

Building A Business Rubric

	Street Vendor	Small Business Owner	Entrepreneur	CEO
Answers to questions	<ul style="list-style-type: none"> ○ Answers 7 questions from poster questionnaire 	<ul style="list-style-type: none"> ○ Answers 10 questions from poster questionnaire 	<ul style="list-style-type: none"> ○ Answers all 14 questions from poster questionnaire ○ Incorporate vocabulary words correctly ○ Restate questions in answers 	<ul style="list-style-type: none"> ○ All of Entrepreneur ○ Include an actual example of service in presentation
Content	<ul style="list-style-type: none"> ○ At least 2 accurate facts displayed on the poster 	<ul style="list-style-type: none"> ○ At least 3 accurate facts displayed on the poster 	<ul style="list-style-type: none"> ○ At least 5 accurate facts are displayed on the poster 	<ul style="list-style-type: none"> ○ At least 7 accurate facts are displayed on the poster
Graphics/Creativity	<ul style="list-style-type: none"> ○ Colorful ○ Uses entire poster ○ Graphics are out of focus and unclear 	<ul style="list-style-type: none"> ○ Colorful ○ Uses entire poster ○ The graphics are made by the students but are based on the design or ideas of others ○ Graphics are clear and in focus ○ Some topics are related to topic 	<ul style="list-style-type: none"> ○ Colorful ○ Uses entire poster ○ One or two of the graphics reflects on the student's creativity in their creation and/or display ○ All graphics are related to the topic ○ Most graphics are in focus and can easily be viewed 	<ul style="list-style-type: none"> ○ All of Entrepreneur ○ Poster reflects an exceptional degree of student creativity ○ Hand-made model of business
Oral Presentation	<ul style="list-style-type: none"> ○ Speaks clearly and project voice ○ Describe one element of poster ○ Presentation unfocused ○ Uses note cards 	<ul style="list-style-type: none"> ○ Speaks clearly and projects voice ○ Describes two elements of poster ○ Presentation focused on topic ○ Use of note cards 	<ul style="list-style-type: none"> ○ Speaks clearly and projects voice ○ Provides eye contact ○ Describes steps taken to reach goal using facts ○ Clearly explains all three elements of poster ○ Use of note cards 	<ul style="list-style-type: none"> ○ All of entrepreneur ○ Provides power point presentation along with poster ○ Clearly discusses all elements of business
Mechanics/ Grammar	<ul style="list-style-type: none"> ○ Four grammatical mistakes on poster ○ Four errors in capitalization 	<ul style="list-style-type: none"> ○ Three grammatical mistakes on poster ○ Three errors in capitalization 	<ul style="list-style-type: none"> ○ One grammatical mistake on poster ○ One error in capitalization 	<ul style="list-style-type: none"> ○ No grammatical mistakes on poster ○ No error in capitalization