COURSE: ENTREPRENEURSHIP 12

CURRENT ENTREPRENEUR PRESENTATION

PURPOSE:
- Develop an awareness of current trends in entrepreneurship and business.
- Generate an opinion related to current entrepreneurs.
- Develop business communication skills.

DESCRIPTION:
Students will choose an entrepreneur. Students will then research their entrepreneur. Students will make a presentation to the class about the entrepreneur and the entrepreneurial venture (business).

The following questions should be addressed in the presentation:

i) Who is the entrepreneur? Describe their background.
ii) What is the entrepreneurial venture (business) that the entrepreneur has developed? Explain in detail.
iii) Who is effected by the entrepreneur or entrepreneurial venture (business)? Explain.
iv) What is your opinion with regards to the entrepreneur or the entrepreneurial venture (business)? Explain.
v) How does the entrepreneur or the entrepreneurial venture (business) relate to concepts that have been discussed in this course? Explain.
vi) In your opinion, how will the entrepreneur or entrepreneurial venture (business) effect the future? Explain.


A 5-minute question period will follow the presentation.
This is an individual assignment.

EXPECTATIONS:
- Presentation should be approximately 3-5 minutes.
- Chosen book/article/website is current.
- At least one resource must be from a book, business magazine or newspaper
- Hand in a copy of your bibliography at the beginning of the presentation
- Impactful visual included (PowerPoint, poster…)
- Ensure that all questions from outline are addressed in the presentation
- Be prepared to answer questions.

EVALUATION:
The presentation will be marked out of 50.
# CURRENT ENTREPRENEUR PRESENTATION RUBRIC EVALUATION

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Grading</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td>Lacks effective content, addresses few questions in outline.</td>
<td>Somewhat effective content, addresses some questions in outline.</td>
<td>Effective content, addresses most questions in outline in detail.</td>
<td>Exceptional content, addresses all questions in outline in detail.</td>
<td>/20</td>
</tr>
<tr>
<td><strong>Bibliography</strong></td>
<td>Lacks effective bibliography and resources.</td>
<td>Somewhat effective bibliography and at least one resource is a book, business magazine article or newspaper.</td>
<td>Effective bibliography and at least one resource is a book, business magazine article or newspaper.</td>
<td>Exceptional bibliography and at least one resource is a book, business magazine article or newspaper.</td>
<td>/6</td>
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<tr>
<td><strong>Creativity</strong></td>
<td>Lacks effective visual.</td>
<td>Somewhat effective visual.</td>
<td>Effective visual.</td>
<td>Exceptional visual.</td>
<td>/10</td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td>Lacks organization.</td>
<td>Somewhat organized.</td>
<td>Effective organization.</td>
<td>Exceptional organization.</td>
<td>/4</td>
</tr>
<tr>
<td><strong>Presentation Style</strong></td>
<td>Limited confidence and eye contact. Limited speech that is fluent, expressive, audible, slow and concise.</td>
<td>Somewhat confident and effective eye contact. Speech is somewhat fluent, expressive, audible, slow and concise.</td>
<td>Confident and effective eye contact. Usually fluent, expressive, audible, slow and concise.</td>
<td>Exceptional confidence and eye contact. Always fluent, expressive, audible, slow and concise.</td>
<td>/10</td>
</tr>
</tbody>
</table>

**TOTAL MARKS**: /50

Comments: