link with me by emailing it to mkders38@gmail.com by 17:00 31.05.2024; links sent to other email addresses will not be accepted**).

PLEASE NOTE:

1. Use of other sources besides those given above for background research is encouraged, as long as you explicitly mention your sources. However, **please DO NOT copy-paste from other sources into your presentation, as it will not get you any credit. Use your OWN words!!**
2. If you put any material in your slides, I will assume that you understand it. So, **PLEASE only include material in your presentation that you truly understand.**
3. Please DO NOT use internet-based translation services like Google Translate. They will not give you meaningful translations in a lot of cases, and may even make your presentation more difficult to understand.
4. **Before preparing your presentation, first put yourself in the position of your audience. As a group, think about the following points. What would you want to hear from the presentation? What kinds of questions would you ask? Then prepare a presentation to address those points.**