



MIB1302 · ENGLISH COMMUNICATION SKILLS FOR INTERNATIONAL BUSINESS

Content Development & Research

By Dr. Nalin Simasathiansophon

Learning Objectives

By the end of this week, you will be able to:

01

Identify Credible Sources

Select high-quality research sources appropriate for international business topics

02

Apply the CRAAP Test

Evaluate information quality using the five CRAAP criteria

03

Structure Presentation Content

Transform raw research findings into organized, audience-ready presentation material

04

Use the PREP Framework

Support claims with evidence using Point, Reason, Evidence, Point structure

05

Adapt for International Audiences

Tailor content depth, style, and examples for diverse global audiences

Why Content Development Matters

"Your content is your credibility."

In international business, decision-makers evaluate your expertise based on how well-researched and logically structured your content is—often before you even begin to speak. Strong content signals preparation, cultural awareness, and professional confidence.

38%

Impact from Content

Of a presentation's overall impact comes from content quality (Mehrabian, adapted)

3x

More Persuasive

Claims backed by credible data are three times more persuasive than unsupported assertions (HBR, 2021)

63%

Remember Stories

Of audiences retain stories; only 5% remember statistics alone — combine both for maximum impact

The 5-Step Research Process

Every strong business presentation begins with a disciplined research process. These five steps guide you from a vague topic to polished, evidence-based content ready for any international audience.

1

Define

Clarify your topic, audience, and purpose before searching

2

Search

Use credible academic and industry sources systematically

3

Evaluate

Apply the CRAAP test to filter quality information

4

Organize

Group findings by theme or argument structure

5

Integrate

Weave evidence seamlessly into your presentation narrative

Types of Sources for International Business

Not all sources carry equal weight. Understanding the three tiers of research sources helps you build a credible, well-rounded evidence base for any business argument.

Primary Sources

Most credible—shows original data

- Company annual reports
- Industry surveys
- Original interviews
- Government statistics

Secondary Sources



Synthesizes and analyzes primary data

- Harvard Business Review
- McKinsey Reports
- Academic journals
- BBC/Bloomberg news

Tertiary Sources

For background only—never cite alone

- Wikipedia (starting point only)
- Textbooks
- Encyclopedias
- Industry overviews

  Always aim to cite primary or secondary sources in your final presentation. Tertiary sources are useful for orientation, but they are never sufficient on their own.

Evaluating Sources: The CRAAP Test

The CRAAP Test is a five-criteria framework used globally to assess whether a source is trustworthy and appropriate for academic or professional use.

C — Currency

How recent is the information? For fast-changing business topics, aim for sources published within the last **3-5 years**.

R — Relevance

Does it directly relate to your specific topic? The source should support your argument or provide essential context.

A — Authority

Who created this? The author should have credentials, and the publishing organization must be reputable.

A — Accuracy

Is the information correct and verifiable? Look for cited sources and claims that can be cross-referenced.

P — Purpose

Why was this created? Distinguish between objective research and promotional content. Watch for hidden agendas.

From Research to Presentation Content

Raw research is only the starting point. The real skill lies in filtering, organizing, and transforming information into clear, audience-focused content that supports your argument without overwhelming your listeners.



Raw Research

- Facts & statistics
- Expert quotes
- Case examples
- Market data
- News articles



Organize & Filter

- Group findings by theme
- Remove irrelevant data
- Identify key arguments
- Check for bias
- Verify contradictions



Presentation Content

- Clear main point
- Supporting evidence
- Compelling examples
- Data visualized
- Audience-relevant takeaways

The PREP Framework for Evidence-Based Arguments

PREP is a four-part structure for building persuasive, logical arguments in any business presentation. Use it every time you make a claim that needs to be supported.

1

POINT — State Your Claim

Make your main argument clear and direct from the start.

"Our company should enter the Vietnamese market."

2

REASON — Explain Why

Provide 1-2 logical reasons that justify your claim.

"Vietnam has the fastest-growing middle class in Southeast Asia."

3

EVIDENCE — Provide Support

Back your reason with credible data, facts, or real examples.

"World Bank: 45M Vietnamese entered the middle class between 2010-2023."

4

POINT — Restate with Confidence

Close the argument by reinforcing your original claim.

"This is exactly why Vietnam represents our best expansion opportunity."

6 Types of Evidence That Persuade

Effective presenters don't rely on a single type of evidence. Combining multiple evidence types creates a richer, more persuasive argument that appeals to both logical and emotional reasoning in your audience.



Statistics

Quantitative data from credible studies. Example: *GDP growth: +6.2% (World Bank, 2023)*



Case Studies

Real-world company examples. Example: *How Samsung adapted its strategy for Indian consumers*



Comparison

Side-by-side analysis of options. Example: *Market entry: Indonesia vs. Philippines*



Expert Opinion

Quotes from recognized authorities. Example: *"AI will add \$15.7T to the global economy" — PwC*



Anecdotes

Short, relevant personal or observed stories. Example: *A Thai startup's pivot moment in Berlin*



Trend Data

Patterns observed over time. Example: *E-commerce growth in Southeast Asia: 2019–2024*

Digital Research Tools for International Business

Knowing *where* to search is as important as knowing *what* to search for. These are the most reliable and widely accepted platforms for international business research.

Academic Sources

- Google Scholar
- JSTOR / EBSCO
- SSRU Library Database
- ResearchGate

Business Data

- Statista
- Euromonitor
- IBISWorld
- Bloomberg Terminal

News & Current Affairs

- Reuters / Bloomberg
- Financial Times
- The Economist
- Nikkei Asia

Government & IGO Data

- World Bank Open Data
- IMF Data Mapper
- ASEAN Stats
- UN Comtrade

Adapting Content for International Audiences

Content that works perfectly for a domestic audience may confuse or alienate an international one. Always design your research and examples with your specific audience's cultural and regional context in mind.

✓ DO

- Use globally recognized data sources
- Define acronyms and industry terms
- Include regional context (e.g., ASEAN, EU)
- Use neutral, professional language
- Adapt examples to your audience's region
- Convert units and currency as needed

✗ AVOID

- Assuming your audience knows local context
- Using slang, idioms, or culture-specific humor
- Referencing only Thai or single-nation data
- Using biased or promotional sources
- Overloading slides with jargon
- Ignoring cultural attitudes toward data



Common Research Mistakes to Avoid

Even well-intentioned researchers make these recurring errors. Recognizing them early will significantly strengthen the credibility and impact of your presentations.

→ RESEARCH Using Wikipedia as a Final Source

Use Wikipedia only to find leads, then trace back to the original cited sources for proper attribution.

→ RESEARCH Relying on Outdated Statistics

Always check the publication date. Business data changes rapidly — sources older than 5 years are often unreliable for current arguments.

→ RESEARCH Only Using Sources That Agree With You

Acknowledging counterarguments actually **strengthens** your credibility. It shows intellectual honesty and thoroughness.

→ RESEARCH Vague or Missing Citations

Always name the organization, year, and report or study title. "According to a study" is never acceptable in professional presentations.

→ RESEARCH Too Much Data, Too Little Insight

Choose 2–3 strong, well-explained pieces of evidence rather than listing 10 weak ones. Quality always beats quantity.

Pair Activity: SSRU fun facts

📅 A pair activity · Recording a VDO clip and submit it today 11 March 2026 by 17.00

1

Find interesting/fun fact in SSRU

Each pair walks around SSRU and finds something interesting or a fun fact, such as place or activities or food in our university.

2

VDO recording

You should record a VDO in which you present the interesting or fun fact you discovered. The VDO should not be longer than 1 minute.

3

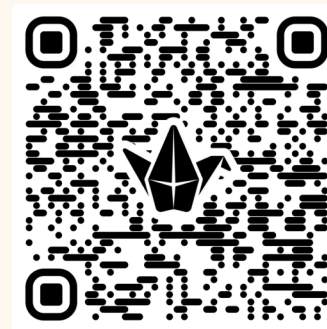
Presentation style

You should present the fact you have discovered using the six types of evidence you have learned in class.

4

Upload the VDO clip via Padlet

1 pair: upload ONLY 1 clip on the Padlet by following this link or scan QR code below.



Week 4 Summary

This week established the research and content foundations that every strong international business presentation requires. Carry these principles into every presentation you build going forward.

Key Takeaways

- Research quality determines presentation credibility
- Use the CRAAP test to evaluate any source before using it
- PREP transforms raw research into structured, persuasive arguments
- Always adapt content depth and examples for international audiences
- Select fewer, stronger pieces of evidence — never overload your slides

  **Next — Week 5:** Visual Design Principles for Business Presentations