**Interior Design II Honors Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Business Exploration Project**

For the Business Exploration Project, you will identify and compare two different design-related businesses. You will also create and conduct an interview for these businesses and then produce a document detailing your findings. You may have some class time to work on this project, but most of the work will need to be done outside of class. An overall breakdown of the project is as follows:

**I. Business Identification**

Identify various local businesses that you could potentially visit. For the project you will ultimately compare one residential business and one commercial business. During this research phase you will need to identify multiple businesses for each category just in case one business is not willing to participate. Make a typed list of 3 local residential businesses and 3 local commercial businesses and *get it approved by the teacher*. Be sure to include all contact information for each business so that you can easily communicate with them in the future.

Teacher approval signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

**II. Communication Documents**

Now that you have your businesses identified, you will need to create the appropriate documents needed to professionally communicate with these businesses. These documents include:

* Preliminary Email- Create a *brief* email explaining who you are and what you are doing. You will send this email to all six businesses to see who is interested in participating. *You must get this email approved by the teacher before sending it!*

 Teacher approval signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

Business Interview

* Type a list of at least 10 questions that will assist you in interviewing one residential business and one commercial business. *Questions* *must be approved by your teacher*. Topics that need to be included in this interview are (but are not limited to):
	+ Business type
	+ Advantages and disadvantages of this business type
	+ Education requirements for this business
	+ The hiring process that the business uses
	+ Specific managerial skills used at the business
	+ Specific decision-making or conflict-resolution skills used at the business
	+ Economic topics such as competition, pricing, business expenses, etc.

 Teacher approval signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

Thank-you Letter

* Create a hand written thank you note to send to the participating businesses. A true professional follows up with a thank-you note! *You must get this approved by the teacher before sending it!*

Teacher approval signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

**III. Interviews**

Select the two businesses that you will interview and ask if they would prefer a phone interview or a face-to-face interview. Also ask if it is ok if you record the interview. (The interview should only last about 30-45 minutes.)

After conducting the interview please type both the questions and answers. If you are not able to record the interview and then write it word-for-word, you may take notes during the interview and then provide a summation of the answers.

**IV. Comparison Document**

Now that you have completed the research for both businesses, create some type of table or spreadsheet document that compares and contrasts these businesses. This document can be completed in either a printed or a digital format.

**V. Paper**

Create 3-page paper on what you learned during this project. Ideas for this paper include (but are not limited to):

* + An overview of your evaluation process.
	+ A summary of each interview.
	+ Difficulties and challenges.
	+ What was most interesting?
	+ What did you learn in this process?

**VI. Presentation**

Finally, you will present your entire project using your comparison document and a slide presentation. This presentation should be clear and professional.

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| **Honors Business Exploration Rubric: RESEARCH (100 Points)** |
| **Business Identification*** 3 Residential Businesses, teacher approval
* 3 Commercial Businesses, teacher approval
 | **15****15** |  |
| **Communication Documents*** Preliminary email approved by teacher
* 10 Typed interview questions approved by teacher
* Thank-you letter approved by teacher
 | **5****10****5** |  |
| **Interviews*** 2 Interviews are conducted
* Typed script of interviews including all responses as well as location, date, and time of interviews
 | **30****20** |  |
| **Honors Business Exploration Rubric: COMPARISON DOCUMENT (50 Points)** |
| * Analyzes differences and similarities between businesses
* Easy to read and visually appealing
 | **40****10** |  |
| **Honors Business Exploration Rubric: PAPER (100 Points)** |
| **Introduction*** Reader is very engaged
 | **10** |  |
| **Content*** Information is presented and supported from research
* Well organized with a logical flow of topics; interesting
* Thoughtful, in-depth analysis; substantial insight
 | **10****10****25** |  |
| **Conclusion*** Logically follows; summarizes paper
 | **10** |  |
| **Language Usage*** Superior sentence structure and vocabulary
 | **10** |  |
| **Length*** 3 pages
 | **9** |  |
| **Format and Citations*** MLA format used correctly
* All works of others within text are cited correctly
 | **6****10** |  |
| **Honors Business Exploration Rubric: PRESENTATION (50 Points)** |
| **Overall Appearance** * Attention is paid to details and contains all required elements
* Great visual appeal, very effective
 | **5****5** |  |
| **Content*** Content is rich in interesting, organized facts and details
* Knowledge of subject matter is exceptional
* Audience gains substantial insight
 | **10****10****10** |  |
| **Presentation** * Attention of audience held with the use of direct eye contact
* Seldom looks at notes
 | **5****5** |  |
| **SCORE (total points / 3= )** | **300** |  |