Create your own business project-rubric

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| Learning targets | Indicator | Exceeds  9-10 | | Meets  6-9 | | Does not meet  0-6 | | **Points**  **Earned** |
| BMA-IBT-2  I can apply technology as a tool to increase productivity to create, edit, and publish industry-appropriate documents.  BMA-IBT-3  I can master word processing software to create, edit, and publish professional-appearing business documents.  BMA-IBT-6  I can use professional oral, written, and digital communication skills to create, express, and interpret information and ideas.  BMA-IBT-7  I can demonstrate an understanding of entrepreneurship through recognizing a business opportunity, how to start a business based on the recognized opportunity, and basics of how to operate and maintain that business. | **Enhanced style of documents – ex.** least one rotation, drop cap, color item, shadowed item, scanned graphic, and text wrap for special effects |  | |  | |  | |  |
| **Market research –** target market (who do you want to sell to?)Is market growing? Shrinking? Good idea to enter this market? Prepare a report on your findings |  | |  | |  | |  |
| **Logo –** original, creative, indicative of you and company |  | |  | |  | |  |
| **Letterhead-**with logo, address, phone, fax. email |  | |  | |  | |  |
| **Personal business card-**use a template and include all relevant info |  | |  | |  | |  |
| **Telephone and email** |  | |  | |  | |  |
| **Memo-** to employees about upcoming promotion for a special product and the change in work hours and number of staff needed |  | |  | |  | |  |
| **grand opening flyer-**times, dates, specials, business name, address, website, pictures, make it interesting |  | |  | |  | |  |
| **sales invoice-**have at least five products on invoice and all company info, including logo |  | |  | |  | |  |
| **spreadsheet sales-**30 products you will sell |  | |  | |  | | X2 |
| **spreadsheet budget-5** departments like sales, marketing, logistics, office space, technology, office supplies, etc. What are their budgets of operation for one month |  | |  | |  | | X2 |
| **database suppliers-**who are your suppliers of inventory? 5 major places that supply your inventory, how much? Address? Name of company, phone number, contact person  research this so you have legitimate suppliers. |  | |  | |  | | X2 |
| **database products-**30 products, inventory numbers, cost**,** category, | |  |  |  | | **X2** | |

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| |  | | --- | | 1.4 I can model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. | | Work Ethic/collaboration/timelines /proper dress/your own work/use of time/citations/on task/helping others/ proper language with peers |  |  |  |  |
| ELAGSE11-12L1: I can demonstrate command of the conventions of standard English grammar and usage when writing or speaking.  ELAGSE11-12L2: I can demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing | Correct Grammar  punctuation, spelling and documentation of sources are correct  Zero mistakes are made – editing is evident  Standard English is used -Slang is avoided |  |  |  |  |
|  | **Creativity/appropriate business docs** |  |  |  |  |
|  | **Total Points** |  |  |  | **/100** |
|  | **Excellence Points** |  |  |  | + |
|  | **FINAL POINTS** |  |  |  |  |