

Entrepreneur Research Assignment

Learning Goal: Students will be able to...compare the characteristics and contributions of various entrepreneurs;

Assignment: You are to research two entrepreneurs in our community (Stockbridge and/or Ellenwood) and answer the following questions for each. You will have the choice as to how you present your profile.

Companies in Stockbridge

http://www.manta.com/mb_51_ALL_3SH/stockbridge_ga

Companies in Ellenwood

http://www.manta.com/mb_51_ALL_3IM/ellenwood_ga

For each of the entrepreneurs that you choose, include the following parts:

- Provide a brief background of the entrepreneur (i.e. Birth, family life, education, early jobs etc.)
- Give a brief explanation of the idea/business that this entrepreneur was involved with and where the idea came from
- Describe at least three entrepreneurial characteristics exhibited by this entrepreneur along with examples
- What impact has this entrepreneur had on his/her local community? (creating jobs, charities, leadership, etc.)
- Describe how this entrepreneur was an agent of change. (How did the world change because of this person?)

You may choose the format you wish to present in:

- Brief 4 to 5 minute video profile.
- PowerPoint
- Poster

Other Requirements:

- Include a photo of the entrepreneur and the company logo
- Assignment must be free of plagiarism and include a bibliography with sources

Source: <http://tdhsmartin.weebly.com/unit-1---entrepreneurs-and-enterprising-people.html>

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Categories	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
Knowledge/Understanding				
➤ Relationships between concepts	<ul style="list-style-type: none"> research demonstrates limited knowledge of chosen individual, their business and their innovation limited understanding of entrepreneurial concepts 	<ul style="list-style-type: none"> research demonstrates some knowledge of chosen individual, their business and their innovation some understandings of entrepreneurial concepts 	<ul style="list-style-type: none"> research demonstrates considerable knowledge of chosen individual, their business and their innovation considerable understanding of entrepreneurial concepts 	<ul style="list-style-type: none"> research demonstrates thorough knowledge of chosen individual, their business and their innovation thorough understanding of entrepreneurial concepts
Research Base				
	<ul style="list-style-type: none"> very limited research 	<ul style="list-style-type: none"> only basic research 	<ul style="list-style-type: none"> good research base 	<ul style="list-style-type: none"> additional sources/extensive research
Thinking/Inquiry				
	<ul style="list-style-type: none"> research has not been organized in an effective manner analysis and interpretation of entrepreneur was weak 	<ul style="list-style-type: none"> research has been organized in a somewhat effective manner analysis and interpretation of entrepreneur was satisfactory 	<ul style="list-style-type: none"> research has been organized in an effective manner analysis and interpretation of entrepreneur was sound 	<ul style="list-style-type: none"> research has been organized in a highly effective manner analysis and interpretation of entrepreneur was strong
Communication				
➤ Written ➤ Visual	<ul style="list-style-type: none"> many errors not tailored to audience & purpose inappropriate or ineffective visuals have been utilized 	<ul style="list-style-type: none"> several errors somewhat appropriate to audience & purpose appropriate visuals have been utilized in an ineffective manner 	<ul style="list-style-type: none"> few errors appropriate to audience & purpose appropriate visuals have been utilized in an effective manner 	<ul style="list-style-type: none"> no errors very appropriate to audience & purpose appropriate visuals have been utilized in a highly effective manner
Application				
➤ Making conclusions ➤ Making predictions ➤ Making connections	<ul style="list-style-type: none"> conclusions, predictions, and connections were made with limited clarity and logic 	<ul style="list-style-type: none"> conclusions, predictions, and connections were made with some clarity and logic 	<ul style="list-style-type: none"> conclusions, predictions, and connections were made with considerable clarity and logic 	<ul style="list-style-type: none"> conclusions, predictions, and connections were made with a high degree of clarity and logic
Format				
	<ul style="list-style-type: none"> only partially done (Bibliographic information not clear) 	<ul style="list-style-type: none"> most format rules correct, but Bibliographic data not carefully done 	<ul style="list-style-type: none"> Bibliographic data fairly well done, but notes could be better 	<ul style="list-style-type: none"> Bibliographic information complete and correctly done