

Economics Line of Inquiry

Lesson 4

Business Plan Presentation Directions and Rubric

For this assignment, you will create a business plan for a hypothetical business using the knowledge and skills you learned during the previous three lessons. You will use Google Slides to create a slide show for your business plan, which you will present to the class. Below are links to resources to help you create your slides.

The rubrics on pages 2 and 3 list all the requirements for both the slide show and presentation. Some of the requirements include links which will provide you with more information or resources for that requirement.

While you create your slides, you should use the column labeled “You” on the Slide Show Rubric to check off when you have met that requirement. Once you have a draft of your slides, one of your peers will review them and use the “Peer” column to check off the requirements.

Finally, when you present your slides to the class, the teacher will check off the “Teacher” column in the Slide Show Rubric and Presentation Rubric. The teacher will leave any comments below the Presentation Rubric.

Resources:

Google Slides Tutorials

- [Google Slides Training](#)
- [How to Use Google Slides \(video\)](#)
- [How to Insert a Chart \[graph\] in Google Slides \(video\)](#)

Economics Vocabulary

- Lesson 1 - Factors of Production
 - Renewable, nonrenewable, rent, wages, interest, profit, scarcity, blue collar worker, white collar worker
- Lesson 2 - Entrepreneurship
 - Autonomy, liability, marketable, networking, proprietor, reputable, residency, prerequisite, viable
- Lesson 3 - The Labor Market
 - Equilibrium, substitution, shift, defy, implication, snapshot, opportunity cost, policy makers, inflation

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Name: _____

Slide Show Rubric

Requirement	You	Peer	Teacher
<p>Introduction (at least one slide):</p> <ul style="list-style-type: none"> Name of the business The industry sector for the business The goals of the business 			
<p>Factors of Production (at least one slide):</p> <ul style="list-style-type: none"> Explain what land, labor, and capital resources you will need as you begin your business. Assuming you had \$50,000 to start your business, create a graph showing what percentages of that money you would use for various land, labor, and capital resources. 			
<p>Entrepreneurship (at least one slide):</p> <ul style="list-style-type: none"> List the rewards of starting this business <ul style="list-style-type: none"> Use the Occupational Outlook Handbook to find the median pay for people in this line of business. List the challenges with starting this business. List the skills and knowledge needed for this business. <ul style="list-style-type: none"> Use the Occupational Outlook Handbook to find the median pay for people in this line of business. 			
<p>Labor Markets (at least one slide):</p> <ul style="list-style-type: none"> List how many and what types of employees you will need. Explain what types of compensation (wages, benefits, and incentives) you will offer to make your jobs attractive to qualified employees. Create a graph showing the breakdown of the total compensation an employee would receive, including wages, benefits, and incentives. 			
<p>Conclusion (at least one slide):</p> <ul style="list-style-type: none"> Explain why you believe your business will be successful. 			
<p>Vocabulary</p> <ul style="list-style-type: none"> Use at least three vocabulary words from the previous three lessons in your slides. 			
<p>Organization and Design</p> <ul style="list-style-type: none"> Slides are neatly organized (not too much or too little content on each slide). Slides are visually appealing. 			

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Presentation Rubric

Requirement	Teacher
The presenter speaks clearly and at an appropriate volume.	
The presenter explains the content on the slides, including graphs, beyond just reading the text of the slides.	
The presenter gave the audience an opportunity to ask questions and responded appropriately to questions.	

Teacher Comments: