

Sample

**Evaluation Instrument for Use in Evaluating
Entrepreneurship Work-Based Learning Projects/Experiences¹**

Each item should be marked as 4, 3, 2, 1 with 4 being highly proficient and 1 being novice.

Student Business Plan

___ Business plan includes a complete description of the product or service that will be offered.

___ Business plan includes a complete and accurate budget with realistic projections of income and expenses.

___ Business plan includes a complete description of how startup capital for the project will be secured. A copy of a completed loan application should be included if applicable.

___ Business plan includes a marketing plan for the project. Samples of advertisements, fliers, business cards, etc. should be included if these are part of the marketing plan.

___ Business plan includes three or more goals for the project. Goals should be SMART (Specific, Measurable, Attainable, Related, and Timed)

Total for Business Plan X 5 = _____ (100 points possible)

Student Entrepreneurship Project/Venture

___ Student has actively implemented the business plan.

___ Student is producing a product or service that has value to customers and makes customer service a priority.

___ Student has implemented marketing strategies as outlined in the business plan and has developed effective, high quality marketing tools (if applicable).

___ Student uses technical publications, industry professionals, and governmental resources to stay abreast of trends in the industry.

___ Student is keeping complete financial records and using these records to make management decisions.

___ Student regularly reflects on progress that he/she has made toward achieving goals and implements new strategies for achieving goals.

___ Student is complying with all local, state, and federal laws and regulations.

Total for Student Project X 5 = _____ (140 points possible)

Reflective Writing Piece

___ Reflective writing piece details work on the project including how it was planned and implemented.

___ Student reflects on the value of the project as part of his/her educational experience- includes 2-3 specific things the student learned from the project.

___ Student reflects on how he/she will use the knowledge and skills gained from this project in their future.

___ Student reflects on how he/she would approach entrepreneurship projects in the future, based on his/her experience with this project.

___ Reflective writing piece is well written and has few grammatical errors.

Total Reflective Writing Piece X 3 = _____ (60 points possible)

Score Summary

Total Student Business Plan _____

Total Student Project _____

Total Reflective Writing _____

Total Score _____ **(300 points possible)**

¹ Adapted from Kentucky Work-Based Learning Guide, March 2015, pages 5-5 through 5.6