**Year 7 HASS – Economics and Business**

**Task 7 – Case Study of an Entrepreneur**

**Marks: \_\_\_\_\_\_\_\_\_\_\_/42 Weighting: 10%**

**Target: \_\_\_\_\_\_ /42**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Teacher: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Description of task:** Students will use an inquiry process to collect information on a well-known entrepreneur and use it to prepare a feature article about the entrepreneur’s **road to success.**

You will have 3 lessons to research and prepare your article in class. It can be worked on outside of class time.

**You will need to submit two parts:**

1. Part A: Inquiry Booklet
2. Part B: Final feature article.

Your feature article focuses on a well-known entrepreneur of your choice. Your article should include the following points:

* Some background about the entrepreneur and the business/es they are involved in
* At least 3 occasions when the entrepreneur experienced significant success and/or difficulties in their business/es and the skills they used in these situations
* Why the entrepreneur is involved in their industry
* Any advice they would give to someone starting their own business
* How important or significant they are seen or their businesses are in the economy

**Below is a list of some suggested entrepreneurs:**

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| --- | --- | --- |
| Richard Branson, Virgin | Coco Chanel, Fashion Designer/Brand | Walt Disney, Producer |
| Bill Gates, Microsoft | Thomas Edison, Inventor/Businessman | Henry Ford, Ford Motor Company |
| Arianna Huffington, Huffington Post | Steve Jobs, Apple/Mac | Janine Allis, Boost Juice |
| Yang Lan, Sun Media Group | Anita Roddick, The Body Shop | Oprah Whinfrey, OWN Network |
| Mark Zuckerberg, Facebook | Ingvar Kamprad, Ikea | Adolph Dassier, Adidas |
| Chad Hurley, YouTube | Peter Buck, Subway | Phillip H. Knight, Nike |
| Ray Kroc, McDonalds | Roldolphe Lindt, Lindt International | Vince McMahon, WWE |
| Tyra Banks, ANTM/Model | William S. Harley, Harley Davidson | Dick Smith, Businessman |

Some information required:

* Title (Name and picture of the entrepreneur, company logo)
* Details about your entrepreneur’s background (Birthdate/, place of birth, where they grew up, education level, when they first had their big break, are they alive today?)
* Where is their head office located?
* Who is the current CEO or President of the company?
* Provide an outline of what the company does (products/services sold)
* Where are the products/services sold?
* Does the company have a global presence? Website address.
* What does the business do better than their competitors?
* What is the company’s net worth?
* Does the company invest in the community? Arts and Culture, Education and Sport, Health and Wellbeing.
* Name a minimum of 6 characteristics your entrepreneur has to be successful.
* WOW factors – some pictures, fun facts, financial charts to enhance your presentation.

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| --- | --- |
| **Part of Task** | **Completed** |
| Completed target for assessment |  |
| KWL Chart |  |
| Brainstorms (Entrepreneur + Task) |  |
| Focus questions |  |
| Notes on key topics/information required |  |
| PMI Chart |  |
| Bibliography (correctly formatted) |  |
| Final feature article |  |
| Self-assessment using the rubrics |  |

**What is the due date for this assessment? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *My Target: \_\_\_\_\_\_\_\_\_ / 42 or \_\_\_\_\_\_\_\_ %*

**PLEASE SUBMIT THIS SHEET WITH YOUR NOTES ON THE DUE DATE!**

Year 7– Economics & Business - Task 7 – Case Study of An Entrepreneur Task DETAILED MARKING GUIDE/RUBRIC

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Task 🡫 &**  **Marks Allocation 🡪** | 9 – 10 | 7 - 8 | 5 – 6 | 3 – 4 | 1 - 2 | **Subtotal** |
| **KWL Chart** |  |  | Presents a very detailed and comprehensive chart, through the use of a well-structured KWL Chart. Comprehensive detail is used in each section of the KWL chart, which relates clearly to the task and the key areas. | Presents a less detailed KWL chart. Less comprehensive reference to key areas. Some sections are incomplete or the chart is not finished, with sections missing. | Presents a generalised plan and/or limited chart. Limited references are made to key areas. Sections are missed.  No KWL Chart is submitted (0) |  |
| **Brainstorm** |  |  | Provides detailed and comprehensive ideas about their entrepreneur and the task. Expands on examples by stating more than one word. Provides specific information. | Provides some examples about the entrepreneur and the task. States basic examples, with limited specific information. | Only 1-2 examples about their chosen entrepreneur and the task. No detail is used. |  |
| **Focus Questions** |  | Devises a set of focus questions which are clearly identifies the information needed to research the task. 8 questions. | Devises a set of questions which identifies some information needed to address the research the task. | Lists some simple questions which identify limited information. 4 questions. | Devises a few simple questions, which identify very limited information. Less than 4 questions. |  |
| **Note Taking** | Provides very detailed, comprehensive and accurate extra notes about their entrepreneur and their road to success. Addresses research areas in detail and uses extensive examples for supporting evidence. Uses evidence from a range of sources. | Provides less detailed and mostly accurate extra notes about their entrepreneur and their road to success. Addresses research areas mostly in detail and uses various examples for supporting evidence. | Provides generalised extra notes about their entrepreneur and their road to success. Addresses research areas in some detail and uses some examples for supporting evidence. | Provides basic extra about their entrepreneur and their road to success. Addresses research areas in limited detail and uses a few examples for supporting evidence. | Provides limited and/or no extra notes. Does not complete the section. Examples are not demonstrated throughout.  No extra notes are submitted (0) |  |
| **PMI Chart** |  |  | Presents a very detailed and comprehensive chart, through the use of a well-structured PMI Chart. Comprehensive detail is used in each section of the PMI chart, which relates clearly to the task and the key areas. Includes detail on task and topic. | Presents a less detailed PMI chart. Less comprehensive reference to key areas. Some sections are incomplete or the chart is not finished, with sections missing, including basic information on task and/or topic. | Presents a generalised plan and/or limited chart. Limited references are made to key areas. Sections are missed.  No KWL Chart is submitted (0) |  |
| **Bibliography** |  |  | Collects information from a comprehensive number of sources and records a variety of key information which relates to strategies to reduce water consumption in their chosen location. incorporating ethical protocols, which correctly follow the referencing technique approved by the school. | Bibliography includes a smaller range of sources which mostly follow the referencing technique approved by the school. | No bibliography submitted (0)  Bibliography includes a limited list of sources which may follow the referencing technique approved by the school. |  |
|  |  |  |  |  | **Task 7 - TOTAL** | **/42** |

1. KWL

|  |  |  |
| --- | --- | --- |
| What you KNOW | What you WANT to know | What you have LEARNT |
|  |  |  |

1. Complete a brainstorm about your chosen entrepreneur + the task

**Task 7**

**Entrepreneur:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Focus Questions – formulate focus questions below that include ALL areas required.

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| 1) |
| 2) |
| 3) |
| 4) |
| 5) |
| 6) |
| 7) |
| 8) |

1. Note taking: organise your notes in the sections below. Remember to record the sources used as your research. Ensure you get enough information to cover all sections of the assignment.

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| **ATTACH MORE FILE PAPER FOR EXTRA NOTES.** |

1. PMI

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| About the topic (entrepreneur) | | |
| Plus | Minus | Interesting |
| →    →  → | →    →  → | →    →  → |
| About the completing the TASK | | |
| Plus | Minus | Interesting |
| →    →  → | →    →  → | →    →  → |