

AAS Small Business Management / Entrepreneurship

Capstone ePortfolio Rubric

	Unsatisfactory	Emerging	Proficient	Exemplary
Content Knowledge				
<u>Selection of Artifacts</u>				
1. Artifacts and work samples are related to program outcomes	no	some	most	all
2. A variety of related work samples and artifacts included	no	some	most	all
<u>Descriptive Text</u>				
1. Artifacts are accompanied by a caption that clearly explains the importance of the item including title, author, and date.	no	some	most	all
<u>Reflective Commentary</u>				
1. The reflections explain how the artifact demonstrates growth, competencies, and include goals for continued learning	no	some	most	all
2. Reflections illustrate the ability to effectively critique work and provide suggestions for constructive practical alternatives.	no	some	most	all
<u>Program Outcomes</u>				
1. Identify appropriate ethical and legal procedures for a small business.				
2. Recognize and evaluate opportunities in the global marketplace.				
3. Employ appropriate and effective business communication skills in virtual and interpersonal environments				
4. Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization.				
5. Develop financial recordkeeping systems and interpret results.				
6. Develop and evaluate marketing strategies for a small business				
7. Explore entrepreneurial potential and develop a business plan				

Format				
<u>Writing Conventions</u>				
Grammar, capitalization, punctuation, and spelling demonstrate an awareness of basic writing conventions.	no	some	most	all
<u>Navigation</u>				
The various part of the portfolio are labeled, clearly organized, and allow the reader to easily locate an artifact and move to related page or a different section. All pages connect to the navigation menu, and all external links connect to the appropriate website or file	no	some	most	all
<u>Usability and Accessibility, text elements, layout, and color</u>				
1. The eportfolio is easy to read. Fonts and type size vary appropriately for headings, sub-headings, and text.	no	some	most	all
2. Use of headings, sub-headings, and paragraphs promotes easy scanning	no	some	most	all
3. Use of font styles is consistent and improves readability	no	some	most	all
4. Horizontal and vertical white space alignment are used appropriately to organize content.	no	some	most	all
5. Color of background fonts, and links enhance the readability and aesthetic quality, and are used consistently throughout the eportfolio.	no	some	most	all

Content	1	2	3	4	Weighting factor	Possible
Selection			3		2	8
			3		2	8
Descriptions				4	2	8
Reflections				4	3	12
				4	3	12
	0	0	6	12		48

Format	1	2	3	4	
Writing	0		3		
Navigation	0		3		
Usability	0			4	
	0			4	
	0			4	
	0		3		
	0		3		
	0	0	12	12	24

Earned

6

6

8

12

12

44

	Earned	Possible
Content	44	48
Format	24	28
Total	68	76
	89%	



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