

# Project Rubric

## BAM Capstone Performance & Skill Certification

Student Name

Teacher Name

### Section A- Performance Skills

20 pt available per strand

Students are able to demonstrate all requirements of performance skills attached to strands and standards.

Strand 1:    Strand 2:    Strand 3:    Strand 4:    Strand 5:    Total

### Section B- Business Plan/ Project

**Option 1** - Participation in a research based written event for either DECA or FBLA during the semester/trimester that the BAM Capstone course was taken in.

Name of State Approved Research Event:

**Written Project:** Include the following sections: executive summary, description, business/marketing plan, financial summary, conclusion; proper grammar and spelling. **Score out of 100.**

**Project Presentation:** Include the following: effective use of visuals; proper grammar, and spelling, professional layout and technique. **Score out of 100.**

**Option 2** - In class Project that encompasses Industry Partnership during the semester/trimester that the BAM Capstone course was taken in.

Name of the research based in class project:

Name/Contact of Industry Partner:

**Written Project:** Include the following sections: executive summary, description, marketing plan, financial summary, conclusion, proper grammar, spelling and word usage. **Score out of 100.**

**Project Presentation:** Include the following: effective use of visuals; proper grammar, and spelling, professional layout and technique. **Score out of 100.**

#### Project Documentation

Attach the score card or written project feedback from the judge at the State approved competition. Or attach the business partners feedback from the in class project after it has been presented to them.

Business Partner Contact information should be included to use this option.

#### RUBRIC SCORE SCORING CRITERIA

Professional 91-100pts Covers all requirements and meets and exceeds industry standards. Student was professional, clear, and engaging in their oral and written project

Experienced 80-90pts Covers all requirements and frequently exceeds industry standards. Student was prepared and provided a complete oral and written project

Developing 70-79pts Covers most requirements and approaching industry standards. Student was somewhat prepared and provided at least 75% of the completed oral and written project

Novice 0-69pts Requirements not met or seldom met. Student was unprepared and provided less than 75% of the completed oral and written project