**Entrepreneur Research Assignment**

**Expectation:** Students will develop a profile of a typical entrepreneur by researching a diverse group of successful entrepreneurs; including aboriginal entrepreneurs.

**Assignment:** You are to research two of the following famous entrepreneurs and answer the following questions for each. You will be marked according to the quality and depth of your answers. For more detail, see the attached rubric.

**Available Entrepreneurs**

Scott Abbott & Chris Haney – Trivial Pursuit

J. Armand Bombardier – Snowmobile

Bregman Family – Second Cup

Samuel Bronfman – Seagram’s

Timothy Eaton – Eaton’s

Donald Hings – Walkie Talkie

Tim Horton & Ron Joyce – Tim Horton’s

Linda Lundstrum – Fashion Designer

Christine Magee – Sleep Country Canada

McCain Family – McCain’s

Denise Meehan – Lick’s

Joe Mimran – Club Monaco

Edwin Mirvish – Honest Ed’s

John Molson – Molson’s

Heather Reisman – Chapters/ Indigo

Arthur Sicard – Snowblower

Sam Sniderman – Sam the Record Man

Frank Stronach – Magma International

Weston Family – Weston Foods / Holt Renfrew

John Redpath – Canada Sugar Refining Company

Patrick Burns – Meat Packing and Stampede

Pierre Péladeau – Quebecor Inc.

Billes Brothers – Canadian Tire

Mike Lazaridis – Research in Motion

Bruce Poon Tip – G.A.P. Adventure Tours

For each of the entrepreneurs that you choose, answer the following questions in your write-up. Do not simply answer the questions, but be sure to include that information (use them as a guide).

1. Give a brief explanation of the idea/business that this entrepreneur was involved with. (approx 4 lines)
2. Create a profile of this entrepreneur that includes at least 5 elements. (elements are characteristics, skills, motivations, abilities, attitudes, aptitudes, contributions, etc) Each element of the profile should include an example that supports your claim.
3. What impact has this entrepreneur had on his/her local community? (creating jobs, charities, leadership, etc.)
4. Would you consider this entrepreneur ethical and incorporating social responsibility into their business? Give at least one example to evidence your opinion.
5. Describe how this entrepreneur was an agent of change. (How did the world change because of this person?)

You are to present your findings in a written report, including the name of each entrepreneur and the answers to the questions. You are to ensure that you proof read and spell check your report. You are also to include a picture of each entrepreneur **and** the company logo if applicable.

You are expected to have a complete bibliography and use at least 3 sources for each entrepreneur. (Wikipedia isn’t a source!) Any form of plagiarism will be punished by a mark of zero.

# Entrepreneur Research Assignment

This rubric may be used for self-assessment and peer feedback. The project grade will be based upon the following evaluation scale:

A - Exemplary: 27-30 points C & D - Partially Proficient or Incomplete: 15-20 points  
B - Proficient: 21-26 points F : Needs to be resubmitted - less than 15 points

| ACTIVITY | Level 4 | Level 3 | Level 2 | Level 1 | POINTS |
| --- | --- | --- | --- | --- | --- |
| Research and Note taking | 5-6 points  Bibliography indicate student accurately researched varied information sources, recorded and interpreted statements, graphics and questions and evaluated alternative points of view regarding the entrepreneur. | 4 points  Bibliography show student recorded relevant information from multiple sources of information, evaluated and synthesized relevant information relative to the entrepreneur. | 2-3 points  Bibliography show the student misinterpreted statements, graphics and questions and failed to identify relevant arguments and information relative to the entrepreneur. | 0-2 points  Bibliography or lack of bibliography show the student recorded information from less than two resources, and ignored alternative points of view relative to the assigned entrepreneur. |  |
| Background | 3 points  The background presents the overall character of the inventor and draws the reader into the report with compelling statements or by clearly relating to the readers interests or curiosity. | 2 points  The background is clear and coherent and relates to the inventor in an interesting way. | 1 point  The background shows some structure but does not create a strong sense of what is to follow. May be overly detailed or incomplete and is somewhat appealing to the reader. | 0 points  The background does not orient the reader as to what will follow.  The sequencing is unclear and does not appear interesting or relevant to the reader. |  |
| Content | 11-12 points  The content is written clearly and concisely with a logical progression of ideas and supporting information.  The report includes clearly stated discussion as required in the assignment outline  Information is accurate, current and comes mainly from \* primary sources. | 9-10 points  The content is written with a logical progression of ideas and supporting information.  The report includes some required elements and links some of them to the project.   Includes persuasive information from \*primary sources. | 6-8 points  The content is vague in conveying a point of view and does not create a strong sense of purpose.  Includes some persuasive information with few facts and a few of the required elements.   Some of the information may not seem to fit.  \*Primary source use is not always clear. | 0-5 points  The content lacks a clear point of view and logical sequence of information.  Includes little persuasive information and only one or two of the required elements related to the assignment.  Information is incomplete, out of date and/or incorrect.  Sequencing of ideas is unclear. |  |
| Text Elements | 3 points  The fonts are easy-to-read and point size varies appropriately for headings and text.  Use of italics, bold, and indentations enhances readability.  Text is appropriate in length and to the point.  The background and use of color and/or contrast enhance the readability of text. | 2 points  Sometimes the fonts are easy-to-read, but in a few places the use of fonts, italics, bold, long sentences, colour and/or contrast or busy background detracts and does not enhance readability. | 1 point  Overall readability is difficult with lengthy sentences, too many different fonts, dark or busy background, overuse of bold or lack of appropriate indentations of text. | 0 points  The text is extremely difficult to read with long blocks of text and small point size of fonts, inappropriate contrasting fonts, poor use of headings, subheadings, indentations, or bold formatting. |  |
| Writing Mechanics | 5-6 points  The text is written with no errors in grammar, capitalization, punctuation, and spelling. | 4 points  The text is clearly written with little or no editing required for grammar, punctuation, and spelling. | 2-3 points  Spelling, punctuation, and grammar errors distract or impair readability.  (3 or more errors) | 0-2 points  Errors in spelling, capitalization, punctuation, usage and grammar repeatedly distract the reader and major editing and revision is required.  (more than 5 errors) |  |
| TOTAL POINTS | | | | | /30 |