**Business Research Project**

Business Innovations 10S

Kozub / Orloff

“A business is an organization where people work together. In a business, people work to make and sell products or services. Other people buy the products and services. The business owner is the person who hires people for work. A business can earn a profit for the products and services it offers. The word business comes from the word busy, and means doing things. It works on regular basis.” (Simple English Wikipedia, <https://simple.wikipedia.org/wiki/Business>)

**Assignment**

For your first project in Business Innovations, you will investigate a business with which you are familiar. You will learn about the business’s origin story, the type of business it is, the way the business has changed over time, and how the business might change in the future. You will be responsible for consolidating this information and presenting it to the class either verbally, with a poster, with a Powerpoint presentation, or in some other format.

**Partner Work**

Feel free to work with one other person on this assignment. Choose a partner you will work well with.

**Curricular Objectives**

SLO 9.1.1.1: Formulate questions to generate new ideas.

SLO 9.11.1.1: Define business

SLO 9.11.1.5: Compare and contrast the various forms of business ownership, which may include

* sole proprietorship, partnership, corporation, cooperative, franchise

SLO 9.5.1.1: Describe historical influences on the evolution of business

GLO 4.1: Demonstrate an understanding of ethical and legal standards.

SLO 9.11.3.2: Define target market.

**Guiding Questions**

Find a business/company you identify with and describe its history & development.

Make sure you go into significant depth about each point. You may also wish to explore other questions not listed here.

Rather than try to answer these questions directly, use them as jumping off points to explore the business you have selected

* What is the origin story of the business?
* What made the business successful?
* How did the business adapt to changes in culture and society?
* What type of business is it, and has it changed over time?
* Has the business had any ethical or legal concerns over time?
* What is the target market of the business?
* Can you predict whether it will continue to be successful?

**Bibliography**

Include a bibliography of all your sources in MLA format. We will go over this type of bibliography in class. Make sure to keep track of your sources as you go along, and ensure the sources you choose are reliable. Minimum 4 different sources.

**Assessment**

You will self-assess this project and conference with your teacher to finalize your grade. Here are the criteria you will be marked on. Each category is worth five marks:

* Explanation of business origin story.
  + Have you described the beginning of the business in detail, including who formed it, and why? What were the original products or services? What societal factors influenced the founding of the business, if any?
* Discussion of the business over time.
  + How did the business change? What were the good and difficult times? What societal challenges did the business face? Did the business change ownership, and why?
* Type of business.
  + What type of business was it originally? Did it change over time? What type of business is it now?
* Target market.
  + What is the market your business is primarily focused on? Has this changed over time?
* Analysis of business success and prediction for future.
  + How has the business been successful (or not) over time? Based on where the business is today, how do you expect it to do in the future? What events led your business to succeed or fail?

25 marks total.