

HONORS BUSINESS MANAGEMENT

Assessment #2: Famous Business Leaders

Chapter 3 of your textbook is about leadership – the importance of leadership, developing leadership skills, and leadership styles. Please review the list of leadership characteristics in Figure 3-1 of your text.

In groups of 2 or 3, your second assessment will be a presentation telling the stories of three business leaders. One leader must be **a living founder/entrepreneur of a company**, one leader must be **a deceased founder/entrepreneur of a company**, and one leader must be **a current CEO or President of a company, but he/she is not the founder/entrepreneur**.

Please see the rubric below for what your presentation must include.

		Points Possible	Points Scored
Presentation <i>For each of the three leaders...</i>	Tell the story of their life before they became successful. Who are they? Where did they come from? Family? Etc.	10	
	Tell the story of their career. How did they climb to the top or create their company?	10	
	Tell us a story from when the leader exhibited one of the 11 leadership traits from Chapter 3 of your textbook.	10	
	Tell us at least one interesting fact about the person.	10	
Visual	This should be an extremely simple PowerPoint or Google Slides. It will only be 3 slides. Each slide will have 3 things on it – the name of the business leader, a picture of them, and the logo for their company. That's it. No more, no less. Please put your slides in Google Classroom when finished as that's where I will pull them from when you present.	10	
Time	Presentation is 4-8 minutes long. Do not go under. Do not go over. It will be timed, so I highly recommend that you practice.	5	
Presentation	Little use of note/cue cards. No reading off the slides (you shouldn't have any notes on the slides anyway).	5	
	Eye contact with audience.	5	
	Students were completely prepared and had obviously rehearsed.	5	
	Facial expressions and body language generate a strong interest and enthusiasm about the topic.	5	
	Speaks clearly and distinctly all the time and does not mispronounce any words. Presenters can be heard by everyone in the room.	5	
Partners	Did each of the partners speak an equal amount?	10	
TOTALS:		100	

Order of events:

1. Pick your partner(s). You will get the exact same grade as your partner regardless of who carried or did the majority of the project, so choose your partner(s) wisely.
2. Each group will need to have different leaders. Once you have picked your 3 leaders, come to me and let me know. First groups to let me know get first dibs.
3. Get to work. You will have the rest of today and 2 full classes to work on it. However, you will be given a Ch. 3 notes sheet and homework next class as well.
4. Presentations begin on **A Day = Tuesday, October 1st** and **B Day = Wednesday, October 2nd**.