Overall Business Plan Assessment
New Authentic Model

The Business Plan will include three (3) assessment components that will be scored separately. Evaluation products in order of occurrence include:

1. A Panel Presentation 30% of the Overall Business Plan Assessment.
2. The Business Plan Report 60% of the Overall Business Plan Assessment.
3. Individual Reflective Journal 10% of the Overall Business Plan Assessment.

- **A Panel Presentation** one month before the deadline of the Business Plan Report to a panel of Entrepreneurial/Business Experts which would be assessed by these members using the *Presentation Panel Grading Rubric*. The average scores of all members would constitute the Final score for this component. The advisor would be present.

  The incorporation of critical feedback attained from the Panel would also be considered within the *Business Plan Report Grading Rubric: Overall Plan Section*

- **The Business Plan Report** of up to 18,000 words that includes an Executive Summary of up to 1,000 words.

  This component will be assessed using the *Business Plan - Report Grading Rubric* and assessed by the Advisor as First Examiner and then an anonymous Second Examiner.

  Students must obtain a score of more than 50% in this component and then a score of more than 50% in the **Overall Business Plan Assessment**. Students failing the **Overall Business Plan Assessment** will be required to repeat and can only obtain a maximum mark of 50% thereafter.

  In order to enable a fair grading of each individual’s contribution, a **Peer Assessment Form** must be completed by all group members at two-month intervals (3 total) from the start date and throughout the 6-month duration of the Business Plan.

  The feedback would be shared anonymously among group members at each stage to allow for improvements along the way and diminish the likelihood of the process being punitive. This will then be used to moderate the **Business Plan Report** and determine the percentage of the Business Plan Report mark awarded to each member as detailed in the **Peer Assessment Form**.

- **An Individual Reflective Journal** submitted with the report assessed using the *Individual Reflective Journal Grading Rubric* by the Advisor (First Examiner) and then an anonymous Second Examiner.