**Unit 7 DOING Activity - GRADING RUBRIC**

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| **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. |

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| **QUESTION**  **(50 Points)** | **Exceeds Expectations** | **Fully Meet Expectations** | **Meets Most Expectations** | **Meets Some Expectations** | **Meets Few Expectations** |
| *Step 1* | (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 |
| *Step 2* | (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 opportunity/idea would be a good fit for you to pursue | Adequately explains why/how the opportunity/idea could be a good one to pursue  AND  Adequately explains why/how the opportunity/idea would be a good fit for you to pursue | Weaker explanation of why/how opportunity/idea could be a good one to pursue  OR  Weaker explanation of why/how the opportunity/idea would be a good fit for you to pursue | Weak to poor explanation of why/how opportunity/idea could be a good one to pursue  OR  Weak to poor explanation of why/how the opportunity/idea would be a good fit for you to pursue | 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 |
| *Step 3* | (20-19 Points) | (18-17 Points) | (16-14 Points) | (13-10 Points) | (9-0 Points) |
|  | Clearly and expertly presents each of the following components of a business plan executive summary:   * Concept/Business * Opportunity/Strategy * Target Market/Projections * Competitive Advantages * Costs * Sustainability * The Team * The Offering | Adequately presents each of the following components of a business plan executive summary:   * Concept/Business * Opportunity/Strategy * Target Market/Projections * Competitive Advantages * Costs * Sustainability * The Team * The Offering | Weaker presentation of all components  OR  Adequate presentation of 5 or 6 components | Weak to poor presentation of all components  OR  Adequate presentation of 3 or 4 components | Very poor presentation of all components  OR  Very poor presentation of less than three components. |