

Name _____ Date _____

Entrepreneurship Building a Business

Discovery Project Evaluation Rubric

Directions Use the Self-Evaluation Guidelines in the Discovery Project Evaluation Rubric to assess the content of your Discovery 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.

Criteria	Exemplary (15-20 points)	Satisfactory (9-14 points)	Poor (0-8)	Student Score	Teacher Score
Content	Information clearly supports a central thesis. Reader gains insights.	Information provides support for thesis. Reader gains some insights.	Information supports thesis at times. Reader gains few insights.		
Organization	Appropriate to the audience. Single, distinct focus. Generally well-developed ideas. Logical flow of ideas or events.	Appropriate to the audience. Focus clear at most points. Most main points are well-developed. Ideas are usually in the most effective order.	No evidence of attentiveness to audience. Focus not consistently sustained. Some lack of distinction between main ideas and details. Order of ideas not effective.		
Sentence Structure	Sentences are well phrased and varied in length and structure. Sentences flow smoothly from one to another.	Sentences are well phrased and show some variety in length and structure. The flow from sentence to sentence is generally smooth.	Some sentences are awkwardly constructed. Sentence structure represents an occasional distraction for the reader.		
Word Choice	Word choice is consistently precise.	Word choice is generally good. The writer goes beyond the generic word to find one more precise and effective.	Word choice is merely adequate, and the range of words is limited. Some words are used inappropriately.		
Grammar, Spelling, Mechanics	Sophisticated and consistent command of Standard English. Free of spelling, capitalization, and usage errors. Few, if any, errors in punctuation.	Errors not sufficient to interfere with meaning. Consistent command of Standard English. Few, if any, spelling, capitalization, or usage errors. Few errors in punctuation.	Errors may interfere with meaning at some points. Weaknesses in command of Standard English. Some or many spelling, capitalization, or usage errors. Some fragments or run-ons. Some or many errors in punctuation.		