

NAME _____

SCORE _____

Create-A-Business Project Grading Rubric

| | | |
|--|-------------|-------|
| TITLE PAGE | | _____ |
| Present in the correct format | 5 | |
| Present, but in an incorrect format | 3 | |
| * No Title Page | 0 | |
| ENTREPRENEURSHIP | | _____ |
| Good DETAILED description | 8 | |
| Fair description (lacking details or explanations) | 5 | |
| * NO Entrepreneurship Section | 2 | |
| BUSINESS OWNERSHIP | | _____ |
| Good DETAILED description (adv & disadv. explained) | 8 | |
| Fair description (lacking details or explanations) | 5 | |
| *NO Business Ownership Section | 2 | |
| CORPORATION INFORMATION | | _____ |
| All information is present & reasonable | 5 | |
| All information is present, but some of it is unreasonable | 3 | |
| Information is lacking | 1 | |
| *NO Corporation Information | 0 | |
| COST FORM | | _____ |
| Cost form has been completed correctly | 8 | |
| Cost form completed, but it is messy &/or difficult to interpret | 6 | |
| Cost form present but OVER COST LIMIT..... | 4 | |
| * No Cost Form | 0 | |
| SALES SUMMARY | | _____ |
| Good DETAILED description | 8 | |
| Fair description (lacking details or explanations) | 5 | |
| * NO Sales Summary Section | 2 | |
| DEMAND CURVE | | _____ |
| Neat, labeled correctly, correct display | 10 | |
| Lacking neatness, correct labeling, OR correct display | 8 | |
| Demand curve is present but done completely incorrectly | 6 | |
| * NO Demand Curve | 0 | |
| SALES FIGURES | | _____ |
| Figures are correct labeled appropriately | 12 | |
| Figures are correct but not labeled appropriately | 10 | |
| Some figures are incorrect | 7 | |
| * NO Sales Figures present..... | 4 | |
| REFLECTIONS | | _____ |
| Good DETAILED description | 10 | |
| Fair description (lacking details or explanations) | 7 | |
| * NO Reflections Section | 4 | |
| OVERALL REQUIREMENTS OF PROJECT | | _____ |
| · Report is TYPED and font is the correct size | 5 OR 0 | |
| · Correct number of required items was achieved | 5 OR 0 | |
| · Idea was CREATIVE | 8 OR 6 OR 3 | |
| · ADVERTISEMENT was present & effort went into its creation | 8 OR 6 OR 3 | |