



Name: _____

Period: _____ Due Date: _____

Business Dynamics 1-Unit 1-What is Business?

ENTREPRENEURSHIP PROJECT

An entrepreneur is defined as a person who organizes, operates, and assumes the risk for a business venture.

Objective:

Entrepreneurs possess unique characteristics which have aided them in their pursuits to become successful. Your task will be to select an entrepreneur and research their background to evaluate how each characteristic has helped them. You may choose from the list provided by your teacher or select your own, however it must be approved. You will present your research in the form of a visual display. (NO PowerPoint or Prezi). The visual display should utilize a variety of material(s) to communicate your ideas. You will be presenting your ideas as part of a gallery walk.

Learning Standards:

(NBEA, Entrepreneurship, I): Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.

(NYS, The Arts, Visual Display): Students will make works of art that explore different kinds of subject matter, topics, themes, and metaphors. Students will understand and use sensory elements, organizational principles, and expressive images to communicate their own ideas in works of art. Students will use a variety of art materials, processes, mediums, and techniques, and use appropriate technologies for creating and exhibiting visual art works.

Your **visual display** MUST include the following information:

- I. Introduction of Entrepreneur
 - Include name, date of birth, hometown
 - Describe the major accomplishments of this person
 - What industry is this person currently working in?
- II. Background Information
 - Describe this person's educational background
 - Explain how this person evolved into an entrepreneur
- III. Entrepreneurship Qualities
 - Describe the qualities this person has that make him/her a good entrepreneur and how they have demonstrated them
 - Is this person a leader? Explain
- IV. Rationale for Choosing this Entrepreneur
 - Explain why you chose this particular person to research
 - Do you possess some or many of the qualities of this person? Which ones?
 - Would you like to become an entrepreneur? If so, doing what? If not, why not?

Some Famous Entrepreneurs

You may choose from this list or select your own (but it must be **pre-approved by your teacher**).

Bill Gates – (Microsoft)
Pierre Omidyar - Internet (Ebay)
Fernando Hernandez – (AT&T)
Donald and Doris Fisher - Clothing (Gap Inc.)
Mary Kay Ash - Cosmetics (Mary Kay)
Ross Perot - Data Management (Electronic Data Systems)
Oprah Winfrey – (Harpo Inc.)
Steve Jobs - Computers (Apple)
Fred Smith - Shipping (Federal Express)
William Levitt – (Housing)
Richard Branson - Several (Virgin)
Jeff Bezos - Internet (Amazon)
Jim Clark - Internet (Netscape)
Joyce Hall - Greeting Cards (Hallmark)
Warren Buffett - Investments (Berkshire Hathaway)
P.T. Barnum - Entertainment (Barnum & Bailey)
Donald Trump – (Trump Enterprises)
Walt Disney – (Entertainment)
A. P. Giannini - Banking (Bank of America)
Rupert Murdoch – (Media)
Leo Goodwin - Insurance (GEICO)
Michael Dell - Computers (Dell Computer)
David Sarnoff Broadcasting (NBC)
Dave Thomas - Fast Food (Wendy's)
Ray Kroc - Fast Food (McDonald's)
Russell Simmons - Music (Def Jam Records)
Charles Schwab – (Discount Brokerage)
Andrew Morrison – (Web Publishing)
Andrew Carnegie - Steel (US Steel)
Scott McNealy - Computers (Sun Microsystems)
Sam Walton – (Walmart)
Howard Schultz - Coffee (Starbucks)
Gordon Moore – (Intel)
John Johnson - Publishing (Ebony)
Bill Hewlett - Hewlett Packard
Herb Kelleher - Airlines (Southwest)
Ralph Roberts - Cable TV (Comcast)
Ted Turner – (Turner Broadcasting)
Larry Ellison - Software (Oracle)
James Kimsey - AOL
Louis B. Mayer - Entertainment (MGM)
William S. Paley - Broadcasting (CBS)
Henry Luce - Publishing (Time/Life)
John D. Rockefeller - Oil (Standard Oil)
J. W. Marriott – (Hospitality)
Estee Lauder – (Cosmetics)
David Packard - Electronics (Hewlett-Packard)
Howard Hughes - Aviation (TWA)
Robert L. Johnson - Broadcasting (BET)
Debbi Fields - Cookies (Mrs. Fields)
Anita Roddick - Cosmetics (The Body Shop)
Henry J. Kaiser - Health Care (Kaiser Permanente)
Judi Sheppard Missett - Fitness (Jazzercise)
Ben Cohen & Jerry Greenfield (Ice Cream)
Robert Wegman (Wegmans)
Chip Wilson (Lululemon)
Mark Zuckerberg (Facebook)
Evan Williams (Twitter)
Kevin Systrom (Instagram)
Nick Swinburn (Zappos)
Sergey Brin (Google)
Steve Eells (Chiptole)
Douglas Thompson (North Face)
Elon Musk (Tesla Motors)

Evan Spiegle (Snapchat)
Arianna Huffington (Huffington Post)
Jack Dorsey (Square)
Bre Pettis (Maker Bot, 3D printers)
Essie Weingarten (Essie Nail Polish)
Phil Knight (Nike)
Travis Kalanick (Uber)
Reed Hastings (Netflix)
Chad Hurley (You Tube)

What do you notice about many of these entrepreneurs?

Many of the listed entrepreneurs are inventors or pioneers in the industry.



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Criteria	Weight	Meeting Standard (3)	Approaching Standard (2)	Beginning Standard (1)
Visual Display Content (NBEA, Ent, I)	X4	<input type="checkbox"/> Content displayed on the visual supports learning standard by <u>identifying multiple</u> unique characteristics of the entrepreneur <input type="checkbox"/> Student <u>evaluates</u> each characteristic as it relates to the success of the entrepreneur in an accurate and detailed manner <u>Example:</u> Amelia Earhart was a fearless individual. Not only did she need to overcome the stigma that flying planes was not a women's job, but she had to get over the mental fear of flying across entire bodies of water and land, which had never been done. Had she allowed her fear to get to her, it could have crippled her legacy and air travel may look very different from what we know today.	<input type="checkbox"/> Content displayed on the visual supports learning standard by <u>identifying multiple</u> unique characteristics of the entrepreneur <input type="checkbox"/> Student <u>evaluates</u> each characteristic as it relates to the success of the entrepreneur in an accurate manner but does not do so in a detailed manner <u>Example:</u> Amelia Earhart was a fearless individual. She attempted to fly across the Atlantic, which had not been done before..	<input type="checkbox"/> Content displayed on the visual lists <u>few</u> unique characteristics of the entrepreneur <input type="checkbox"/> Student <u>does not evaluate</u> each characteristic as it relates to the success of the entrepreneur or the <u>evaluation is inaccurate</u> <u>Example:</u> Amelia Earhart was fearless. Example: Amelia Earhart was fearless because she flew solo across the Atlantic..
Gallery Walk Responses (NBEA, Ent, I)	X4	<input type="checkbox"/> Same criteria as the box above	<input type="checkbox"/> Same criteria as the box above	<input type="checkbox"/> Same criteria as the box above
Visual Display (NYS, Arts, Visual Display)	X1	<input type="checkbox"/> Outstanding use of color, design, and space <input type="checkbox"/> Original and creative design <input type="checkbox"/> Overall design is pleasing and harmonious	<input type="checkbox"/> Adequate use of color, design, and space <input type="checkbox"/> Design is adequate <input type="checkbox"/> Overall design is mostly pleasing	<input type="checkbox"/> Inappropriate use of color, design, and space <input type="checkbox"/> Design lacks creativity <input type="checkbox"/> Lack of harmonious design in presentation

Please note: All 10 required elements from the task description must be addressed in your artifact. Your assignment will be returned to you and you will not receive a grade until all 10 elements are included as part of your artifact.