

Business in Practice Presentation Rubric

This rubric evaluates how well students demonstrate understanding, reflection, and insight from each topic in the Business in Practice course. The focus is on what they have learned rather than what they completed. Each area is scored from 1 (Beginning) to 5 (Excellent). The final total is calculated out of 100 points, using weighted criteria.

Criteria (Topic)	Weight	Score	1 - Beginning	2 - Emerging	3 - Developing	4 - Proficient	5 - Excellent
Designing a Solution to a Problem	8		Shows little understanding of how to identify or solve a problem.	Can describe a problem but struggles to explain how to create a solution.	Explains a basic solution and what was learned about problem-solving.	Shows clear understanding of how to analyze problems and design practical solutions.	Demonstrates deep insight into problem-solving and reflects on what was learned through the process.
Writing a Business Plan	12		Shows little or no understanding of what a business plan is or why it's used.	Can list parts of a plan but can't explain their purpose.	Describes what a business plan includes and its general purpose.	Explains how each part of a business plan supports a business idea and reflects on what was learned.	Clearly and confidently explains lessons learned about planning, organization, and business strategy.
Branding	8		Shows little understanding of branding or its importance.	Can describe a logo or name but doesn't explain branding purpose.	Explains basic ideas about branding and how it connects to a product.	Shows understanding of how branding communicates a message and builds recognition.	Explains what was learned about creating a strong brand identity and how it affects business success.
Product Research	12		Shows no understanding of research or customer needs.	Can describe research steps but can't explain their value.	Explains what product research means and why it matters.	Shows understanding of how research helps guide decisions and reflects on findings.	Demonstrates deep understanding of how research shapes business success and shares thoughtful insights.
Opening an Online Store	8		Shows little understanding of how online stores work.	Describes the process without clear learning or insight.	Explains what is needed to open an online store and what was learned.	Shows understanding of e-commerce tools and what was learned from setup challenges.	Demonstrates strong understanding of online business operations and reflects on lessons learned.

Deciding on a Business Structure	6		Shows no understanding of business types or legal structures.	Can name a structure but not explain it.	Explains basic business structures and what was learned about them.	Shows understanding of how structure affects ownership and responsibility.	Explains clearly what was learned about structure choice and how it impacts real-world businesses.
Establishing a Social Network	6		Shows little understanding of what social networks are or why they matter.	Can list platforms but can't explain their purpose.	Explains how social networks can support a business.	Shows understanding of building connections and audience engagement.	Reflects thoughtfully on what was learned about using social networks to grow a business.
Initiating First Social Media Campaign	10		Shows no understanding of what a campaign is or its purpose.	Can describe a campaign but not explain what was learned from it.	Explains the goal of a campaign and basic marketing ideas.	Shows understanding of how campaigns reach customers and reflects on lessons learned.	Demonstrates clear insight into campaign strategy, impact, and personal learning from the experience.
Finalizing Product List	6		Shows no understanding of how to choose or organize products.	Lists products but doesn't explain reasoning or learning.	Explains how product lists are made and what was learned about choices.	Shows understanding of how customer needs shape product decisions.	Reflects deeply on what was learned about decision-making and managing product selections.
Setting Up Shipping Zones	8		Shows little understanding of shipping or logistics.	Can describe shipping in simple terms but lacks reasoning.	Explains what shipping zones are and why they matter.	Shows understanding of how shipping choices affect cost and service.	Explains clearly what was learned about managing logistics and customer satisfaction.
Linking Social Media Posts to Products	6		Shows no understanding of linking or its purpose.	Can describe linking but doesn't explain what was learned.	Explains how linking helps connect posts to products.	Shows understanding of why linking improves sales and brand visibility.	Reflects thoughtfully on what was learned about social commerce and online marketing.
Overall Communication & Presentation	10		Unclear or incomplete presentation.	Hard to hear, disorganized, or off-topic.	Understandable but lacks confidence or flow.	Clear, organized, confident, and uses visuals effectively.	Highly engaging, professional, and confident with strong visuals and delivery.

Scoring Guide

1. For each criterion, assign a score of 1–5.
2. Multiply the score by (Weight ÷ 5) to get points earned for that criterion.
3. Add all weighted points for a final score out of 100.

Performance Levels

Total Points	Performance Level
90–100	Excellent
80–89	Proficient
70–79	Developing
60–69	Emerging
Below 60	Beginning