

# Entrepreneurial Ethics Research Project

## *Entrepreneurship 30*

You will create a Powerpoint (google slides, prezi, etc.) presentation that outlines the events surrounding the trial of a famous criminal or research relevant information concerning a career in law.

Powerpoint presentation

- Must have at least 10 slides
- Include both quality information and pictures
- Include information about the research topics career, crime, and aftermath
- Your last slide should be a bibliography in MLA format

### **Choose one of the following topics:**

#### **Whistle-blowers:**

1. Research the Jeffrey Wigand case (tobacco companies – influenced the movie *The Insider*)
2. Research the Sherron Watkins case (Enron – named Time magazine’s Person of the Year in 2002)
3. Research the Mark Whitacre case (pharmaceutical company – influenced the movie *The Informant*)
4. Research the Harry Markopolos case (uncovered Bernie Madoff Ponzi scheme)
5. Research the Peter Buxton case (company withheld treatment to African-Americans)

#### **Fraudsters:**

1. Research the Bernie Madoff case (largest Ponzi scheme in U.S. history)
2. Research the Arthur Anderson/Enron case
3. Research the Lou Pearlman case (producer for the Backstreet Boys and N’Sync)
4. Research the Lehman Brothers case (largest bankruptcy in U.S. history)
5. Research the Kareem Sarageldin case (only person charged after 2008 mortgage meltdown)

#### **Con Artists**

1. Frank Abagnale Jr. (The movie *Catch Me If You Can* is based on his life)
2. Charles Ponzi (*This is where we get the term “Ponzi scheme”*)
3. Victor Lustig (sold the Eiffel Tower to metal dealers)

Topic of your choice. Talk to your instructor.

Be prepared to present your Powerpoint to the class. Try to include something to “spice up” your presentation (ex. Quiz, props, video clip, story, song, etc.).

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Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
Attractiveness & Organization	The presentation has exceptionally attractive formatting and well-organized information.	The presentation has attractive formatting and well-organized information.	The presentation has well-organized information.	The presentation's formatting and organization of material are confusing to the reader.
Content - Accuracy	The presentation effectively outlines the events leading up to the trial, the trial itself, and sentencing.	The presentation outlines the events leading up to the trial, the trial itself, and sentencing.	The presentation outlines the events of the case.	The presentation does not outline the events of the case.
Writing - Mechanics	Capitalization and punctuation are correct throughout the presentation.	Capitalization and punctuation are close to correct throughout the presentation.	There are 1-2 capitalization and/or punctuation errors.	There are several capitalization or punctuation errors.
Graphics/Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.
Oral Presentation	Oral presentation demonstrated presenter's knowledge of the case, was well-planned, and effectively delivered.	Oral presentation demonstrated presenter's knowledge of the case, and was effectively delivered.	Oral presentation demonstrated presenter's knowledge of the case.	Oral presentation did not demonstrate presenter's knowledge of the case, and was poorly delivered.

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Comments: