

Assessment MK205 Entrepreneurship

- SLO:**
1. Describe the characteristics and skills of a successful entrepreneur.
 2. Design a business plan utilizing the latest technology.
 3. Recognize the advantages and disadvantages of entrepreneurship as a career.

Method/Tool: Individual student will create an electronic presentation on entrepreneurship using his/her business plan.

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Student #: _____ **School** _____ **Date:** _____

SLO	Criteria	Yes	No
2	1. Identify the type of business.		
2	2. Explain its business philosophy.		
2	3. Identify the product and service plan.		
1	4. Describe at least three (3) characteristics of a successful entrepreneur.		
1	5. Describe at least three (3) skills of a successful entrepreneur.		
2	6. Recognize at least two (2) strengths and weaknesses		
2	7. Define the trading area data to include the geographic, demographic, and economic.		
2	8. Describe at least two (2) steps in keeping its competitiveness.		
2	9. Identify the target market and customer buying behavior.		
2	10. Describe the type of ownership in the organizational plan.		
2	11. Define at least two (2) of the personnel needs.		
3	12. Recognize at least (2) advantages of entrepreneurship as a career.		
3	13. Recognize at least (2) disadvantages of entrepreneurship as a career.		
2	14. Describe the basic steps in establishing a business.		
2	15. Explain the type of pricing policy employed.		
2	16. Explain the promotional strategies implemented.		
2	17. Identify the source(s) of capital used in setting up the business.		
2	18. Include the financial statement- Balance Sheet.		
2	19. Include the financial statement – Profit and Loss.		
2	20. Do you feel that you have the basic knowledge of developing a business plan?		

_____ out of 20 **TOTAL SCORE:** _____%

Comments/ notes: _____
