

ENTREPRENEURSHIP

Rubric

Name(s) of Participant(s) _____

State _____ Team # _____ Group # _____

Category _____

PORTFOLIO							Points
Planning Process Summary Page 0–5 points	0	1	2	3	4	5	
	Portfolio is missing Planning Process page	Few steps in the Planning Process are presented	Most steps in the Planning Process are addressed	Planning Process is present and addresses steps	Planning Process is utilized to plan the project. Most steps are explained	The Planning Process is used to plan the project. Each step is fully explained	
Business Description 0–5 points	0	1	2	3	4	5	
	Portfolio is missing Business Description	Business Description is not complete	Business Description is limited in scope	Business Description is complete. Executive summary lacks clarity	Business Description adequately addresses all components of business	Business Description accurately addresses type of business. Executive summary is concise and well written	
Facility 0–5 points	0	1	2	3	4	5	
	Not evident	Portfolio does not describe facility	Facility is inadequately described.	Facility is described. Utility needs described	Portfolio contains a description and a rendering of any space needed for business. Utility needs and emergency procedures are included	Portfolio contains a professional rendering of any space needed for business. Utility needs are included on drawing. Other site needs are shown. A comprehensive emergency plan is included. Plan for maintenance is included	
Supplies and Equipment 0–5 points	0	1	2	3	4	5	
	Not evident	Inadequate list of supplies and equipment	Most supplies and equipment are listed	All supplies and equipment are listed on appropriate forms	Supply and equipment list is comprehensive and contains future needs	Supply and equipment list contains all supplies and needs for every <i>Function of Business</i> . Maintenance and repair lists are part of maintenance plan.	
Organizational Chart 0–5 points	0	1	2	3	4	5	
	Organizational chart is not included	No tasks are described	Organizational chart missing components	Organizational chart shows all needed workforce	Organizational chart is developed for current business needs. Job descriptions meet the current needs of the business	Organizational chart lists all Key Employees and Officers of the Business. Human Resources Plan addresses current and projected business needs, including job descriptions	
Personnel Management 0–5 points	0	1	2	3	4	5	
	Not evident	Hiring procedures, compensation information (salaries and benefits), policies and procedures, or evaluations are limited	Some hiring procedures, compensation, policies and procedures, and evaluation sheets are included	All hiring procedures, compensation plans, policies and procedures and evaluation sheets are included	Hiring procedures, compensation plans, policies and procedures have been developed to meet the needs of the business	Hiring procedures are clearly defined; compensation allows for future company expansion, policies and procedures meets the needs of the business and avoids legal challenges. Evaluation instruments have been well-designed and meet legal requirements	
Funding for Business 0–5 points	0	1	2	3	4	5	
	Funding proposal is not included	Funding proposal is minimal	Proposal shows limited knowledge of types and sources of funding. Fees are not included	Proposal shows knowledge of types and sources of funding, fees included	Proposal shows good knowledge of business funding and sources of capital. Fees are competitive for industry	Project shows careful analysis of funding needs for current operations and future expansion. Fees reflect changes in business environment	

Entrepreneurship Rubric (continued)

							Points
Budget 0–5 points	0 Budgetary listing of financials is missing	1 Tax codes are not cited	2 Budget meets some requirements. Tax information is missing	3 Budget lists all elements, including income, expenditures, accounting procedures, and tax information. Some forms are included	4 Budget contains <i>all</i> forms listed for operation of the business, including income and expense statements, accounting procedures and tax information	5 Budget is prepared according to generally recognized accounting procedures. A monthly income and expense statement is included. Tax forms are included. The budget is prepared using financial software	
Laws, Regulations, and Codes 0–5 points	0 Evidence is missing	1 Portfolio does not include health, environmental, fire, insurance, and zoning regulations and codes are not included	2 Portfolio contains some copies of required laws, regulations, and codes	3 Portfolio contains all copies of required codes	4 Portfolio contains all applicable sections of the laws, regulations, and codes. Appropriate governmental contacts are given	5 Portfolio contains all applicable sections of laws, regulations and codes, citing and cross-referencing the relevant section in the appropriate plans	
Advertising and Recruitment 0–5 points	0 Not evident	1 Presentation has a limited Marketing/Advertising Plan	2 Marketing/Advertising plan does not adequately cover promotional techniques. Advertisements do not promote business	3 Marketing/Advertising plan covers all types of advertising. Advertisements promote business	4 Marketing/Advertising plan covers all types of advertising. Different themes are demonstrated	5 Marketing plan covers all types of advertising, including electronic. Sample ads carry out a promotional theme. All elements of promotion are included	
Works Cited/Bibliography 0–3 points	0 No resources listed	1 Incomplete list of resources/resources listed are not current or appropriate for project	2 Complete list of resources but inconsistent format	3 Complete alphabetical list of appropriate resources, in a consistent format			
Appearance 0–3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat, but contains grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible, and professional, with correct grammar and spelling	3 Neat, legible, and professional, correct grammar and spelling used; effective organization			

ENTREPRENEURSHIP

ORAL PRESENTATION							Points
Organization/Delivery 0–10 points	0 Presentation is not done or speaks briefly and does not cover components of the project	1–2 Presentation covers some topic elements	3–4 Presentation covers all topic elements but with minimal information	5–6 Presentation gives complete information but does not explain the project well	7–8 Presentation covers information completely but does not flow well	9–10 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0–5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of subject matter is evident but not shared in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation	
Use of Portfolio and Visuals during Presentation 0–5 points	0 Portfolio is not used during presentation	1 Portfolio used to limit amount of speaking time	2 Portfolio used minimally during presentation	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, visuals and portfolio	
Voice—pitch, tempo, volume 0–3 points	0 No voice qualities are used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing to listen to			
Body Language/Clothing Choice 0–3 points	0 Body language shows nervousness and unease/inappropriate clothing	1 Body language shows minimal amount of nervousness/clothing is appropriate	2 Body language is good and clothing is professional	3 Body language and clothing choice both enhance the presentation			
Grammar/Word Usage/Pronunciation 0–3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3–5) grammatical and pronunciation errors	2 Few (1–2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors			
Responses to Evaluators' Questions 0–5 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded to all questions, but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation	

Evaluator's Comments:

Evaluator Initial _____

TOTAL

(90 points possible)

Room Consultant Initial _____