**Written Report Rubric: Business Plan Proposal**

**Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Component** | **Level 4** | **Level 3** | **Level 2** | **Level 1** |
| **Report organization** | 8  Report is well organized. The organization is logical, terminology is used correctly, titles and headings are appropriately used, conclusions are well supported | 6  Report is well organized but in some small way the organization is not logical or headings are not use appropriately. Conclusion may lack support | 4  Report is somewhat organized but in some way the organization is not logical or headings are not used appropriately. Conclusions may lack support. | 0-2  Report is not well organized, is not logical or headings are not used appropriately. Conclusion lack support |
| **Report content** | 16  Student has clearly defined and identified three businesses. The pros and cons of each business are clearly outlined. The market, profit plan and business development are clearly outlined. The final choice of business links to the personal skill analysis. PEST and SWOT is complete. | 12  Student has defined and identified three businesses. The pros and cons of each business are somewhat outlined. The market, profit plan and business development are mostly outlined. The final choice of business links to the personal skill analysis. PEST and SWOT is almost complete. | 8  Student has defined and identified three businesses. The pros and cons of each business are somewhat outlined. The market, profit plan and business development are mostly outlined. The final choice of business links to the personal skill analysis. PEST and SWOT is lacking. | 4-0  Student has defined and identified three businesses. The pros and cons of each business are attempted but are fundamentally lacking in details. An attempt has been made to outline the market, profit plan and business development are mostly outlined. The final choice of business links to the personal skill analysis. PEST and SWOT is incomplete or absent. |
| **Report professionalism** | 4  Report is error-free, formatting is consistent, voice is professional, any sources are correctly cited. | 3  Report contains very few grammatical errors, voice is professional and sources are correctly cited | 2  Report contains grammatical errors, significantly detracting form is professional voice. Sources may be incorrectly cited | 1-0  Grammar errors are apparent, report lacks professionalism and sources are missing. |
| **Totals** |  | | | /28 |

Comments: