



TEACHER GUIDE

ACTIVITY INSTRUCTIONS

- Assign partners or small groups if desired. Each student or group will select a company to use for the activity. You may wish to create a list based on your area or allow students to come up with a business to research. Approve each student's or group's selection before they begin,
- Each student/ group will edit their own copy of the Business Profile Research Activity. Your LMS may automatically do this for you. If not, provide your students with a force copy link of the project.
- Students will start by conducting research about the business.
- Students will complete the questions under the headings to create a profile on the selected business.
- Use the grading rubric provided to assess student work.

SAMPLE COMPANY IDEA LIST:

- Zappos
- Target
- Exxon Mobile
- Boeing
- AutoZone
- Campbell Soup Company
- Dunkin' Brands
- Harley Davidson
- Kroger
- Land O' Lakes

BUSINESS PROFILE GRADING RUBRIC

Student Name(s):

CRITERIA	POINTS POSSIBLE	POINTS EARNED
Company Name & Headquarters Location	2	
Quick Facts	5	
Background	5	
Location	5	
Products and/or Services	3	
Business Development	5	
Complete sentences are used for all with the exception of quick facts and evidence is cited throughout the project indicating in-depth research has been conducted	5	
Document is professional and contains no grammatical or mechanical issues	5	
TOTAL	35	

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