

**11.4.1 Local Business Profile—Assignment 3**

Brainstorm different businesses in your local community (try to make sure every type of business is represented). Allow the class to classify the businesses on the board/overhead projector by writing the names under the appropriate business structure.

The students can report their findings in a 1-2 page paper, PowerPoint, presentation, brochure, or poster. Sample rubrics are provided.

Teacher or student may ask one of the business owners to come in as a guest speaker or to watch the presentation of the business. Owners can provide additional information on the business to the class and/or answer questions.

## Scoring Guide for Business Profile

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Business Profile</b>					
Business Name	0	1-3	4-7	8-10	
History: Year Established/How it Evolved	0	1-3	4-7	8-10	
Name(s) of Owner(s)	0	1-3	4-7	8-10	
Business Address	0	1-3	4-7	8-10	
Phone Number/ Email/Website	0	1-3	4-7	8-10	
Type of Business	0	1-3	4-7	8-10	
Number of Employees	0	1-3	4-7	8-10	
Company Logo/Slogan	0	1-3	4-7	8-10	
Enjoyment of Job	0	1-3	4-7	8-10	
Difficulties of Job	0	1-3	4-7	8-10	
Form of Business/How it Was Chosen	0	1-3	4-7	8-10	
Advantages/ Disadvantages	0	1-3	4-7	8-10	
Business Structure Recommendation/ Explanation	0	1-3	4-7	8-10	
Bonus: Picture of Business	0	1-3	4-7	8-10	
<b>Presentation</b>					
Graphics/Creativity of PowerPoint	0	1-3	4-7	8-10	
Preparedness	0	1-3	4-7	8-10	
Speaks Clearly	0	1-3	4-7	8-10	
Vocabulary	0	1-3	4-7	8-10	
Enthusiasm	0	1-3	4-7	8-10	
Posture & Eye Contact	0	1-3	4-7	8-10	
<b>Total Points</b>					

## Oral Presentation Assignment

### Oral Presentation Rubric

	4	3	2	1	TOTAL
<b>Preparedness</b>	Completely prepared and has obviously rehearsed.	Seems pretty prepared but might have needed a couple more rehearsals.	Somewhat prepared, but it is clear that rehearsal was lacking.	Does not seem at all prepared to present.	
<b>Content</b>	Presented clearly and concisely with a logical progression of ideas and supporting information.	Presented with a logical progression of ideas and supporting information.	Vague in conveying message and does not create a strong sense of purpose.	Lacks a clear point of view and logical sequence of information.	
<b>Speaks Clearly</b>	Speaks clearly and distinctly all (100-95%) the time and mispronounces no words.	Speaks clearly and distinctly all (100-95%) the time but mispronounces one word.	Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word.	Often mumbles or cannot be understood OR mispronounces more than one word.	
<b>Vocabulary</b>	Uses vocabulary appropriate for the audience. Extends audience vocabulary by defining words that might be new to most of the audience.	Uses vocabulary appropriate for the audience. Includes 1-2 words that might be new to most of the audience but does not define them.	Uses vocabulary appropriate for the audience. Does not include any vocabulary that might be new to the audience.	Uses several (5 or more) words or phrases that are not understood by the audience.	
<b>Visual Aids</b>	Uses at least 2 visual aids during the presentation that show considerable work/creativity which make the presentation better.	Student uses 1 visual aid that shows considerable work/creativity which makes the presentation better.	Student uses 1 visual aid which makes the presentation better.	The student uses no visual aids OR the visual aids chosen detract from the presentation.	
<b>Enthusiasm</b>	Facial expressions and body language generate interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm but seem somewhat faked.	Very little use of facial expressions or body language. Did not generate much interest in topic being presented.	
<b>Posture and Eye Contact</b>	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation.	Stands up straight and establishes eye contact with everyone in the room during the presentation.	Sometimes stands up straight and establishes eye contact.	Slouches and/or does not look at people during the presentation.	

## PowerPoint Presentation Rubric

	4	3	2	1	TOTAL
<b>Introduction</b>	Presents the overall topic and draws the audience into the presentation.	Clear and coherent and relates to the topic but lacks getting audience's attention.	Shows some structure but does not create a strong sense of what is to follow. May be overly detailed or incomplete.	Sequencing is unclear and does not inform the audience.	
<b>Content</b>	Written clearly and concisely with a logical progression of ideas and supporting information.	Written with a logical progression of ideas and supporting information.	Vague in conveying point of view and does not create a strong sense of purpose.	Lacks a clear point of view and logical sequence of information.	
<b>Readability of the Slides</b>	Attractive and easy to follow. Fonts colored and sized for optimal readability.	Easy to read. Fonts appropriate size for readability.	Some too busy. Most fonts were readable for audience.	Too busy. Fonts too small.	
<b>Spelling and Grammar</b>	No spelling or grammatical errors.	Only one or two spelling and/or grammatical errors.	More than two spelling and/or grammatical errors.	Spelling and/or grammatical errors on every slide.	
<b>Effects and Transitions</b>	Added to presentation and allowed for information to flow smoothly.	Placed in slides appropriately.	Distracting or not appropriate for the presentation.	No evidence of effects or transitions in presentation.	

### Creating a Brochure Rubric

	4	3	2	1	TOTAL
<b>Organization</b>	Logical and appealing layout. Written communication is focused and interesting.	Organized layout. Written communication is effective.	Weak layout. Written communication is functional but not developed.	Confusing layout. Limited message.	
<b>Attractiveness</b>	Text fonts and sizes are well chosen. Exceptionally attractive formatting.	Text fonts and sizes are readable. Attractive formatting.	Text fonts and sizes may cause distraction. Unattractive formatting.	Text fonts and sizes cause distraction.	
<b>Content</b>	Contains many details and is exceptionally interesting to read. Matches features with benefits to attract target market.	Contains several details and is interesting to read. Matches some features with benefits to attract target market.	Contains some of the details and is marginally interesting to read. Weak feature and benefit matching.	Contains few, if any, details and is not interesting to read. Missing feature and benefit matching.	
<b>Spelling/Proofreading</b>	No errors are noted.	No more than 1 error is noted.	No more than 2 errors are noted.	More than 3 errors are noted.	
<b>Graphics</b>	Goes well with the text, and there is a good mix of text and graphics.	Goes well with the text, but there are so many that they distract from the text.	Goes well with the text, but there are too few and the brochure seems to be “text heavy.”	Does not go with the text. Appears to be randomly chosen.	