

ENSC 405W Grading Rubric for Project Proposal

Criteria	Details	Marks
Introduction/Background	Introduces basic purpose of the project. Includes clear project background.	/05%
Scope	Clearly outlines project scope.	/05%
Risks/Benefits	Details both potential risks involved in project and potential benefits from it.	/10%
Market/Competition/ Research Rationale	Describes the market for a commercial project and details the current competition. For a research project, the need for the system or device is outlined and current solutions are detailed.	/10%
Company Details	Team has devised a creative company name, product name, and a logo. Outlines relevant skills/expertise of team members.	/05%
Project Planning	Details major processes and milestones of the project. Includes Gantt and/or Milestone charts as necessary (MS Project).	/10%
Cost Considerations	Includes a realistic estimate of project costs. Includes potential funding sources. Allows for contingencies.	/10%
Conclusion/References	Summarizes project and motivates readers. Includes references for information from other sources.	/10%
Rhetorical Issues	Document is persuasive and could convince a potential investor to consider funding the project. Clearly considers audience expertise and interests.	/10%
Presentation/Organization	Document looks like a professional proposal. Ideas follow in a logical manner. Layout and design is attractive.	/10%
Format Issues	Includes letter of transmittal, title page, executive summary, table of contents, list of figures and tables, glossary, and references. Pages are numbered, figures and tables are introduced, headings are numbered, etc. References and citations are properly formatted.	/05%
Correctness/Style	Correct spelling, grammar, and punctuation. Style is clear, concise, coherent.	/10%
CEAB Outcomes: Below Standards, Marginal, Meets, Exceeds	11.2 – Cost Considerations: 11.3 – Project Assessment and Scope: 11.4 – Project Risk: 11.5 – Project Planning:	