| **Unit 8 Assignment Grading Rubric**  **Criteria:** | **Percent Possible** | **Points Possible** | **Points Earned** |
| --- | --- | --- | --- |
| Deliverable demonstrates critical thinking, research abilities, and creativity in the development of the operations and finance strategy in Part 3 of a strategic business plan based on the checklist criteria. | **100%** | **100** |  |
| (1) Determines the location of virtual business, the reasons for the location, and why it is a viable location choice (includes management and maintenance of facilities if a physical location is needed). |  | 5 |  |
| (2) Develops a technology plan outlining all of the types of technology needed to operate the virtual business. |  | 5 |  |
| (3) Determines the tools and equipment needed to operate the virtual business. |  | 5 |  |
| (4) Determines performance milestones and designs key metrics to measure success. |  | 5 |  |
| (5) Determines the need for legal actions to protect their intellectual property, such as copyright or patent filings. |  | 5 |  |
| (6) Develops a service blueprint to map the customer relationship and transaction process and explains its significance. |  | 5 |  |
| (7) Creates a procurement process to streamline the acquisition of inventory and capital expenditures, as needed. |  | 5 |  |
| (8) Determines and plans the financial operations of the virtual business. |  | 5 |  |
| (9) Conducts an analysis to determine risk to the virtual business. Devises a plan to mitigate identified risks. |  | 5 |  |
| (10) Determines the type of insurance the virtual business needs. |  | 5 |  |
| (11) Determines compensation packages for each virtual team member and recommends an equity structure in partnership with the angel investors for the virtual business. |  | 5 |  |
| (12) Explains any operational and financial checks and balances that will be implemented to protect the interests of the investors. |  | 5 |  |
| (13) Based on estimates from market research, product pricing strategies, and promotional campaign predictions, develops a 3-year sales forecast for each product of the virtual business. |  | 5 |  |
| (14) Develops an operating budget for the virtual business. |  | 5 |  |
| (15) Develops cash flow, profit and loss, balance sheet, and break-even analysis forecast projections for the virtual business. |  | 10 |  |
| (16) Determines if additional funding from the angel investors or contributions from the virtual team are needed to operate the virtual business. |  | 5 |  |
| (17) Determines the return on investment for any angel investor and virtual team member funding. |  | 6 |  |
| (18) 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:** |