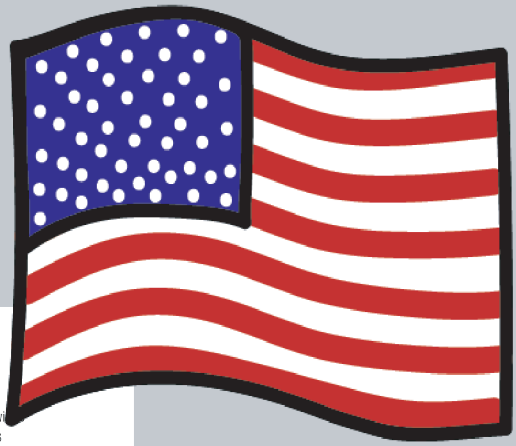
AMERICAN BUSINESS RESEARCH PROJECT

12-slide Google Slides™ Project Outline

5-page Google Docs™ Worksheets and Rubric

Teacher Resource Cabin



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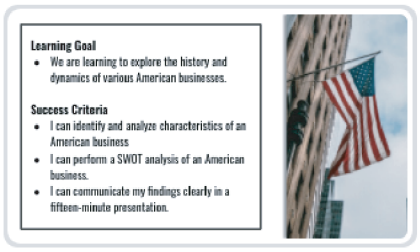

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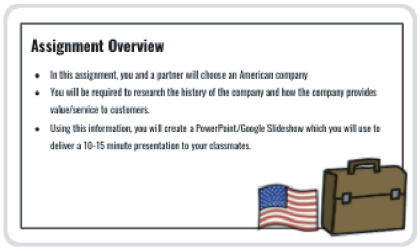

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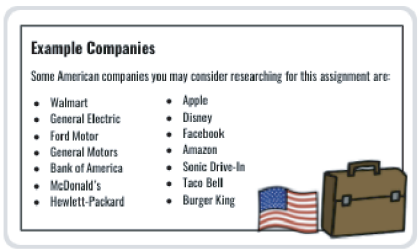

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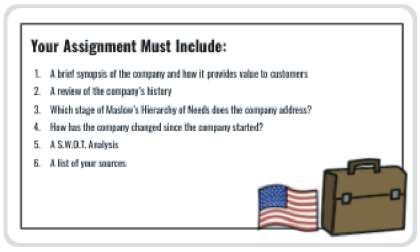

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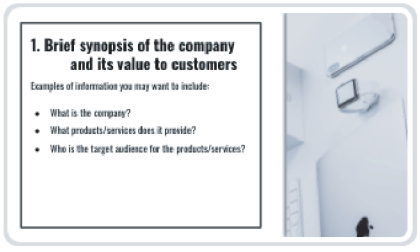

American Business Research Assignment

In this assignment, you and a partner will choose an American company. You wi
required to research the history of the company and how the company provides
value/service to customers. Using this information, you will create a PowerPoint/Google
Slideshow wi

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Research Organizer: American Business Assignment

Company Name:

How has the company changed since it was first founded?

Name:_____ Date:_____

SWOT Analysis

Company:_____

Strengths

What does your company do well that separates it from its competitors?

American Business Research Assignment Rubric

Company: _____ Name(s): _____

	Level 1	Level 2	Level 3	Level 4
Spelling/Grammar	Presentation contains several spelling/grammar mistakes	Presentation contains some spelling/grammar mistakes	Presentation contains few spelling/grammar mistakes	Presentation contains no spelling/grammar mistakes
Preparation	No evidence of preparation for the presentation	Some evidence of preparation for the presentation, may include some disorganization	Satisfactory evidence of preparation,	It is clear that the group has rehearsed and prepared for their presentation in an organized manner.
Images	No visuals	Limited use of visuals	The group uses relevant visuals to support the content	The group includes many visuals that are relevant and engaging to the audience
SWOT Analysis	SWOT Analysis is incomplete	SWOT Analysis contains limited support for each area (1 or 2 points)	SWOT Analysis contains some support for each area (3 or 4 points)	SWOT Analysis contains thorough support for each area (4+ points)
Research Completion (History, Maslow's, Company Changes)	Research is incomplete	Research is completed to a limited degree of effectiveness	Research is completed to some degree of effectiveness	Research is completed to a thorough degree of effectiveness
Research Quality	No sources have been listed for research	The students list one or two resources of poor quality (ie. Wikipedia)	The students lists two or three quality resources	The students list four or more quality resources
Duration	Group is under or over the limit by more than 5 minutes	Group is under or over the limit by 2-5 minutes	Group is under or over the limit by 1 minute	Group complies with the presentation time limit