

Chapter 4 Developing a Business Plan

Discovery Project Evaluation Rubric

Directions Use the Self-Evaluation Guidelines below 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.

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 strategic planning					
Analysis/explanation of a mission statement					
Analysis/explanation of a company description					
Analysis/explanation of a product and service plan					
Identify goals and customers					
Research appropriate sources					
Create a strategic plan					
Thoroughness and logic of strategic plan					
Understanding of strategic planning					
Understanding of the importance of a strategic plan for a business					
Total					