**Grading/Rubric: For Business Plan**

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| CATEGORY | 4 | 3 | 2 | 1 |

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| OrganizationChart -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 - FontChoice &Formatting | Font formats (e.g.,color, bold, italic) have been carefully planned to enhance readabilityand content. | Font formats have been carefully planned to enhance readability. | Font formatting hasbeen carefully planned to complement thecontent. It may be alittle hard to read. | Font formatting makes it very difficult to read thematerial. |
| 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 pieceof information is clearly flawed or inaccurate. | Content is confusing or contains more than one factual error. It is difficult tounderstand the business plan and information provided. |
| Spelling andGrammar | 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 grammaticaland/or spelling errors. |
| Use ofGraphics | All graphics areattractive (size andcolors) and support the theme/content of your business | A few graphics are not attractive but all support thetheme/content of your business.  | All graphics areattractive but a few do not seem to support thetheme/content of your business. | Several graphics are unattractive AND detractfrom the content of your business. |
| Effectiveness | Project includes allmaterial needed to gain a comfortableunderstanding of your business. | Project includes most material needed to gaina comfortableunderstanding of your business. | Project is missing more than two key elements | Project is lackingseveral key elementsand has inaccuracies |
| Presentation | Student presentedthe material withconfidence. | Student presentedmaterial but could have been more confident. | Student had manydifficulties presentingmaterials. | Student was unable to complete presentationbefore 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.  |