|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | **Marks Allocated** |  | **Poor** | **Satisfactory** | **Good** | | **Excellent** | **Marks Obtained** | |
| **Preliminary materials** | **3 marks** |  | **0 mark** | **1 marks** | **2 marks** | | **3 marks** |  | |
|  | Provide poor preliminary materials   * Cover page   (0 mark)   * Acknowledgement (0 mark) * Table of contents   (0 mark)   * Executive summary   (0 marks) | Provide satisfactory preliminary materials   * Cover page (0.25 mark) * Acknowledgement   (0.25 mark)   * Table of contents   (0.25 mark)   * Executive summary   (0.25 marks) | Provide good preliminary materials   * Cover page (0.5 mark) * Acknowledgement * (0.5 mark) * Table of contents * (0.5 mark) * Executive summary   (0.5 mark) | | Provide excellent preliminary materials   * Cover page (0.75 mark) * Acknowledgement   (0.75 mark)   * Table of contents (0.75 mark) * Executive summary   (0.75 marks) |
| **Criteria** | **Marks Allocated** | **Poor** | **Moderate** | **Satisfactory** | **Good** | | **Excellent** | **Marks Obtained** | |
| **Introduction of business** | **25 marks** | **5 mark** | **10 marks** | **15 marks** | **20 marks** | | **25 marks** |  | |
| Provide poor introduction of business   * Name and address of business (1 mark) * Organizational chart (1 mark) * Mission / vision   (1 mark)   * Descriptions of products / services (1 mark) * Price list (1 mark) | Provide moderate introduction of business   * Name and address of business (2 mark) * Organizational chart (2 mark) * Mission / vision   (2 mark)   * Descriptions of products / services   (2 mark)   * Price list (2 mark) | Provide satisfactory introduction of business   * Name and address of business (3 mark) * Organizational chart   (3 mark)   * Mission / vision   (3 mark)   * Descriptions of products / services   (3 mark)   * Price list (3 mark) | Provide good introduction of business   * Name and address of business (4 mark) * Organizational chart   (4 mark)   * Mission / vision   (4 mark)   * Descriptions of products / services   (4 mark)   * Price list (4 mark) | | Provide excellent introduction of business   * Name and address of business (5 mark) * Organizational chart   (5 mark)   * Mission / vision   (5 mark)   * Descriptions of products / services (5 mark) * Price list (5 mark) |
| **Contents in Instagram** | **16 marks** | **0 mark** | **4 mark** | **8 marks** | **12 marks** | | **16 marks** |  | |
| Unable to create an Instagram account (print screen) | Able to create an Instagram account (print screen) | Able to create an Instagram account and upload a profile picture (print screen) | Able to create an Instagram account and upload a profile picture and a basic business profile (print screen) | | Able to create an Instagram account and upload a profile picture and a basic business profile that are complete and attractive (print screen) |
| **Ethic** | **8 marks** | **0 mark** | **2 mark** | **4 marks** | **6 marks** | **8 marks** | |  |
| Students NOT consider ethics or professionalism as they develop the content in the social media platform | Students do not fully understand what it means to work in an ethical and professional manner. | Students are aware of sensitivity issues and have a responsibility to work in an ethical and professional manner. | The students were concerned about the ethical business work during content development in their social media marketing. | The students demonstrate ethical and professional business work during content development in their social media marketing. | |

**Group: Business Portfolio Marking Rubrics Course:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | **Marks Allocated** | **Poor** | **Moderate** | **Satisfactory** | **Good** | **Excellent** | **Marks Obtained** |
| **No. of Followers** | **8 marks** | **0 mark** | **2 mark** | **4 marks** | **6 marks** | **8 marks** |  |
| Unable to acquire any follower  (print screen) | Able to acquire 1 – 49 followers  (print screen) | Able to acquire 50 – 80 followers  (print screen) | Able to acquire 81 – 100 followers (print screen) | Able to acquire 101 followers and above  (print screen) |
| **Hashtag**  #**Entrepreneurship2022**  **#DigitalEntrepreneurship**  **#eUsahawan #utemfptt #fpttbtmw4012**  **(compulsory #)** | **8 marks** | **0 mark** | **2 mark** | **4 marks** | **6 marks** | **8 marks** |  |
| Unable to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) (print screen) | Able to use slightly the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) (print screen) | Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) (print screen) | Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) but inadequate compulsory Hashtag (print screen) | Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) as well as compulsory Hashtag (print screen) |
| **Attractive Pictures** | **8 marks** | **0 marks** | **2 marks** | **4 marks** | **6 marks** | **8 marks** |  |
| Unable to upload any images | Able to upload images but **distractingly messy or very poorly designed. It not attractive** | Able to upload images but only have interesting **backgrounds and props only** | Able to upload images that are interesting in terms of **backgrounds, props, and lighting only** | Able to upload images that are interesting in terms of **backgrounds, props, lighting, and rules of third** |
| **Create Call to Action (CTA)** | **8 marks** | **0 mark** | **2 marks** | **4 marks** | **6 marks** | **8 marks** |  |
| Unable to create any CTA (print screen) | Able to create CTA but provide:   1. **Phone numbe**r   only (print screen) | Able to create CTA but provide:   1. **Phone numbe**r 2. **e-mail address**   only (print screen) | Able to create CTA but provide :   1. **Phone numbe**r 2. **e-mail address** 3. **FB link**, only (print screen) | Able to create CTA by providing:   1. **Phone numbe**r 2. **e-mail address** 3. **FB link**, 4. **Website** **/ Marketplace**   (print screen) |  |
| **Frequency of Posting** | **8 marks** | **1 mark** | **2 marks** | **4 marks** | **6 marks** | **8 marks** |  |
| Unable to do any post  (print screen) | 1 – 10 posts (print screen) | 11 – 20 posts (print screen) | 21 – 30 posts (print screen) | 31 posts and above (print screen) |  |
| **Conclusion** | **8 marks** | **0 mark** | **2 mark** | **4 marks** | **6 marks** | **8 marks** |  |
| Unable to do any conclusion on social media portfolio | **Moderate** conclusion on social media portfolio | **Satisfactory** conclusion on social media portfolio | **Good** conclusion on social media portfolio | **Excellent** conclusion on social media portfolio |  |
|  |  |  |  |  |  | **TOTAL** | **/100** |

**BUSINESS PLAN RUBRIC: SUBJECT BTMW 4012 (TECHNOLOGY ENTREPRENEURSHIP)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **BUSINESS PLAN TITLE** | **GROUP NO** | **LECTURER NAME :** | |  |  | **TOTAL MARK** | | | |
|  |  | **COURSE & FACULTY :** | |  |  | /26 | | | |
|  | |  | |  |  |  | |  | |
| **RUBRIC** | | **SCORE** | |  | **SCORING SCALE** | | | **TOTAL** | |
| Expectations exceeded | | **4** | **2** |  | **EXEMPLARY** | | | | **25 – 30** | |
| Expectations met | | **3** | **1.5** |  | **ACCEPTABLE** | | | | **21 – 24** | |
| Guidelines met | | **2** | **1** |  | **NEEDS IMPROVEMENT** | | | | **16 – 20** | |
| Guidelines somewhat met | | **1** | **0.5** |  | **INADEQUATE** | | | | **0 – 15** | |
| Incomplete; Information not available | | **0** | **0** |  |  | |  | |  | |
|  | |  | |  |  |  | |  | |
| **CRITERIA** | | **4** | | **3** | **2** | **1** | | **0** | |
| **EXECUTIVE SUMMARY** | |  | |  |  |  | |  | |
| This provides a concise, thorough overview and effectively outlines the main points of the plan. | |  | |  |  |  | |  | |
| **COMPANY BACKGROUND AND OWNER/WORKERS PROFILE** | |  | |  |  |  | |  | |
| Provide complete information about the company profile with clearly describes the company's vision, mission, focus, and value proposition. Concisely explain the elements of rational prospection including the company location, facilities, & physical position. It also clearly states owner/workers’ profile with qualifications. | |  | |  |  |  | |  | |
| **MARKETING PLAN** | |  | |  |  |  | |  | |
| Provide goods/services description. It also explains the target market, market size, market segment, and competitors. Conveys the overall market share & marketing mix in the following areas: product, pricing, place (distribution channel), promotion, (including advertising, media, PR, sales), and sales forecasting. | |  | |  |  |  | |  | |
| **OPERATIONAL PLAN** | |  | |  |  |  | |  | |
| This outlines and addresses operation plan description, equipment, and manufacturing process. It identifies all material & capacity planning. It also provides a process flow and layout plan. | |  | |  |  |  | |  | |
| **ORGANIZATIONAL’S ASPECT** | |  | |  |  |  | |  | |
| Provide an organizational chart with members' names and roles. It also clearly states the list of workers and job scope. | |  | |  |  |  | |  | |
| **FINANCIAL PLAN** | |  | |  |  |  | |  | |
| This includes a comprehensive start-up cost report. It also identifies the project implementation cost including possible sources of initial financing. It provides projected cash flow statements, projected income statements, and projected balance sheet statements. | |  | |  |  |  | |  | |
| **FORMATTING** | | **2** | | **1.5** | **1** | **0.5** | | **0** | |
| Demonstrates proper grammar and correct spelling; Properly cites source references; Formats business plan correctly and pleasingly | |  | |  |  |  | |  | |
| **COLUMN TOTALS** | |  | |  |  |  | |  | |
| **TOTAL SCORE** | | **/26** | |  |  |  | |  | |

**Comments: Stamp:**

**Date:**