

Final Project and Grading Rubrics

You have two options

OPTION 1: Feasibility Study. Pick a country (has to be a non-English speaking country). You want to start a small Southern style restaurant in this country. Perform a feasibility study for this effort. Because of the scarcity of good French fries and Oysters in the world, you plan on importing frozen French fries and fresh oysters (or pick some other “fresh” input) from the U.S. to this restaurant. This feasibility study should include the following components. 15 page maximum.

- 1) Local legal requirements to start the business
- 2) How would you import frozen French fries and fresh Oysters (or ?) from the U.S.?
- 3) What are some of the costs and barriers to exporting importing frozen French fires and fresh Oysters (or ?) from the U.S.?
- 4) A description why you think a Southern style cooking place would work in this location
- 5) Estimates of demand for Southern cooking in this location (estimates) as well as how to find this information.
- 6) A description of the most important labor requirements for hiring, training, and employing locals in this restaurant.
- 7) What would be the best method to “market” your new restaurant, and why?
- 8) What would be some of the “taboos” to avoid?
- 9) List the two most significant local (not related to question 3 above) problems-barriers you expect to encounter while launching this business. Explain how you expect to overcome these problems-barriers?

Or pick your own business (in another country), and answer same categories of questions

Option 1: Feasibility Study (Grading Rubric)

Did you cover all the required topics

- a) Were all 9 topics sufficiently covered?: 40%

Depth of Analysis

- b) Did you do outside library and database research, and did you use multiple sources, did you use the material covered in class? 40%

Professionalism of report

- c) Spelling, professional look, organization and writing (see rubric for research paper) 20%
100%

OPTION 2: Research Paper: Essay on an important global entrepreneurship issue that has been inspired by our discussions in class. Examples would be, “The role of micro-loans in assisting entrepreneurs in poor areas of the U.S. or in another country”, or “Why are there cultural differences in attitudes regarding entrepreneurship between France and the U.S.?” If you take this option, you must clear the topic with the instructor. This option represents a research paper, thus you need to do outside research and reading, plus proper citations and references. 15 page limit.

Option 2: Research Paper (Grading Rubric)

Category	Points
<u>Introducing the idea:</u> The topic is introduced, a thesis is clearly evident and groundwork is laid as to the direction of the paper.	10 %
<u>Body:</u> The research paper goes from general ideas to specific conclusions within each paragraph. Transitions tie sections together, as well as adjacent paragraphs. Each paragraph clearly ties back to the thesis	20 %
<u>Coverage of Content:</u> The appropriate content in consideration is covered in depth without being redundant. Sources are cited when specific statements are made. DID YOU MAKE USE OF MATERIALS AND CONCEPTS COVERED IN EBD 482	30 %
<u>Organization and Clarity of Writing:</u> The research paper must have a clear introduction with a thesis, main body with major points, and a conclusion Writing is crisp, clear, and succinct. The writer incorporates the active voice when appropriate. The use of pronouns, modifiers, parallel construction.	20 %
<u>Conclusion:</u> summarizes key points, connects to introduction	10 %
<u>Citations/References:</u> All needed citations were included in the report. References matched the citations.	10 %