



THE BUSINESS PLAN Rubric

I. CONTENT

Criteria	Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)	No discussion
1. Cover Page and Table of Contents						
2. The Executive Summary						
3. The Company						
4. The Industry						
5. Product and Related Services						
6. Technology: Research and Development						
7. Market Analysis						
8. Competitive Analysis						
9. Marketing Strategy						
10. Manufacturing Process and Operations						
11. Management and Ownership						
12. Administration, Organization and Personnel						
13. Milestones, Schedule and Strategic Planning						
14. Critical Risks and Problems						
15. Financial Data and Projections						
16. Appendices						
TOTAL POINTS: 80						

Scale items	Definitions
Excellent (5)	The section is extremely well developed. The student demonstrates complete understanding of the material and topics required to complete the task. The section comprises more than what is required and presents the topic in a logical, organize and concise way.
Very Good (4)	The section is of high quality. The material is presented very well. The student demonstrates understanding of the topic.
Good (3)	The section is developed satisfactorily. The student complies with the basic requirements of the section. The writing is acceptable. Demonstrates understanding of basic concepts.
Fair (2)	The quality of the section is below acceptable average. Basic concepts related to the section are confused or vague. The student demonstrates poor understanding of the basic concepts.
Poor (1)	Almost none of the required themes are elaborated in the section. The writing is disorganized and very difficult to understand.
No discussion	The student does not elaborate the topic or skips the section.



II. ORGANIZATION

Criterion Maximum Points	Unsatisfactory (0) <ul style="list-style-type: none"> Does not meet the criteria 	Satisfactory (1) <ul style="list-style-type: none"> Accomplishes satisfactorily, but needs improvement 	Exceptional (2) <ul style="list-style-type: none"> Exceeds the established criteria
<ul style="list-style-type: none"> The introduction provides a sufficient background on the topic and previews major points 			
<ul style="list-style-type: none"> Central theme/purpose is immediately clear 			
<ul style="list-style-type: none"> Structure is clear, logical, and easy to follow 			
<ul style="list-style-type: none"> Subsequent sections develop/support the central theme 			
<ul style="list-style-type: none"> Conclusion and overall evaluation follow logically from the body of the paper 			
TOTAL POINTS: 10			

III. STYLE AND MECHANICS

Criterion	Maximum Points	Unsatisfactory (0) • Does not meet the criteria	Satisfactory (1) • Accomplishes satisfactorily, but needs improvement
- Paper is laid out effectively--uses, heading and other reader-friendly tools			
- Paper is neat/shows attention to detail			
- Properly cites ideas/info from other sources			
- Rules of grammar, usage, punctuation are followed			
- Spelling is correct			
- Sentences are complete, clear, and concise			
- Sentences are well-constructed with consistently strong, varied structure			
- Transitions between sentences/paragraphs/sections help maintain the flow of thought			
- Words used are precise and unambiguous			
- The tone is appropriate to the audience, content, and assignment			
TOTAL POINTS: 10			