**Grading/Rubric: For Business Plan**

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| CATEGORY | 4 | 3 | 2 | 1 |

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| Organization  Chart -  Brainstorming | Chart completely filled out with specific details for your business plan. | Chart mostly filled out with some specific details for your business plan. | Chart filled out but no specific plans and some details missing. | Chart missing pieces and not filled out completely. |
| Text - Font  Choice &  Formatting | Font formats (e.g.,  color, bold, italic) have been carefully planned to enhance readability  and content. | Font formats have been carefully planned to enhance readability. | Font formatting has  been carefully planned to complement the  content. It may be a  little hard to read. | Font formatting makes it very difficult to read the  material. |
| Cards and Flyers | All content on cards and flyers are  accurate. There are no factual errors.  The information is specific and detailed. | Most of the content is accurate but there is one piece of information that might be inaccurate.  Some specifics and details missing. | The content is generally accurate, but one piece  of information is clearly flawed or inaccurate. | Content is  confusing or contains more than one factual error. It is difficult to  understand the business plan and information provided. |
| Spelling and  Grammar | Cards, flyers and other business material have no misspellings or grammatical errors. | Cards, flyers or other business materials have 1-2 misspellings, but no grammatical errors. | Cards, flyers or other business materials have 1-2 grammatical errors but no misspellings | Cards, flyers or other business materials have more than 2 grammatical  and/or spelling errors. |
| Use of  Graphics | All graphics are  attractive (size and  colors) and support the theme/content of your business | A few graphics are not attractive but all support the  theme/content of your business. | All graphics are  attractive but a few do not seem to support the  theme/content of your business. | Several graphics are unattractive AND detract  from the content of your business. |
| Effectiveness | Project includes all  material needed to gain a comfortable  understanding of your business. | Project includes most material needed to gain  a comfortable  understanding of your business. | Project is missing more than two key elements | Project is lacking  several key elements  and has inaccuracies |
| Presentation | Student presented  the material with  confidence. | Student presented  material but could have been more confident. | Student had many  difficulties presenting  materials. | Student was unable to complete presentation  before the class. |
| Team work | Partners worked well together both participated and were present. | Partners worked well together but one was absent a day and one partner did more work. | Partners had a few problems did not share work and had absences. | Partners did not work well together. Had absences and did not share the work. |