

Unit 2 Business Ownership and Planning

Unit Project Evaluation Rubric

Directions Use the Self-Evaluation Guidelines below to assess the content of your Unit Project. Rate your performance and give yourself a score for each criterion. Then give your answers and this completed Evaluation Rubric to your teacher to evaluate.

Self-Evaluation Guidelines

| Exemplary (10–8 points) | Satisfactory (7–4 points) | Poor (3–0 points) |
|--|--|---|
| <ul style="list-style-type: none"> • Includes all of the required content elements • Very well organized • All details provided • Logical conclusions supported by research • Presentation of findings extremely effective and/or appropriate | <ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Conclusions somewhat logical and somewhat supported by research • Presentation of findings somewhat effective and/or appropriate | <ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Conclusions illogical and not supported by research • Presentation of findings ineffective and/or inappropriate |

| Criteria | Exemplary (10–8 points) | Satisfactory (7–4 points) | Poor (3–0 points) | Student Score | Teacher Score |
|---|----------------------------|------------------------------|----------------------|------------------|------------------|
| Content | | | | | |
| Analysis/explanation of factors to consider to start a business | | | | | |
| Develop a business plan | | | | | |
| Develop a vision statement | | | | | |
| Proper use of business terminology | | | | | |
| Understanding of the challenges of entrepreneurship | | | | | |
| Mechanics | | | | | |
| Logical organization and continuity of presentation | | | | | |
| Level of detail | | | | | |
| Speaking and listening skills; visual aids (oral) | | | | | |
| Neatness, legibility, spelling, and grammar (written) | | | | | |
| Total | | | | | |