**Small Business Rubric**

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|  | Unsatisfactory | Competent | Proficient | Distinguished |
| Technique / Concepts | Work lacks understanding of  concepts, materials, and skills. | Work shows understanding of   concepts, materials, and skills. | Work reflects understanding of   concepts and materials, as well as   use of skills discussed in class. | Work shows a mastery of skills and  reflects a deep understanding of  concepts and materials. |
| Habits of Mind | Student passively attempts to fulfill  assignment without much thought or exploration of possibilities. Student refuses to explore more than one idea. | Developing exploration of possible  solutions and innovative thinking.  Student has more than one idea  but does not pursue. | Student explores multiple solutions  and innovative thinking develops  and expands during project. | Consistently displays willingness to  try multiple solutions and ask  thought provoking questions,  leading to deeper, more distinctive  results. Student fully explores  multiple ideas and iterations. |
| Reflection & Understanding | Student shows little awareness of  their process. The work does not  demonstrate understanding of  content. | Student demonstrates some self-  awareness. Work shows some  understanding of content, but  student cannot justify all of their  decisions. | Student shows self-awareness.  Work demonstrates understanding  of content and most decisions are  conscious and justified. | Work reflects a deep understanding  of the complexities of the content.  Every decision is purposeful and  thoughtful. |
| Craftsmanship | Work is messy and craftsmanship  detracts from overall presentation. | Work is somewhat messy and  craftsmanship detracts somewhat  from overall presentation. | Work is neat and craftsmanship  Is solid. | Work is impeccable and shows  extreme care and thoughtfulness in  its craftsmanship. |
| Effort | Work is not completed in a  satisfactory manner. Student shows  minimal effort. Student does not  use class time effectively. | Work complete but it lacks finishing  touches or can be improved with a  little effort. Student does just  enough to meet requirements. | Completed work in an above   average  manner, yet more could have been done. Student needs to go one step further to achieve excellence. | Completed work with excellence  and exceeded teacher  expectations. Student exhibited  exemplary commitment to the  project. |