**Entrepreneurship and Small Business Management (Bus 412) Project Rubric**

**Project Title: Mark: 35 Marks**

**+ 15 marks for the presentation**

**Total: 50 marks**

**Students Names:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Project Contents and**  **distribution of marks** | **Project below pass level  (0-5)** | **Pass level project  (5.5-7.5)** | **Merit Level project  (8-9)** | **Good and very good Level  (9.5-10)** | **Distinction level project**  **(10.5-11)** |
| **[30 marks]**  **Phase One: 11 marks**  - Executive Summary  -Vision and Mission Statement  -Company History  -Business and Industry Profile | Does not explain clearly the three required elements of the phase and not refer to the chosen business enterprise. | Attempts to explain the three phase elements and briefly outlines the main points of the executive summary, vision and mission, Company history, and Business and industry profile. | Purposeful explanation and clear summary of the main phase elements. Giving an adequate idea about the chosen business. | Purposeful explanation as to how the company is established, its vision and mission and business and industry profile. Clear summary and idea regarding the chosen business of application. | Full purposeful explanation as to how the company is established, its vision and mission and business and industry profile. Full purposeful explanation of business idea and why is it interesting stressing on the main business and industry profile. |
| **Project Contents and**  **distribution of marks** | **Project below pass level  (0-4)** | **Pass level project  (4.5 – 5.5)** | **Merit Level project  (6 - 6.5)** | **Good and very good Level  (7 - 7.5)** | **Distinction level project**  **(7.5 - 8)** |
| **Phase Two: 8 marks**  -Business Strategy  -Company Products and Services  -Marketing Strategy | Does not explain clearly the three required elements of the phase | Attempts to explain the three phase elements and briefly outlines the main points of the Business Strategy, Company Products and Services and  Marketing Strategy. | Purposeful explanation and clear summary of the main phase elements. | Purposeful explanation and clear summary of the main phase elements: business strategy, company products and services and marketing strategy. | Full purposeful explanation of business strategy, company products and services and marketing strategy. |
| **Project Contents and**  **distribution of marks** | **Project below pass level  (0-5)** | **Pass level project  (5.5-7.5)** | **Merit Level project  (8-9)** | **Good and very good Level  (9.5-10)** | **Distinction level project**  **(10.5-11)** |
| **Phase Three: 11 marks**   * Competitor Analysis * Description of Management Team * Plan of Operation * Financial Forecasts | Does not explain clearly the four required elements of the phase | Attempts to explain the four phase elements and briefly outlines the main points of the competitor analysis, description of management team, plan of operation and financial forecasts. | Purposeful explanation and clear summary of the main phase elements. | Purposeful explanation and clear summary of the main phase elements: competitor analysis, description of team, plan of operation and financial forecasts. | Full purposeful explanation of competitor analysis, description of team, plan of operation and financial forecasts. |
| **[5 marks]**  **Referencing and In-text  citation** | **(1 mark)**  No referencing nor in-text citation | **(2 marks)**  Limited review of adequate resources including referencing. No in-text citation | **(3 marks)**  Good use of referencing and citation of appropriate academic sources. | **(4 marks)**  Good use of referencing and citation of appropriate academic sources | **(5 marks)**  A good critical review placing the project in context of previous research. Good use of referencing and citation of appropriate academic sources |
| **Project Contents and**  **distribution of marks** | **Project below pass level  (0-7)** | **Pass level project  (7.5-8.5)** | **Merit Level project  (9-11)** | **Good and very good Level  (12-13)** | **Distinction level project**  **(13.5-15)** |
| **[15 marks] Presentation** | Below average ppt. presentation and presentation skills. | Average ppt. presentation and presentation skills. | Adequate ppt. presentation and good presentation skills. | Well-structured ppt. and very good presentation skills. | Very well-structured ppt. and very good presentation skills. |