Entrepreneur Research Project

PROJECT: Since running your own small business so strongly symbolizes freedom, independence, and self-direction, you are to define and complete your own project for this class. The size and scope of the project is to be significant and appropriate. It is to be both written and oral.

Within the first two weeks of class, you are to turn in a one-page description for my approval before you begin.

I have high expectations for this assignment. You can’t wait until the last two weeks of class to do this one and hope to receive higher than a C.

The project is worth 200 points, so make it count. Some suggested approaches could include, but are not limited to:

THE EINTSTEIN APPROACH – An academic investigation of small business.
THE E-BIZ APPROACH – Identify what you have to do to start & run a small business on the Internet.
THE SPIELBERG APPROACH – Make a video illustrating the best in small business.
THE RIVERA APPROACH – Interview a series of people involved in small business.
THE MASON APPROACH – Write a case study on a small business.
THE E-BAY SELLING-SAY APPROACH – What a new business models are changing the way we do business.
THE LINCOLN APPROACH – Trace the history of small business in our economy.
THE GLOBETROTTER APPROACH – Illustrate the impact on and opportunity in international trade to small business.
THE PETERS APPROACH – What are the most critical issues facing small business?
THE SIMPSON APPROACH – What are the biggest problems facing small business?
THE VC APPROACH – What do lenders expect from small business?
THE WALTERS APPROACH – An in-depth biography of an entrepreneur.

1. Oral Presentation:

Just a PowerPoint presentation is not acceptable. Everyone must help present. During the semester your team will be assigned a date to share your research project. Everyone on the team must participate.

You are expected to make a presentation on this project and include the research material and one-page summary of participation, in your business journal. Depending upon the number of presentations needed, you will have approximately 10 minutes to inform the rest of the class of your findings/conclusions. This presentation must have a WOW factor! Include some of the following: PowerPoint, object lesson, role play, team activity, or video clip to make it an awesome presentation.

2. Written Presentation:

You will be required to submit a one-page summary on how you benefited from this project and your level of participation. Rate yourself on a scale of 200=Excellent, 150=Good, 75=Fair. Justify your rating.