

Entrepreneur: Recipe for Success

Whether you realize it or not, there are many famous people who could be, should be, or are considered entrepreneurs. Remembering the definition of entrepreneur, choose a successful entrepreneur or business person who, in your opinion, has made a significant impact on the business world or the world as we know it. Research to find information about the person of your choice and prepare a presentation highlighting this information.

Requirements:

Include the following information (do not feel limited by this list):

1. Background, upbringing, strengths and weaknesses, as well as education
2. Key strategies, ideas, or decisions that made this person successful
Include:
 - a. personality traits
 - b. personal characteristics
 - c. skills/abilities
3. The company(ies) this person is associated with
Include:
 - a. company history
 - b. products/services
 - c. business strategies
 - d. other interesting information about the company
4. What is/was this person's impact on the business world?
5. In your opinion, why is/has this person been successful? How is business/personal success measured -- wealth, respect, recognition . . .?

Options:

- You may work with a partner – both must participate actively in the research and presentation. You must present at the assigned time, even if your partner is absent.
- Written report – in lieu of an oral presentation (for all of you scaredy cats), you may write a 5 to 7 page paper – in MLA format, including internal citations, a minimum of 5 sources (2 of which need to be from non-online sources), and a Works Cited page

Your grade will be dependent upon three main areas: thoroughness of your information, the creativity with which you approach this assignment, and your professionalism as it relates to an oral presentation.

Information: Outline (10)
Content (50)
Speaker's Notes (10)

Creativity: Approach to project (10)
Slide design & visual appeal (20)
Slides with animations/transitions (10)

Total Points Possible = 150

Professionalism: Practice (10)
Appearance (10)
Presentation Skills (20)