

Biography on a Business Leader

You are to use your class time WISELY!

You are to pick a business leader and create a biography on them. In the biography you must cover the following:

Who: Who is this person, background information .

What: What have they done to show they are a leader ?

Where: Where do they work, information about the company

Why: Why do **you** think they are a leader ?

How: How are they a leader, how did they become a leader.

Include information on:

- What type of business they are involved in – eg partnership, corporation
- Describe the product or service they offer – luxury or essential
- What sector does the business operate in? (forestry, service)
- Other important information

Your project is to be done in either PowerPoint, Photostory, Prezi , Podcast , Vodcast, or discuss with me another method.

Mark Breakdown

The project is worth a total of 20 marks. Things you will be marked on will be spelling, grammar, depth of information, creativity and showing where you got your information from (bibliography).

Want Bonus Marks?

1 bonus mark if you use a Miramichi business leader

1 bonus mark if you personally interview your business leader

**Rubrics on Next Page ->
Rubrics**

	2 points Great	1.5 points good	1 point satisfactory	0.5 unacceptable
Bibliography (Worth 4 marks) x2				
Depth of Information (Worth 10 Marks) x 5				
Spelling and Grammar (Worth 2 points)				
Creativity (Worth 2 Marks)				
Presentation (Worth 2 Marks)				