

# Internet Activity Presentation Planner

## Introduction to Business Chapter 12 Money and Financing

In Chapter 12, you learned that there are different types of financial institutions that serve different functions and provide various services. One such institution is a commercial bank. One service provided by commercial banks is the use of automated teller machines (ATMs). ATMs make banking transactions such as depositing cash, withdrawing cash, or checking an account balance much more convenient than in the past. Find out more about other types of banking functions and services. Produce and present a 10-minute talk outlining a function or service provided by one of the various types of banks.

### *Action Steps for Planning a Presentation*

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

### **1. Build Background Knowledge**

#### **Did You Know?**

##### **[begin bulleted list]**

ATM customers spend an average of 20–25% more than non-ATM customers.

Bank ATMs average over 6,400 transactions per month.

The most popular day for ATM use is Friday.

Retail location ATM machines that dispense \$20.00 bills increase store sales by over 8%.

Last year there were 8.4 billion ATM transactions in the United States.

The first magnetic stripe card ATM was installed at New York's Chemical Bank in 1969.

There is currently one ATM for every 284 American households.

#### **Questions to Ponder**

*Think about these questions and what they might have to do with other financial institutions and the services they offer.*

**[begin bulleted list]**

What impact did early ATMs have on the banking industry?

Who uses ATMs and what transactions are most common?

What impact have ATMs had on consumer spending?

How have the popularity of ATMs affected bank employee routines and responsibilities?

How have ATMs affected the financial success of institutions such as banks and credit unions?

What is the future of ATMs and the banking services they offer?

**Key Search Words**

*Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.*

financial institutions, commercial banks, functions of commercial banks, banking services, checking account, automated teller machine

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**Web Sites**

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## 2. Decide on Your Topic

### **Narrow Your Focus**

*Complete the following flow chart to narrow your topic. Choose a subject that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.*

Commercial Bank > Services > ATM > \_\_\_\_\_

Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

(Teacher's Signature)

## 3. Conduct Research

### **Maintain a Bibliography**

*In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.*

#### **Books**

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#### 4. Write an Outline

##### **Main Ideas and Details**

*Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.*

##### I. Introduction

A. \_\_\_\_\_

B. \_\_\_\_\_

##### II. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### III. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### IV. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### V. Conclusion

A. \_\_\_\_\_

B. \_\_\_\_\_

## 5. Plan Visual Aids

### **Charts, Graphs, Photos, and Video Clips**

*Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.*

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### **Tips on Creating and Using Visual Aids**

**[begin bulleted list]**

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.



