

Unit 2 Entrepreneurship in a Global World

Directions Use this rubric for self-assessment and peer assessment.

Content Criteria	Unacceptable (1–4 points)	Satisfactory (5–7 points)	Exemplary (8 points)	Weight	Score
Create a chart that illustrates the countries in which the entrepreneur you interviewed conducts business.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
Explain how technology helped this company become global.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
Explain how the economy in the United States and in other countries helps or hinders the company’s success.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
Explain the rewards and risks this company has experienced in the global marketplace.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
List examples of how this company is socially responsible.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
Describe the results of your research with a family member or other adult.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
Describe how the entrepreneur you interviewed influenced the business and career that interests you.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
Explain what the investigation and its results mean to you.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	8	
Writing Process Criteria	Unacceptable (1–3 points)	Satisfactory (4–6 points)	Exemplary (7–8 points)	Weight	Score
Organization	Incoherent and/or disorganized	Coherent and well organized	Exceptional	8	
Detail	Few or no details provided	General details provided	Appropriate specific details provided	7	
Grammar	Many errors	Few errors	No errors	7	
Style	Inconsistent style	Consistent style	Flawless style	7	
Neatness	Scrawled and illegible	Neatly handwritten or typed	Creatively designed and executed	7	
TOTAL				100	