

A key outcome for this course is that student gain a deeper understanding of entrepreneurship by considering various aspects of entrepreneurial endeavors and pursue their own professional development in an entrepreneurial context. To this end, students are challenged to choose a business text of interest to them, read the text, and present their analysis of the book to the class. This assignment is worth 15% of the final course grade.

Due Date: Week 8 (July 5th, 2018)

Submission: Summary submitted to Blackboard, In-class presentation

Details:

This assignment consists of two parts: A written summary and an oral presentation. This is an individual assignment.

Summary Content:

Opening paragraph – summary of text. Explain the underlying thesis/purpose of the text so that other students in the class will know if they might be interested in reading it themselves. Avoid jargon and ensure that your overview is clear.

Key points – 3-5 main insights (nuggets) you gained from the text. For each idea, lead with a quote from the book, describe the take-away and how/why it resonated with you, and explain how the class could apply the lesson/idea.

Closing paragraph – your honest thoughts on the book. What was good/bad about it? Who do you know that should read it and why? How might you apply what you learned from the text in your personal/professional life?

Summary Requirements:

3-4 pages in length (not including cover page)

Cover page (Include your name/student number, date of submission, Title of the text, Author's name, and Publishing Date)

MLA style (Double space, Times New Roman, 12 pt. font, 1-inch margins)

Presentation Content:

Present an overview of the text, the key themes of the book and describe how the book relates to the course (entrepreneurship)

Presentation Requirements:

Maximum 5 slides

3-4 minutes

No videos

Grading:

Grades will be assigned based on the following rubrics:

Summary

Criteria	Excellent (A)	Good (B)	Fair (C)	Poor (D-F)	Marks Possible
Summary	A clear understanding of the text is evident. Concise and coherent summary.	A mostly clear understanding of the text evident. Provides a coherent summary.	An understanding of the text is minimally evident. Provides a coherent summary.	No understanding of the text is evident. Summary is not entirely coherent.	1
Key Ideas	Demonstrates exceptional ability to engage in critical thinking and writing. Clearly ties text to course outcomes.	Demonstrates some higher levels of thinking and writing. Relates text to course outcomes.	Minimally demonstrates some amount of critical thinking and writing. Somewhat ties text to course outcomes.	Fails to engage in scholarly thinking and writing.	2
Closing	Identifies interesting/worthwhile applications for the text.	Identifies somewhat interesting/worthwhile applications for the text.	Identifies minimally interesting/worthwhile applications for the text.	Fails to identify interesting/worthwhile applications for the text	1
MLA Style/ Professionalism	There are no grammatical, spelling or punctuation errors. Adheres to MLA style.	There are 1 or 2 minor grammatical, spelling or punctuation errors that do not interfere with meaning. Mostly adheres to MLA style.	There are 3 or 4 minor errors in punctuation, grammar and/or spelling which do not break the flow for the reader. Does not conform to MLA style.	There are major errors in punctuation, grammar and/or spelling which interrupt the flow for the reader. Does not conform to MLA style.	1
					5

Presentation

Criteria	Excellent (A)	Good (B)	Fair (C)	Poor (D-F)	Marks Possible
Powerpoint Slides	Powerpoint is of professional quality and aesthetically pleasing.	Powerpoint is of mostly professional quality.	Powerpoint could be more professional. Some aesthetic problems.	Powerpoint is of amateur quality.	2
Style/Flow	Body of presentation is organized, is interesting and easily followed. Audience was engaged and interested.	Body of presentation is organized, is interesting and easily followed. Room for improvement.	Body of presentation is somewhat organized. Needs additional practice and effort.	Body of presentation is disorganized	2
Content	Met requirements, personal knowledge of content well demonstrated.	Met requirements, personal knowledge of content demonstrated.	Somewhat met requirements, personal knowledge of content well demonstrated.	Failed to meet requirements. No knowledge of content demonstrated.	4
Professionalism	Professionally dressed and maintains professional composure.	Professionally dressed and maintains mostly professional composure while speaking.	Not professionally dressed. Maintains a somewhat professional composure while speaking.	Not professionally dressed, fails to maintain professional composure while speaking.	1

Timing	3-4 minutes	Less than or over specific time by 30 seconds	Less than or over specific time by one minute	Less than or over specific time by 1 ½ minutes	1
Total marks					10