



LIBERTY EDUCATION

RUBRICS

ENTREPRENEURSHIP

PROJECT BASED LEARNING

Each rubric below includes **4 levels of performance**, with simple and age-appropriate language for students ages 11-12. Categories can be used for both teacher and peer assessment.

GENERAL RUBRIC SCALE

LEVEL	DESCRIPTION
4	Exceeds Expectations
3	Meets Expectations
2	Developing
1	Needs Improvement

MODULE 1: Introduction to Entrepreneurship

RUBRIC: Entrepreneurial Mindset + Problem Identification

CRITERIA	4 - Excellent	3 - Good	2 - Some Effort	1 - Needs Work
Identifies a relevant problem	Thoughtful, real-world issue	Clear and relatable problem	Vague or unrealistic problem	No clear problem presented
Creativity in idea	Highly original and clever	Creative and appropriate	Basic idea, lacks originality	Not creative or off-topic
Understanding of entrepreneur	Strong connection to traits	Identifies key traits	Some awareness	Little to no understanding

MODULE 2: Generating Business Ideas

RUBRIC: Idea Pitch + Teamwork

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Improvement
Idea originality	Very unique and inventive	Clear and creative	Common or undeveloped idea	Idea is unclear or copied
Feasibility	Clearly doable, thoughtful	Could work with changes	Needs more thinking	Not realistic
Team collaboration	All members contributed fully	Most contributed	Some participation	Minimal teamwork
Pitch clarity	Clear, confident, persuasive	Mostly clear and logical	Some confusion in delivery	Hard to follow or incomplete

MODULE 3: Business Planning

RUBRIC: Business Plan + SMART Goals

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Business plan detail	All sections are complete, creative, and well-thought-out	Plan is mostly complete	Plan has missing pieces or unclear logic	Very incomplete or vague
Market understanding	Strong insights from survey	Shows some understanding	Basic research done	No real market input
SMART goals	Specific, clear, measurable	Mostly clear and realistic	Vague or hard to measure	Not a SMART goal

MODULE 4: Marketing and Branding

RUBRIC: Branding Project + Marketing Mix

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Logo & tagline	Eye-catching, memorable	Clear and appropriate	Simple, some effort	Incomplete or unclear
4 Ps understanding	Clearly applies all 4 Ps	Applies 3 of 4 correctly	Some confusion	Lacks understanding
Campaign creativity	Very engaging or unique	Interesting and clear	Minimal detail	Lacks creativity or clarity

MODULE 5: Financial Literacy

RUBRIC: Budget Plan + Simulation

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Budget logic	Smart, balanced, and realistic	Mostly realistic	Some overspending/ mistakes	Illogical or incomplete
Financial vocabulary	All terms used correctly	Most terms used correctly	Some confusion	Many terms misused
Simulation decisions	Maximizes profit with strategy	Thoughtful decisions	Inconsistent logic	Random or unthoughtful

MODULE 6: Launch & Feedback

RUBRIC: Launch Plan + Reflection

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Launch preparation	Very organized, professional	Mostly prepared	Some missing elements	Not ready or disorganized
Presentation skills	Clear, confident, engaging	Understandable and clear	Nervous or inconsistent	Difficult to understand
Feedback reflection	Insightful and specific	Some thoughtful changes	Basic comments only	No meaningful reflection

MODULE 7: Global Business Thinking

RUBRIC: Global Expansion + Future Pitch + Customization Canvas

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Global expansion strategy	Very thoughtful, culturally aware	Logical and appropriate	Basic or underdeveloped	No clear strategy
Tech innovation in future pitch	Highly creative & impactful	Creative and appropriate	Common or unclear tech use	Lacks innovation
Cultural customization canvas	Deep cultural insight	Understands basic differences	Minimal detail	Incomplete or off-topic

Next Steps: Would you like me to:

- Compile all these rubrics into a single formatted Word or PDF file for printing or digital use?
- Create **editable versions (Word/Google Docs)** you can distribute to teachers for marking?

Let me know, and I'll prep your Rubrics Pack in the format that works best for your launch!

Thank you! Based on everything you've developed, here is your **Entrepreneurship Course - Rubrics Pack** formatted as clean Word-compatible text that you can copy directly into Word or upload to your course platform.



LIBERTY EDUCATION

RUBRICS

ENTREPRENEURSHIP FOR KIDS

PROJECT BASED LEARNING

A Practical, Creative Business Journey for Young Problem-Solvers

RUBRIC SCALE (STUDENT-FRIENDLY)

LEVEL	DESCRIPTION
4	Exceeds Expectations
3	Meets Expectations
2	Developing
1	Needs Improvement

MODULE 1: Introduction to Entrepreneurship

RUBRIC: Entrepreneurial Mindset & Idea Generation

CRITERIA	4 - Excellent	3 - Good	2 - Some Effort	1 - Needs Work
Problem Identification	Real-world, clearly explained	Common but clearly stated	Vague or basic problem	Off-topic or unclear
Creativity of Solution	Highly original and feasible	Creative and realistic	Some creativity	Not clear or unrealistic
Entrepreneur Traits Shown	Insightful understanding	Identifies key traits	Some traits mentioned	Traits not clearly connected

MODULE 2: Generating Business Ideas

RUBRIC: Pitch + Evaluation

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Improvement
Idea Originality	Unique and innovative	Creative and practical	Basic or common idea	Copied or unclear
Feasibility Analysis	Detailed, thoughtful	Mostly feasible	Needs work	Not realistic
Team Pitch Delivery	Confident, well-organized	Clear and organized	Some clarity issues	Difficult to follow

MODULE 3: Business Planning Basics

RUBRIC: Business Plan & Goal Setting

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Business Plan Detail	Complete and creative	Mostly complete	Basic or missing sections	Lacks structure
SMART Goals	Specific and measurable	Mostly clear	Vague or hard to measure	Not SMART
Market Research	Relevant insights used	Some basic insights	Limited data or effort	None included

MODULE 4: Marketing and Branding

RUBRIC: Branding + Campaign Plan

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Brand Identity Design	Unique, consistent, strong	Clear and creative	Simple or unclear	Incomplete
Marketing Message	Engaging and clear	Message is clear	Needs more focus	Confusing or missing
Application of 4 Ps	All 4 Ps applied well	3 of 4 Ps included	Some parts missing	1 or no Ps addressed

MODULE 5: Financial Literacy

RUBRIC: Budgeting + Simulation

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Budget Plan Accuracy	Clear, well-balanced	Mostly logical	Some errors or missing parts	Incomplete or unrealistic
Understanding of Terms	All terms used correctly	Most used correctly	Some confusion	Misuse of key terms
Simulation Decisions	Thoughtful, strategic	Reasonable logic	Random decisions	No clear decision-making

MODULE 6: Launching Your Business

RUBRIC: Launch & Adaptation

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Launch Plan	Fully prepared and creative	Mostly clear plan	Basic structure only	Poor or no preparation
Presentation	Confident and persuasive	Clear and appropriate	Nervous or unclear delivery	Incomplete or rushed
Feedback Reflection	Deep insights and revisions	Some good revisions	Basic notes only	No reflection

MODULE 7: Entrepreneurship in a Global Economy

RUBRIC: Global Thinking + Tech Innovation

CRITERIA	4 - Excellent	3 - Good	2 - Developing	1 - Needs Work
Global Expansion Plan	Thoughtful and realistic	Mostly clear and logical	Some elements missing	Incomplete or off-topic
Innovation & Tech Use	Highly creative + effective	Creative and useful	Tech not used effectively	Missing or unrealistic tech
Cultural Adaptation Awareness	Strong cultural insight	Some cultural relevance	Minimal effort	No cultural consideration

Would you like me to now:

- Format and export this into a **Word document** with headers, tables, and branding?
- Include editable versions for teachers to print and score?

Let me know if you'd like this broken down into one file per module or compiled into a master **Rubrics Handbook!**