

## **BB120 Summative**

### **Introduction to Business**

#### Researching a Local Business:

This assignment will help you learn more about businesses in our community. You are to research a business in the Ottawa region. Research the following information and create a **2 - 3 page** report:

- Identify the type of business (service, retail, manufacturing, for profit, not for profit, crown, private and public).
- Demonstrate an understanding of how the business responds to needs, wants, supply and demand.
- Demonstrate an understanding of the marketing techniques of the business
- Describe characteristics and skills associated with successful entrepreneurship and how it contributes to the success of the business
- Demonstrate an understanding of ethics and social responsibility of the business.
- Demonstrate an understanding of income and spending issues facing the business
- Explain how needs and wants create opportunities for business.
- Compare the ways in which different industries, sectors, and competitors address similar consumer needs and wants.
- Compare forms of business ownership (e.g. sole proprietorships, partnerships, corporations, cooperatives, franchises).
- Describe the impact of the business on the local community.

Course: BBI2O		Assignment Name: Research a Local Business SUMMATIVE		
Ministry Expectation Code: • demonstrate an understanding of how businesses respond to needs, wants, supply, and demand; • compare types of businesses; • demonstrate an understanding of ethics and social responsibility in business; demonstrate an understanding of income and spending issues facing individuals and businesses • describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs;				
Categories	Level 1 50-59	Level 2 60-69	Level 3 70-79	Level 4 80-99
Knowledge and Understanding	Demonstrates limited knowledge and understanding of content	Demonstrates some knowledge and understanding on content	Demonstrates considerable knowledge and understanding of content	Demonstrates thorough knowledge and understanding of content
Thinking and Inquiry	Uses planning, processing and critical/creative thinking with limited effectiveness	Uses planning, processing and critical/creative thinking with some effectiveness	Uses planning, processing and critical/creative thinking with considerable effectiveness	Uses planning, processing and critical/creative thinking with a high degree of effectiveness
Communication	Expresses and organizes ideas and information for different audiences and purposes with limited effectiveness	Expresses and organizes ideas and information for different audiences and purposes with some effectiveness	Expresses and organizes ideas and information for different audiences and purposes with considerable effectiveness	Expresses and organizes ideas and information for different audiences and purposes with a high degree of effectiveness
Application	Applies knowledge and skills in familiar and new contexts with limited effectiveness	Applies knowledge and skills in familiar and new contexts with some effectiveness	Applies knowledge and skills in familiar and new contexts with considerable effectiveness	Applies knowledge and skills in familiar and new contexts with a high degree of effectiveness