

Unit 7 DOING Activity - GRADING RUBRIC

Scoring Standard	Definition
Exceeds Expectations	Performance far exceeds all of the assignment or exam requirements
Fully Meets Expectations	Performance reflects satisfaction of all or nearly all of the assignment or exam requirements. There are often opportunities to improve in terms of fully satisfying assignment requirements or answers to exam questions by being more specific and thorough in terms of integrating course material or applying it to a case or situation.
Meets Most Expectations	Performance reflects adequate work for at least some of the assignment or exam requirements. Oftentimes, there are one or more parts of an assignment that are not fully addressed. There are often significant opportunities for improvement in terms of the specificity and depth of an answer and integration of course material.
Meets Some Expectations	Performance demonstrates significant deficiencies in satisfying one or more key assignment or exam requirements. There are often significant deficiencies in terms of the thoroughness, depth, and application of course material as specified in the assignment requirements or exam question.
Meets Few Expectations	Performance fails to address most, if not all, of the assignment or exam requirements.

QUESTION (50 Points)	Exceeds Expectations	Fully Meet Expectations	Meets Most Expectations	Meets Some Expectations	Meets Few Expectations
<i>Step 1</i>	(10 Points)	(9 Points)	(8-7 Points)	(6-5 Points)	(4-0 Points)
	Clearly and expertly identifies & describes an opportunity AND Clearly and expertly identifies & describes an idea for deriving value from the opportunity	Adequately identifies & describes an opportunity AND Adequately identifies & describes an idea for deriving value from the opportunity	Weaker identification & description of opportunity OR Weaker identification & description of idea for deriving value from the opportunity	Weak to poor identification & description of opportunity OR Weak to poor identification & description of idea for deriving value from the opportunity	Very poor identification & description of opportunity OR Very poor identification & description of idea for deriving value from the opportunity
<i>Step 2</i>	(20-19 Points)	(18-17 Points)	(16-14 Points)	(13-10 Points)	(9-0 Points)
	Clearly and expertly explains why/how the opportunity/idea could be a good one to pursue AND Clearly and expertly explains why/how the	Adequately explains why/how the opportunity/idea could be a good one to pursue AND Adequately explains why/how the	Weaker explanation of why/how opportunity/idea could be a good one to pursue OR Weaker explanation of why/how the	Weak to poor explanation of why/how opportunity/idea could be a good one to pursue OR Weak to poor explanation of why/how	Very poor explanation of why/how opportunity/idea could be a good one to pursue OR Very poor explanation of why/how the

	opportunity/idea would be a good fit for you to pursue	opportunity/idea would be a good fit for you to pursue	opportunity/idea would be a good fit for you to pursue	the opportunity/idea would be a good fit for you to pursue	opportunity/idea would be a good fit for you to pursue
<i>Step 3</i>	(20-19 Points)	(18-17 Points)	(16-14 Points)	(13-10 Points)	(9-0 Points)
	<p>Clearly and expertly presents each of the following components of a business plan executive summary:</p> <ul style="list-style-type: none"> ▪ Concept/Business ▪ Opportunity/Strategy ▪ Target Market/Projections ▪ Competitive Advantages ▪ Costs ▪ Sustainability ▪ The Team ▪ The Offering 	<p>Adequately presents each of the following components of a business plan executive summary:</p> <ul style="list-style-type: none"> ▪ Concept/Business ▪ Opportunity/Strategy ▪ Target Market/Projections ▪ Competitive Advantages ▪ Costs ▪ Sustainability ▪ The Team ▪ The Offering 	<p>Weaker presentation of all components OR Adequate presentation of 5 or 6 components</p>	<p>Weak to poor presentation of all components OR Adequate presentation of 3 or 4 components</p>	<p>Very poor presentation of all components OR Very poor presentation of less than three components.</p>