**BUSM 1311 The Entrepreneurial Process**

**Semester 1, 2020**

**Entrepreneurial Process Analysis– Marking Criteria**

Name of the Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Due Date: Week 12 (no later than 11:59 pm on Wednesday, 27 May 2020).

Overall course weight: 40%

*Length of Report*: maximum 2000 words (Total value: 20%)

Graphic Essay: 15%

Supporting evidence: 5%

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Report (20%)** | **Not at all** | **A little** | **Adequate** | **Very well** | **Exceptionally well** |
| **Is the report well-argued? 10%** |  |  |  |  |  |
| Relationships between information collected and specific theoretical points/themes are made clear. |  |  |  |  |  |
| The paper is interpretive and analytical rather than merely descriptive. |  |  |  |  |  |
| The conclusion follows logically and consistently from the overall analysis of the entrepreneur |  |  |  |  |  |
| Sources used are adequately and accurately referenced throughout the paper |  |  |  |  |  |
| **Is the report well-structured 10%** |  |  |  |  |  |
| Each paragraph introduces and develops a specific point. |  |  |  |  |  |
| The writing is clear, concise and smooth-flowing. |  |  |  |  |  |
| Sentences are properly constructed and the prose is grammatically correct and well punctuated. |  |  |  |  |  |
| **Graphic Essay (15%)** |  |  |  |  |  |
| **Does the graphic essay demonstrate originality? 10%** |  |  |  |  |  |
| Reveals independence of thought beyond a mere restatement of received ideas. |  |  |  |  |  |
| The writer addresses the issues with insight and originality. |  |  |  |  |  |
| **Is the graphic essay well designed? 5%** |  |  |  |  |  |
| The graphic essay is clear and demonstrates originality in design, formatting and logical flow |  |  |  |  |  |
| The graphic essay is cohesive and built on a logical sequence of relevant conceptual details as related to the entrepreneur and their business |  |  |  |  |  |
| **Supporting Evidence (5%)** |  |  |  |  |  |
| **Strength of the supporting evidence** |  |  |  |  |  |
| The supporting evidences are convincing and presented appropriately and accurately |  |  |  |  |  |

**Comments:**