

Entrepreneurship Portfolio - 16-Point Rubric

NAME _____ DATE _____ PERIOD _____

Use this rubric before submitting the individual Entrepreneurship Portfolio. Group pitch participation supports the evidence, but a student's score does not depend on another student's attendance or speaking performance. Score reasoning and evidence, not art polish, accent, handwriting, or English mechanics unless meaning is unclear.

CRITERION	4 - MASTERS	3 - MEETS	2 - APPROACHES	1 - NEEDS IMPROVEMENT	0 - NO EVIDENCE
Problem and opportunity	Defines entrepreneurship and explains a specific problem, customer, offer, and owner responsibility in a field of interest	Explains the problem, customer, offer, and responsibility	Names an idea but one part is broad or missing	Idea and problem connection is unclear	Blank or off topic
Test and decision	Compares two ideas with all three tests and makes a well-supported call using a strength, risk, and specific evidence	Tests two ideas and supports a call with strength and risk	Tests are incomplete or the call uses general reasoning	Decision has little connection to the evidence	Blank or off topic
Venture and work ethic	Uses the venture brief and an individual action to explain how a professional quality matters for owners and employees	Completes the venture evidence and explains one professional action	Names a quality but evidence or comparison is thin	Group product is present but individual evidence is unclear	Blank or off topic
Personal budget reasoning	Produces a balanced revised budget, keeps source labels attached, shows one calculation, and correctly separates revenue from personal income	Produces a balanced budget and explains one choice with correct labels	Budget is mostly complete but has a calculation or reasoning gap	Budget is incomplete or uses unlabeled figures	Blank or off topic

Score profile

Problem and opportunity: _ / **4 Test and decision:** _ / 4

Venture and work ethic: _ / **4 Personal budget reasoning:** _ / 4

Total: ____ / 16

Recommended performance bands after local gradebook approval: 15-16 Masters; 13-14 Meets; 12 Approaches; 10-11 Needs Improvement; 0-9 follows campus policy.