**Meaning of Entrepreneurship**

For this assignment you are presented with two options.

**Select ONE of the options for the paper that you will present.**

Your paper must not exceed 8 pages, including a works cited page.

**Option 1**

**Complete parts A, B, and C.**

**Part A**

* + - Identify three entrepreneurs, and evaluate the motivation behind their ventures.
    - Prepare a report that identifies their driving motivation and discuss their motivation in the context of the entrepreneur’s character, etc.
    - Discuss what made their ventures successful.
    - Discuss the importance of luck in these ventures.
    - How did the environment shape their idea and success?

**Part B**

* + - Discuss and evaluate what makes a good entrepreneur, versus a good manager.

**Part C**

* + - Discuss the external factors and forces that promote or stimulate entrepreneurship.

**Option 2**

**Complete parts A, B, and C.**

**Part A**

* + - Do entrepreneurial ideas always emerge with a small business, or are larger organizations major generators of entrepreneurial activity?
    - Discuss with reference to theory and your experience.

**Part B**

* + - Identify a sector in your community which is a hotbed of entrepreneurial activity.
    - Provide insight into the conditions that have promoted entrepreneurship in this sector in your city or community.

**Part C**

* + - Re-examine conditions in your city or community, and identify factors or forces that have limited entrepreneurial activity.
    - What are the principal barriers to entrepreneurial activity and what measures or actions might be necessary at a local or economic and social level to promote entrepreneurship?

**Suggested Grading Criteria**

Your assignment will be graded on the following*:*

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| --- | --- | --- | --- |
| **Evaluation Criteria** | **8-10 marks** | **5-7 marks** | **0-4 marks** |
| **Theory** | Substantial evidence and examples presented showing awareness of theory and application of same to the topic/problem.  Applies correctly business, revenue, and financial models. | Some evidence and examples of awareness of theory and application of same to the topic/problem.  Partially applies business, revenue, and financial models. | Minimal awareness of readings, theory, and understanding, and/or application to the topic/problem.  Business, revenue, and financial models are not addressed, nor explained. |
| **Critical Thinking** | Superior analysis supported by evidence and theory.  Solution and plan is fully elaborated and supplemented with relevant examples, feasibility evidence, and data.  Underlying assumptions are fully explained. | Analysis attempted but incomplete, lacks evidence or application of theory.  Solution is partially identified and/or supplemented by some examples, feasibility evidence and data.  Underlying assumptions are partially explained. | Summarizes rather than analyzes.  Evidence and theory lacking and/or not relevant to the topic or problem.  Solution is not presented or not relevant to the topic/problem.  Examples, feasibility evidence, and data are not relevant or appropriate.  Underlying assumptions are not addressed, nor explained. |
| **Communication, Style and Presentation** | Ideas and concepts are presented fluently and concisely in Standard English.  Contains cogent analysis/ argument relevant to the topic/problem.  Applies correctly the style guide and adheres to presentation and format guidelines. | Ideas and concepts are generally well presented but lack fluency or conciseness or not presented in standard English.  Concepts or ideas presented poorly or difficult to follow and understand.  Analysis/argument has some relevance to the topic/problem.  Generally applies the style guide but errors in style and presentation. |  |