|  **Unit 4 Assignment Grading Rubric**  **Criteria:** | **Percent Possible** | **Points Possible** | **Points Earned** |
| --- | --- | --- | --- |
| Deliverable demonstrates critical thinking, research abilities, and creativity in the development of Part 1 of a strategic business plan based on checklist criteria: | **100%** | **100** |  |
| (1) Identifies and recommends two professionals to represent the virtual team on the board of directors for the virtual business.   |  | 5 |  |
| (2) Proposes the U.S. state and legal structure (sole proprietor, partnership, LLC, etc.) of business to register the virtual business. |  | 5 |  |
| (3) Explains why the virtual team chose such a legal structure. Explains the tax and operational implications pertaining to the chosen state and the Internal Revenue Service. |  | 10 |  |
| (4) Determines if a business license is needed. Identifies and collects the necessary information to fill out state and federal forms. Makes necessary business decisions to fill out the forms. |  | 5 |  |
| (5) Develops a name brand, tagline, and logo for the virtual business. |  | 5 |  |
| (6) Conducts analyses on the industry and markets of the virtual business to inform the business strategy. |  | 10 |  |
| (7) Describes the problem the virtual business aims to solve. Using research, explains why the problem exists and how the virtual business will work to solve the problem. |  | 10 |  |
| (8) Develops an inspirational vision statement for the virtual business. |  | 5 |  |
| (9) Develops a mission statement that aligns with the vision statement for the virtual business. |  | 5 |  |
| (10) Develops a set of values and creates a statement describing the ethical approach to support the values of the virtual business.  |  | 5 |  |
| (11) Explains how the company values will drive management and leadership decision-making in the virtual business. |  | 5 |  |
| (12) Develops a philosophy statement that defines the identity and culture of the virtual business. |  | 5 |  |
| (13) Sets goals for the virtual business. Sets business objectives for each virtual team member.  |  | 6 |  |
| (14) Searches for free website building software. Signs up for a free account and creates a free website URL for the virtual business.  |  | 10 |  |
| (15) Uses a minimum of three peer-reviewed, academic research resources to substantiate critical thinking and to provide viable reasoning throughout the strategic business plan. |  | 9 |  |
| **Subtotal:** | **100%** | **100** |  |
| You are expected to meet the following requirements with ease in a 400-level course. Penalties will be calculated as a percentage up to 50% of the grade and will apply if the following criteria are not met. | **-50%** |  |  |
| Uses headings to segment topics within the deliverable in order to create a flow of ideas for the reader. |  |  |  |
| Applies proper APA 7th edition style format. |  |  |  |
| No spelling and grammatical mistakes. |  |  |  |
| Uses appropriate business language. |  |  |  |
| Uses professional abbreviations and acronyms appropriately. |  |  |  |
| **Late Penalty** | **-20%** |  |  |
| **Your Score:** | **Total****Points****Possible:****100%** | **Total Points Possible: 100** | **Total Points Earned:** |