

# Norwalk High School Exemplar Format

Designer's Name(s)	E-Mail
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## Designer's Background:

NHS Business Education Teacher for 16 years.  
BA in Marketing  
Masters in Curriculum and Instructional Leadership

## Description of the students this work is designed for:

Course: Orientation to Business Grade level(s):9-12

## Design Qualities for this lesson:

Content and Substance	Affirmation
Product Focus	Affiliation
Organization of Knowledge	Authenticity
Clear and Compelling Product Standards	

## Measurement:

### Engagement Measure:

Students are given a survey on their engagement level during the Entrepreneur Project.

### Achievement Measure:

Students are evaluated on 2 rubrics; one for the research paper and one for their Power Point presentation.

## Design Qualities

### *Context and Substance- National Business Education Standards Covered.*

- I. **Foundations of Communication**  
**Achievement Standard:** Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.
- II. **Entrepreneurs and Entrepreneurial Opportunities**  
**Achievement Standard:** Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.

***Content Sentence (Learning Objective):***

Students will be able to recognize the traits and qualities of a successful entrepreneur by researching a business person of their choice, writing an MLA style biography of that business person, and then be able to create a power point in which they will present those characteristics to an audience.

***Product Focus-*** The focus will be on successfully completing an MLA paper and a Power Point presentation.

***Organization of Knowledge-*** Students will have learned the meaning of entrepreneurship and studied different ways to become a business owner. They will also have seen a video with case studies of successful entrepreneurs.

***Clear and Compelling Product Standards-*** Students will be provided a rubric that clearly explains the standards for successfully completing both the MLA paper and the Power Point presentation.

***Affirmation of Performance-*** Students will present their Power Points to the class and will be responding to questions and comments.

***Choice –*** Students will be able to choose which entrepreneur they wish to study and the layout and design of their Power Point presentation.

***Authenticity-*** Students understand that researching and studying successful entrepreneurs can give them a head start on attaining the characteristics they may need to become a potentially lucrative business owner.