**Forms of Business Ownership**

**Forming a Franchise Summary Assignment**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CATEGORY |  | **20** |  | **15** |  | **10** | **5 or Less** |  |
| **Presentation** |  | Well-rehearsed with |  | Rehearsed with fairly |  | Delivery not smooth, | Delivery not smooth |  |
|  |  | smooth delivery that |  | smooth delivery that |  | but able to maintain | and audience |  |
|  |  | holds audience |  | holds audience |  | interest of the | attention often lost. |  |
|  |  | attention. |  | attention most of the |  | audience most of the |  |  |
|  |  |  |  | time. |  | time. |  |  |
|  |  |  |  |  |  |  |  |  |
| **Content** |  | Covers topic in- |  | Includes essential |  | Includes essential | Content is minimal |  |
|  |  | depth with details |  | knowledge about the |  | information about | OR there are several |  |
|  |  | and examples. |  | topic. Subject |  | the topic but there | factual errors. |  |
|  |  | Subject knowledge is |  | knowledge appears |  | are 1-2 factual |  |  |
|  |  | excellent. |  | to be good. |  | errors. |  |  |
|  |  |  |  |  |  |  |  |  |
| **Requirements** |  | All requirements are |  | All requirements are |  | One requirement | More than one |  |
|  |  | met and exceeded. |  | met. |  | was not completely | requirement was not |  |
|  |  |  |  |  |  | met. | completely met. |  |
|  |  |  |  |  |  |  |  |  |
| **Oral** |  | Interesting, well- |  | Relatively |  | Delivery not smooth, | Delivery not smooth |  |
| **Presentation** |  | rehearsed with |  | interesting, |  | but able to hold | and audience |  |
|  |  | smooth delivery that |  | rehearsed with a |  | audience attention | attention lost. |  |
|  |  | holds audience |  | fairly smooth delivery |  | most of the time. |  |  |
|  |  | attention. |  | that usually holds |  |  |  |  |
|  |  |  |  | audience attention. |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Originality** |  | Product shows a |  | Product shows some |  | Uses other people's | Uses other people's |  |
|  |  | large amount of |  | original thought. |  | ideas (giving them | ideas, but does not |  |
|  |  | original thought. |  | Work shows new |  | credit), but there is | give them credit |  |
|  |  | Ideas are creative |  | ideas and insights. |  | little evidence of |  |  |
|  |  | and inventive. |  |  |  | original thinking. |  |  |
|  |  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_**

**Maximum 100 Points**