

Business Proposal Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|-------------------------------------|--|---|--|---|
| Organization | Information is very organized with well-constructed paragraphs and subheadings. | Information is organized with well-constructed paragraphs. | Information is organized, but paragraphs are not well-constructed. | The information appears to be disorganized. |
| Amount of Information | All topics are addressed and all questions answered with at least 2 sentences about each. | All topics are addressed and most questions answered with at least 2 sentences about each. | All topics are addressed, and most questions answered with 1 sentence about each. | One or more topics were not addressed. |
| Content & Information | Students have included all of the required information and content, and have gone beyond to include additional text and/or information that contribute to the overall quality of the document. | Students have included most of the required information and content with some omissions. OR The students did not include additional text or information to enhance the quality of the document. | | Several required areas of information have been omitted. |
| Mechanics | No grammatical, spelling or punctuation errors. | Almost no grammatical, spelling or punctuation errors. (1-2 errors.) | A few grammatical spelling, or punctuation errors. (3-4 errors.) | Many grammatical, spelling, or punctuation errors. (5 or more errors.) |
| Diagrams & Illustrations | Diagrams and illustrations are neat, accurate and add to the reader's understanding of the topic. | Diagrams and illustrations are accurate and add to the reader's understanding of the topic. | Diagrams and illustrations are neat and accurate and sometimes add to the reader's understanding of the topic. | Diagrams and illustrations are not accurate OR do not add to the reader's understanding of the topic. |
| Professionalism | The final outcome of the document looks "fit for the shelf." | The final outcome of the document looks fairly good, but the document could use some minor improvements. | | The document looks unprofessional and needs major revisions and improvements. |

Assignment 1: Business Proposal (25pts.)

Write a business proposal in unbound report format.

It must be a minimum of two page.

It must contain all of the information listed below.

Every item needs a detailed explanation.

1. Name of your business
2. Hours you will be open
3. What do you do? (Fix, sell, build, feed, serve, help?)
4. Location of the business. Is it a small, rural community or a large, urban community? Where in the town will you be located? Actually choose a location. Explain why that location will be good for your business.
5. Identify the competition in your business area and location.
6. How many employees will you need? You must have at least 3. What specific positions will these employees hold?
7. Why do you think your business will succeed?
8. Graphics to help convey your ideas—could be photos, organization chart, map, etc

Assignment 2: Logo (12 pts.)

You may want to combine this with assignment 3.

Think of logos that companies use, such as the Nike swoosh sign, the Ford logo, or the Apple computer logo. Why did these companies choose these kinds of logos? How do they represent their businesses most effectively?

Design a logo for your business. You may use Publisher, PhotoShop or draw something that can be scanned. This symbol must represent your business effectively and give your customers a visual representation of your business.

Design it carefully because it will appear on most of your company's literature. The logo should be colorful and creative, but not necessarily complex.

Keep it simple, crisp and catchy. Presentation is everything!

Logo Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|----------------------------|---|--|---|---|
| Graphics | The student has demonstrated a master of using graphic images. The size and use of the image is appropriate. Use of advanced features is evident. | Minor size and/or color issues. | | Flaws in size and/or color. |
| Represents business | Great job—represents the business well. | Represents the business. | | Does not represent the business. |
| Professionalism | The final outcome of the document looks ready for the printer. | The final outcome of the document looks fairly good, but the document could use some minor improvements. | | The document looks unprofessional and needs major revisions and improvements. |

Assignment 3: Slogan (4 pts.)

Think about popular business slogans used by companies today. For example, Nike uses the slogan "Just do it." Volkswagen's slogan is "Drivers wanted." A slogan is a catchy phrase used by a company to help consumers or customers remember their business. The shorter the slogan is, the better, because it will be easier to remember.

Write a short slogan that will be used to represent and advertise your business. It should not be more than six or seven words.

| Slogan Rubric | | | | |
|----------------------|--|--|---|---|
| CATEGORY | 4 | 3 | 2 | 1 |
| Slogan | Slogan is catchy and supports the concept of your business | Slogan is weak but supports the idea of your business. | Slogan is catchy but doesn't support the idea of your business. | Slogan's meaning isn't clear and doesn't support the idea of your business. of your business. |

Assignment 4: Job Descriptions – 3 (32 pts.)

Write your own detailed description of each position you will need filled in your business. These must be on separate pages. Refer to your business plan for the number of employees that you decided on. Use the Internet to look up samples of job descriptions for your business type.

The job description must contain all of the following:

- Position Title
- Who this employee reports to
- Compensation (Pay)
- Summary of Job
- List of specific qualifications/skills
- Education needed

Job Descriptions (3) Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|-----------------------------------|--|---|---|---|
| Position Title | Specific and fits the business. | | | |
| Reports to | Clearly states who this employee reports to. | | | |
| Compensation | Specific amount stated. | | | |
| Job Summary | Clear and concise. Very detailed. | | | |
| Qualifications/ Skills | All qualifications/skills are addressed. | | | |
| Education | Education required is reasonable for the job. | | | |
| Quality of Information | Information clearly relates job. It includes several supporting details and/or examples. | Information clearly relates to the job. It provides 1-2 supporting details and/or examples. | Information clearly relates to the job. No details and/or examples are given. | Information has little or nothing to do with the job. |
| Mechanics | No grammatical, spelling or punctuation errors. | Almost no grammatical, spelling or punctuation errors | A few grammatical spelling, or punctuation errors. | Many grammatical, spelling, or punctuation errors. |

Newspaper Ad Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|------------------------------------|---|---|---|---|
| Organization | Very organized and presented in a clear and concise manner. | Fairly well organized with some area difficult to understand, locate or read | | Not well organized. |
| Design Features | Student has demonstrated a mastery of desktop publishing features and has used advanced features. | Student shows a moderate understanding of desktop publishing. Overall design could be enhanced. | | Student did not display a clear knowledge of desktop publishing features or document has obvious page setup errors. |
| Content - Accuracy | All required information is included. | Most of the required information is included. | | Several required areas of information have been omitted. |
| Graphics/ Pictures | Graphics go well with the text and there is a good mix of text and graphics. | Graphics go well with the text, but there are so many that they distract from the text. | | Graphics do not go with the accompanying text or appear to be randomly chosen. |
| Spelling & Proofreading | No spelling errors. | No more than 1 spelling error. | No more than 3 spelling errors. | Several spelling errors. |
| Writing - Mechanics | Capitalization and punctuation are correct throughout. | | There are 1-2 capitalization and/or punctuation errors. | There are several capitalization or punctuation errors, |
| Professionalism | The final outcome of the document looks "fit for print". | The final outcome looks fairly good, but the document could use some minor improvements. | | The document looks unprofessional and needs major revisions and improvements. |

Post Card Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|------------------------------------|---|---|---|---|
| Organization | Very organized and presented in a clear and concise manner. | Fairly well organized with some area difficult to understand, locate or read | | Not well organized. |
| Design Features | Student has demonstrated a mastery of desktop publishing features and has used advanced features. | Student shows a moderate understanding of desktop publishing. Overall design could be enhanced. | | Student did not display a clear knowledge of desktop publishing features or document has obvious page setup errors. |
| Content - Accuracy | All required information is included. | Most of the required information is included. | | Several required areas of information have been omitted. |
| Graphics/ Pictures | Graphics go well with the text and there is a good mix of text and graphics. | Graphics go well with the text, but there are so many that they distract from the text. | | Graphics do not go with the accompanying text or appear to be randomly chosen. |
| Spelling & Proofreading | No spelling errors. | No more than 1 spelling error. | No more than 3 spelling errors. | Several spelling errors. |
| Writing - Mechanics | Capitalization and punctuation are correct throughout. | | There are 1-2 capitalization and/or punctuation errors. | There are several capitalization or punctuation errors, |
| Professionalism | The final outcome of the document looks "fit for print". | The final outcome looks fairly good, but the document could use some minor improvements. | | The document looks unprofessional and needs major revisions and improvements. |

3. **Radio Advertisement (32 pts.)** Create a radio broadcast using Audacity. Music must be incorporated with the voices. This can be for a special sale, a grand opening event or other special event.

Advertising - Radio Broadcast

Group: _____

| CATEGORY | 4 | 3 | 2 | 1 |
|-------------------|--|---|---|--|
| Format | There is a clear introduction, middle and ending. | Introduction and/or ending are not included or not placed correctly. | | Not included. |
| Speaks clearly | Each person speaks clearly and distinctly all of the time and mispronounces no words. | Each person speaks clearly, but one or more voices tend to drop off. | One or more voices does not speak clearly and is difficult to understand. | The group does NOT speak clearly and distinctly most of the time. |
| Time-Limit | Ad is between 30 and 45 seconds in length. | | Presentation is 2.5 - 3 minutes long. | |
| Focus | Commercial is relevant to the times and easy to understand | Commercial is too short or not enough information is given about product. | | Commercial doesn't come to the point of the ad--audience confused. |
| Volume | Volume is loud enough to be heard by all audience members throughout the presentation. | Volume is loud enough to be heard by all audience members at least 90% of the time. | Volume is loud enough to be heard by all audience members at least 80% of the time. | Volume often too soft to be heard by all audience members. |
| Music Clips | Music was edited appropriately. | Music clips need minor editing. | | Music clips need major editing. |
| Broadcast editing | Entire ad is edited well. | Minor editing is needed--for example, too much silence between clips. | | Major editing is still needed. Ad is not smooth. |
| Authenticity | Ad has the sound of a "real" professional advertisement. | Ad is pretty good. One or 2 parts do not fit with the theme. | | Ad does not sound real--unprofessional. |

4. **Television Advertisement (49 pts.):** Your group will create a TV advertisement that will run on the local stations. This advertisement cannot be longer than 1 minute. All members of the group must have some part in the advertisement. A **detailed** script must be approved before getting a camera.

Television Advertisement

| Category | 7 pts | 5 pts | 3 pts | 1 pt |
|--------------------------------|---|--|--|---|
| Content Facts & information | All facts and information presented were accurate & complete. | Most facts and information presented were accurate & complete. | Some facts and information presented were accurate & complete. | Few facts and information presented were accurate & complete. |
| Videography-Techniques Clarity | Video did not rock/shake and the focus was excellent throughout | Video occasionally had slight movement but the focus was excellent throughout | Video was unstable or the focus was poor throughout | Video was unsteady and moved while the focus was poor. |
| Videography Interest | Many different "takes", camera angles, sound effects, and/or careful use of zoom provided variety in the video. | Some variation in "takes", camera angles, sound effects, and/or careful use of zoom provided variety in the video. | Few different "takes", camera angles, sound effects, and/or careful use of zoom provided variety in the video. Had a sameness to it. | Most shots taken from one camera angle, and the zoom was not well used. |
| Audio | The video's sound was sufficiently loud and clear at all times. | The video's sound sometimes faded out and was clear part of the time. | The video's sound was poor and not clear at all times. | The video's sound was insufficient and difficult to make out. |
| Style & Organization | The video was well conceived and shows good organization of the content. | The video shows good organization of the content. | The video was not well conceived or shows poor organization of the content. | The video was poorly done and shows little or no organization of the content. |
| Objective | The advertisement is easy to understand and the viewer quickly knows important information. | The advertisement is fairly easy to understand and the viewer knows important facts fairly quickly. | The point of the ad is cloudy—it takes a while for the viewer to understand important facts. | The point of the ad is completely lost of the viewer. |
| Storyboard | The students had a well-scripted storyboard to follow. | The student had notes, but no storyboard. | The students had vague notes. | No storyboard was submitted. |

Assignment 6: Classified Ads - 3 (24 pts.)

Examine the way jobs are advertised in the classified ads in the newspaper. Keep in mind that businesses pay per letter to advertise here, so the shorter and more concise, the better.

Write a classified ad for each of the positions that you wrote job descriptions. Refer to your business plan and job descriptions.

Classified Ads Rubric- 3

| CATEGORY | 4 | 3 | 2 | 1 |
|---------------------------|--|---|---|--|
| Requirements | All of the required content was present. | Almost all the required content was present. | At least 75% of the required content was present. | Less than 75% of the required content was present. |
| Spelling and Proofreading | No spelling or grammar errors | No more than a couple of spelling or grammar errors | No more than 3 spelling or grammar errors | Several spelling or grammar errors |

Assignment 7: Business Cards (30 pts.)

Use the Publisher business card wizard to create business cards for each of you. (24 pts.)
You must include

- Your position title
- Your full name
- Business Address
- Business Phone Number
- Fax Number (optional)
- E-mail address (optional)
- Business's web site address (make one up)
- Logo of your business

When you print, click on **Page Options** on your print dialog box, and click on **multiple copies on one page**.

Business Card Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|------------------------------------|---|---|---|---|
| Organization | Very organized and presented in a clear and concise manner. | Fairly well organized with some area difficult to understand, locate or read | | Not well organized. |
| Design Features | Student has demonstrated a mastery of desktop publishing features and has used advanced features. | Student shows a moderate understanding of desktop publishing. Overall design could be enhanced. | | Student did not display a clear knowledge of desktop publishing features or document has obvious page setup errors. |
| Graphics/ Pictures | Graphics go well with the text and there is a good mix of text and graphics. | Graphics go well with the text, but there are so many that they distract from the text. | | Graphics do not go with the accompanying text or appear to be randomly chosen. |
| Spelling & Proofreading | No spelling errors. | No more than 1 spelling error. | No more than 3 spelling errors. | Several spelling errors. |
| Writing - Mechanics | Capitalization and punctuation are correct throughout. | | There are 1-2 capitalization and/or punctuation errors. | There are several capitalization or punctuation errors. |
| Professionalism | The final outcome of the document looks "fit for print". | The final outcome looks fairly good, but the document could use some minor improvements. | | The document looks unprofessional and needs major revisions and improvements. |

Assignment 9: Specialty Document (28 pts.)

You are to create one document that would be unique to your business. It could be a coupon flyer, a menu, a price list, a punch card, etc. I have some examples if you can't think of anything.

Specialty Document Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|------------------------------------|---|---|---|---|
| Organization | Very organized and presented in a clear and concise manner. | Fairly well organized with some area difficult to understand, locate or read | | Not well organized. |
| Design Features | Student has demonstrated a mastery of desktop publishing features and has used advanced features. | Student shows a moderate understanding of desktop publishing. Overall design could be enhanced. | | Student did not display a clear knowledge of desktop publishing features or document has obvious page setup errors. |
| Content - Accuracy | All required information is included. | Most of the required information is included. | | Several required areas of information have been omitted. |
| Graphics/ Pictures | Graphics go well with the text and there is a good mix of text and graphics. | Graphics go well with the text, but there are so many that they distract from the text. | | Graphics do not go with the accompanying text or appear to be randomly chosen. |
| Spelling & Proofreading | No spelling errors. | No more than 1 spelling error. | No more than 3 spelling errors. | Several spelling errors. |
| Writing - Mechanics | Capitalization and punctuation are correct throughout. | | There are 1-2 capitalization and/or punctuation errors. | There are several capitalization or punctuation errors, |
| Professionalism | The final outcome of the document looks "fit for print". | The final outcome looks fairly good, but the document could use some minor improvements. | | The document looks unprofessional and needs major revisions and improvements. |

Assignment 10: Web Site (36 pts.)

Design a web site for your business. Include information that you have already created for your advertising. Your web site must have at least 3 pages, with the appropriate navigational links. Include appropriate external links for your business.

Web Site Design : Business Project Web

| CATEGORY | 4 | 3 | 2 | 1 |
|-----------------------------|--|---|--|---|
| Background | Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability. | Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability. | Background is consistent across pages and does not detract from readability. | Background detracts from the readability of the site. |
| Color Choices | Color choices form a pleasing palette, do not detract from the content, and are consistent across pages. | Color choices do not detract from the content, and are consistent across pages. | Color choices detract from the content. | Color choices make the content hard to read or otherwise distract the reader. |
| Fonts | Excellent choices. | The fonts are consistent, easy to read and point size varies appropriately for headings and text. | The fonts are consistent and point size varies appropriately for headings and text. | Font sizes and/or styles are difficult to read and detract from the site. |
| Graphics | Graphics are related to the theme/ purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. | Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. | Graphics are related to the theme/purpose of the site, and are of good quality. | Graphics seem randomly chosen, are of low quality, OR distract the reader. |
| Spelling and Grammar | There are no errors in spelling, punctuation or grammar. | There are 1-3 errors in spelling, punctuation or grammar. | There are 4-5 errors in spelling, punctuation or grammar. | There are more than 5 errors in spelling, punctuation or grammar. |
| Content | The site has a well-stated clear purpose and theme that is carried out throughout the site. | The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it. | The purpose and theme of the site is somewhat muddy or vague. | The site lacks a purpose and theme. |
| Layout | The Web site has an exceptionally attractive and usable layout. | The Web pages have an attractive and usable layout. | The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. | The Web pages are cluttered looking or confusing. It is often difficult to locate important elements. |
| Navigation | Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost. | Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost. | Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost. | Some links do not take the reader to the sites described. A user typically feels lost. |
| Setup | Everything is saved in the same folder and graphics are saved as .gif images. | Most files are saved correctly. | | Files are scattered about and images are not saved correctly. |

Assignment 11: Final Presentation (72 pts.)

Create a PowerPoint presentation to show to prospective investors. Refer back to your business plan. Include pictures of the owners. The digital cameras will be available. This will be presented to the class. Be prepared to use the PowerPoint as an outline as you present your business to potential investors (the rest of the class). You must include a link to your website.

Financial Presentation with PowerPoint

| CATEGORY | 4 | 3 | 2 | 1 |
|----------------------------|---|---|---|--|
| Enthusiasm | Facial expressions and body language generate a strong interest and enthusiasm about the topic in others. | Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others. | Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked. | Very little use of facial expressions or body language. Did not generate much interest in topic being presented. |
| Comprehension | Students are able to accurately answer almost all questions posed by classmates about the topic. | Student is able to accurately answer most questions posed by classmates about the topic. | Student is able to accurately answer a few questions posed by classmates about the topic. | Student is unable to accurately answer questions posed by classmates about the topic. |
| Preparedness | Student is completely prepared and has obviously rehearsed. | Student seems pretty prepared but might have needed a couple more rehearsals. | The student is somewhat prepared, but it is clear that rehearsal was lacking. | Student does not seem at all prepared to present. |
| Speaks Clearly | Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words. | Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word. | Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word. | Often mumbles or can not be understood OR mispronounces more than one word. |
| Content | Shows a full understanding of the topic. | Shows a good understanding of the topic. | Shows a good understanding of parts of the topic. | Does not seem to understand the topic very well. |
| Format | Professional looking | | | |
| Transitions | Do not detract from the presentation | | | |
| Effects/ Animations | Tasteful and professional | | | |
| Required materials | Links work, and materials are saved as .pdf files. | | Links work, but materials are not saved correctly. | |