

Unit Two Case Study: Successful Small Business

BMGT 12 Student Name: _____

Four part process:

Step 1: Research, note-taking, bibliography. Choose the topic from the link on our class website or suggest your own topic based on Canadian small business. Do research (search and read), take notes, and keep a record of your notes and sources. Create a bibliography as you go. You must use a minimum of **four** sources. Not Wikipedia.

A. Take point form **notes** from four sources and keep them organized. See graphic notes organizer. Quotes may be used in notes but plagiarism is not permitted.

B. Create a **bibliography**; bibme.org or easybib.com are helpful. Also see our class website for instructions.

Step 2: Creative part. Respond to your findings by creating something that shows what you discovered. This should represent the equivalent of at least two hours of thoughtful work, such as one of the following.

Write: Minimum one page essay summarizing your findings (Read to your group)

Create: a collage from the era or a brochure (hand drawn or MS Publisher) There should be an equivalent of a one page write up either on the brochure or on a separate page to explain / read to your group.

Draw: an important scene on a mini poster, accompanied with a one page essay explaining your findings to your group. Essay may be on your mini poster. See class examples

Step 3: Presenting. Present your Case Study to other students (Max 5-10 min), This will be presented in small groups of 4 -6 students. If you are “unexcused-ly” absent, you will get a zero on this portion of the assignment.

Step 4: Listening / Reflection. Actively listen and take jot-notes (first draft) on your group’s presentations, then neatly re-write or type a personal reflection on the cases covered within your group. This should be appx one page or three to four paragraphs. (One titled & named paragraph per presenter in your group)

Write your name on the front and staple together: Your presentation, Research Notes, Bibliography and reflection page. All communication should be neatly written or typed 12 font Times New Roman



EVALUATION			
Research Notes (8)	There is too little information noted.	Information noted is lacking detail and/or organization. Main points, sub-points, website, work title, precise language.	For four sources, Research contains main points and major sub-points of the topic. Website address or source title is clearly indicated with the relevant research. Language is precise. Quotes are relevant and no more than half of the notes, if used. (2 points per source) (8)
Bibliography Use MLA format, (easybib.com) (4)	Insufficient work. (0)	Bibliography is at least half done.(2)	Bibliography is complete and in correct format.
Creative part: Summary Collage or drawing (10)	Summary is inappropriate in length or complexity.	Summary is completed reasonably well.	Summary is original, thoughtful and well-developed. Also appropriate in length and complexity.
Oral Presentation / Class Group discussion (10)	Student was absent. No note.	Presentation was lacking detail or enthusiasm.	Presentation was enthusiastic, engaging and provided sufficient detail to introduce the topic to the rest of the class.
Typed Reflection from students / groups discussion (10)	Student was absent. Not excused.	Reflection lacks detail or consideration of new information.	Length: 200-300 words Reflection shows that student has considered the new information on the topic and come to certain conclusions and/or posed new questions.
			Total: /42

If using the internet your search should include top Nova Scotian new or small business.

<https://halifaxpartnership.com/news/article/small-business-tips-for-beginners/>

<https://www.canadianbusiness.com/innovation/canadian-entrepreneur-success-stories/#gallery/15-success-stories-of-inspiring-canadian-entrepreneurs/slide-1>

<https://www.canadastartups.org/category/success-stories/>

Small Business Startup: <https://www.youtube.com/watch?v=kik50Ash6Ts>