

ENTR 6033 OL 30 Entr Alternatives FA 25 Even 1



**School of Business  
and Leadership**

**ENTR 6033 OL 30 Entrepreneurial Alternatives (3 credits)**

Johnson University, Online

Fall 2025 – Session 1

Dates: September 1, 2025 – October 19, 2025

Location: Online

Course Site: <https://sakai.johnsonu.edu>

Professor's Name: Dr. Angela M. Even

Phone: 843-855-2487 (*Please feel free to text if necessary*)

Email: [aeven@johnsonu.edu](mailto:aeven@johnsonu.edu)

Preferred Contact Method: Use Messages on the left menu of the course site or email.

Office Hours: By appointment.

Location: Online

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**Johnson University Mission**

*Johnson University educates and develops students who advance the worldwide mission of Christ through their lives, ministries, and careers.*

**School of Business and Leadership Vision**

*To transform communities and shape the future by developing exceptional business leaders and scholars who exemplify Christ-centered leadership.*

**School of Business and Leadership Mission**

*To develop and disciple individuals for lives of leadership, business, and Christian service within their sphere(s) of influence.*

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**1. Course Description**

This course will examine paths of entrepreneurship outside of high -growth, new venture creation. In particular, the course will focus on tactical elements of business acquisition and franchise purchase, including target evaluation, financial analysis of targets, business valuation, deal structuring, financing of purchases, and post -purchase operations and integration. In addition to its focus on business acquisition and franchise purchase, this course will explore other alternative entrepreneurial paths including corporate entrepreneurship and intrapreneurship in broad sectors of the economy, including retail (both traditional and online, health care, telecommunications, consumer services, and businesses enhanced by the internet.

## **2. Program Learning Level 1 Outcomes**

PLO 1: Demonstrate strategic abilities in key functions of business operations.

PLO 2: Demonstrate growth of scholarship and knowledge in key business functions.

PLO 3: Create verbal and written communications to express ideas and concepts clearly and effectively.

PLO 4: Demonstrate the application of Christian values and ethics in business.

PLO 5: Design and develop consultative project, utilizing project management or research techniques that produces actionable solutions/results for meeting management objectives.

## **3. Program Learning Level 2 Outcomes**

ENTR PLO 1: Assess ideas and differentiate entrepreneurial strategies for new venture creation and growth using evidence-based business models.

## **4. Course Learning Outcomes**

Upon successful completion of this course, students will be able to:

CLO 1: Evaluate organizations for entrepreneurial , effective alternative paths. (PLOs 1, 3, 4)

CLO 2: Analyze organization post operations for integrative opportunities. (PLOs 1, 3, 4)

CLO 3: Design a corporate entrepreneurship pathway considering the entrepreneurial health audit, including target goals, financial analysis, deal structures, and business valuation. (PLOs 1, 3)

## **5. Required Materials**

Kickul, J., & Lyons, T. S. (2020). *Understanding Social Entrepreneurship* (4th ed.). Taylor & Francis.

American Psychological Association. (2020). *Publication Manual of the American Psychological Association* (7th ed.).

## 6. Assignments and Grading (1000 -Point Scale)

| Category                     | Frequency & Points     | Total Points | Percentage  |
|------------------------------|------------------------|--------------|-------------|
| Weekly Assignments           | 5 assignments 60 pts   | 300          | 30%         |
| Final Compiled Business Plan | 1 assignment 200 pts   | 200          | 20%         |
| Final Presentation           | 1 presentation 140 pts | 140          | 14%         |
| Discussion Forums            | 7 forums 20 pts        | 140          | 14%         |
| Final Exam                   | 1 exam 150 pts         | 150          | 15%         |
| Weekly Reflections           | 7 reflections 10 pts   | 70           | 7%          |
| <b>Total</b>                 |                        | <b>1000</b>  | <b>100%</b> |

## 7. Course Schedule: Fall Session 1

### Week 1: Foundations of Social Entrepreneurship (Sept 1 - 7)

- **Reading:** Chapters 1 & 2
- **Assignments Due Sunday, Sept. 7:** Discussion 1, Written Assignment 1 (Venture Ideation), Reflection 1

### Week 2: Designing the Social Venture (Sept 8 - 14)

- **Reading:** Chapters 3 & 4
- **Assignments Due Sunday, Sept. 14:** Discussion 2, Written Assignment 2 (Feasibility & Mission), Reflection 2

### Week 3: Structuring and Funding the Venture (Sept 15 - 21)

- **Reading:** Chapters 5 & 6
- **Assignments Due Sunday, Sept. 21:** Discussion 3, Written Assignment 3 (Organizational & Funding Plan), Reflection 3

### Week 4: Measuring and Scaling Social Impact (Sept 22 - 28)

- **Reading:** Chapters 7 & 8
- **Assignments Due Sunday, Sept. 28:** Discussion 4, Written Assignment 4 (Impact & Scaling Plan), Reflection 4

### Week 5: Corporate and Environmental Entrepreneurship (Sept 29 - Oct 5)

- **Reading:** Chapters 9 & 10
- **Assignments Due Sunday, Oct. 5:** Discussion 5, Written Assignment 5 (Business Acquisition Analysis), Reflection 5

**Week 6: The Global and Support Ecosystem (Oct 6 - 12)**

- **Reading:** Chapters 11 & 12
- **Assignments Due Sunday, Oct. 12:** Discussion 6, Reflection 6

**Week 7: The Future of Social Entrepreneurship & Final Presentations (Oct 13 - 19)**

- **Reading:** Chapter 13
- **Assignments Due Sunday, Oct. 19:** Discussion 7, Final Business Plan Submission, Business Plan Presentation, Final Exam, Reflection 7

**Completing All Course Assignments and Participation Policy**

Online instructors identify significant content and skills, design learning experiences, and provide feedback and assessment, but ultimately, students must take responsibility for their learning. They are expected to complete all course assignments and participate in all discussion forums or risk failing the course. Given the nature of online education, students must take an active role in their learning, which comes through course assignments and participation.

**Late Assignment Policy**

There are no late assignments or missed tests accepted unless the absence is an extreme situation. If a student knows that he/she will miss a test or other assignment beforehand, he/she must consult the professor before rather than after. If a student becomes sick on the day an assignment is due or test day, he/she must be prepared to prove the illness. Students must submit or finish all allowable makeup work within one week unless specific permission is granted by the professor.

**Academic Integrity/Plagiarism**

Plagiarism is claiming credit for another's work, accomplishments, or ideas without appropriately acknowledging the source of information by including in-text citations and references. Whether this happens deliberately or inadvertently, whenever plagiarism has occurred, you have committed a Code of Conduct violation. No matter the severity, every act of plagiarism must be reported to the Johnson administration. Plagiarism includes:

- Representing the ideas, expressions, or materials of another without due credit.
- Paraphrasing or condensing ideas from another person's work without proper citation and referencing.
- Failing to document direct quotations without proper citation and referencing.
- Excessive collaboration – where a person other than yourself writes the paper.

Depending upon the amount, severity, and frequency of the plagiarism committed, students may receive in-class penalties ranging from coaching (for a minor omission) to zero credit for a specific assignment to an "F" for the course. In addition, University-level penalties may

also occur, including suspension or even expulsion from the University. If you are uncertain about what constitutes plagiarism, please access the wealth of resources available in the Writing Center.

### **Incompletes**

Incompletes are granted only for extreme circumstances (extended illness, death in the family, etc.), and the extension may not exceed 30 days from the last day of class. The final grade of Incomplete is granted at the instructor's discretion; however, students must meet specific criteria before this grade accommodation is even possible to consider. The grade of Incomplete is reserved for times when students experience a severe extenuating circumstance or a crisis during the last week or two of class, which prevents the completion of course requirements before the close of the grading period. Students must also pass the course when the request is made. An incomplete may not exceed 30 days from the last day of class. Only the Faculty may grant such requests, which must be made in writing before the last day of class. Otherwise, the grade earned at that point will be given.

### **Code of Conduct**

Following Johnson's policies, all communications in our classroom are expected to be presented professionally, using appropriate language and a collaborative tone and demonstrating respect for the viewpoints and values of all class members, even if they do not coincide with your own.

### **Students with Special Needs**

Johnson University complies with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 by providing reasonable accommodations for students with documented disabilities. If the Special Services Office has provided you with a Reasonable Accommodation Form. Further, if you have a documented disability and believe accommodation would assist you in this course, please contact me soon. After our meeting, I will direct you to the Special Services Office for appropriate assistance.

### **AI USE:**

AI use is allowed in the Course with proper referencing. Students are welcome to explore AI tools like ChatGPT to seek support for their assignments or other activities. However, students should follow the "verify everything" approach to the content generated by these AI tools. These tools learned the models from the public Internet, which means they may reproduce substantial text from other sources. It is the student's responsibility to check the sources to be sure they are not plagiarizing someone else's work. Students should also cross-check the content and citations generated by these tools to ensure they are accurate and properly referenced. Students should incorporate the subsequent statement in their assignments when using an AI tool: "For this assignment's preparation, the author(s) have utilized [AI Tool Name], a language model created by [AI Tool Provider]. Within this assignment, the [AI Tool Name] was used for purposes such as [e.g., brainstorming, grammatical correction, writing paraphrasing, citation, specific sections of the assignment]."

### Discussion Forums

This course is designed around participation in discussion forums. Participation will be built around required readings and course concepts. This means that students must not only participate in the **forum** **but** must be prepared to provide substantive posts. The minimum requirement for each week is an initial post due each week. **You will** answer the question **with a minimum of two** paragraphs. [Include at least one appropriate citation and list references below your post in APA format.](#) You must also make a minimum of [one](#) additional substantive response **post** in at least 100 words to one (1) classmate.

### Written Assignments

Written assignments will be given to assess your understanding and application of the course material. All assignments should be formatted in APA 7<sup>th</sup> edition style. Each assignment requires a minimum of 2 written pages, not including your title or reference page. Each assignment requires at least one peer-reviewed article.

### Course Grading

The Sakai gradebook will be used to determine the final letter grade that will be earned at the completion of the course.

### Course Grade Scale

| Letter Grade | Point Scale |
|--------------|-------------|
| A            | 93-100      |
| A-           | 90-92.9     |
| B+           | 87-89.9     |
| B            | 83-86.9     |
| B-           | 80-82.9     |
| C+           | 77-79.9     |
| C            | 73-76.9     |
| C-           | 70-72.9     |
| D+           | 67-69.9     |
| D            | 63-66.9     |
| D-           | 60-62.9     |
| F            | <59.9       |

| CATEGORY              | ESTIMATED TIME | TOTAL ESTIMATED |
|-----------------------|----------------|-----------------|
| Written Assignments   | 5              | 35              |
| Presentation          | 4              | 4               |
| Discussion Forums 7   | 3              | 21              |
| Exams                 | 4              | 4               |
| Reflection 7          | 2              | 14              |
| Quizzes 6             | 1              | 6               |
| Reading 7             | 4              | 28              |
| Total Estimated Hours |                | 112 HOURS       |

## Summary Table

| Course    | Credits | Key Focus                            | Sample CLOs                               | Primary PLO Alignment |
|-----------|---------|--------------------------------------|-------------------------------------------|-----------------------|
| ENTR 6013 | 3       | Venture strategy & business planning | Analyze ventures, develop plans           | PLO 1, 2, 3           |
| ENTR 6023 | 3       | Entrepreneurial finance & funding    | Forecasts, funding, strategy              | PLO 1, 2, 3           |
| ENTR 6033 | 3       | Entrepreneurial alternatives         | Evaluate acquisitions, corporate pathways | PLO 1, 2, 3           |
| ENTR 6113 | 3       | Project design & management          | Integrate PM techniques, measure results  | PLO 1, 3, 5           |
| ENTR 6123 | 3       | Capstone consultative project        | Delivering actionable solutions           | PLO 1, 2, 3, 4, 5     |

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## Rubrics (Summarized)

### Discussion (30 points)

- **Comprehension (13):** Clear, organized initial post that engages readings/research in depth.
- **Timeliness (4):** Initial post by Wed; replies by Sun.
- **Engagement (10):** Two substantive, constructive replies that advance dialogue.
- **APA (3):** Accurate in-text citations and references.

### Writing Assignments (100 points)

- **Understanding (20) Analysis/Recommendations (20) • Links to Readings/Research (10) Writing Mechanics & Organization (20) • APA (30)**  
*(weight can vary by assignment; details posted with each prompt).*

### **Business Plan (100 points)**

- **Content (0–80):** Completeness and rigor of each required section; defensible decisions; risk awareness; use of exemplars and data.
- **Mechanics (0–20):** Professional polish (clarity, visuals, headings, grammar, coherence).

### **Presentation (100 points)**

- **Content (40) Organization (15) • Delivery (30) • Visual Design (15)**
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## DISCUSSION FORUM RUBRIC

| Criteria                                                                                                                                                                       | Marginal Learning                                                                                                                                                                                                                                                                                                                                                                                                                               | Reactive Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Proactive Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Point Value                                                                                                                                                                    | C+, C, D, F<br>(0-79.9%)                                                                                                                                                                                                                                                                                                                                                                                                                        | B+, B, B-<br>(80 – 89.9%)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | A, A-<br>(90-100%)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Understanding of the topic/<br>concept demonstrated<br>50%                                                                                                                     | Limited student engagement in the discussion. The student demonstrated surface level insight into the topic and assigned readings.<br><br>Little or no reference to key concepts and little or no reflection on the significance of the topic(s).                                                                                                                                                                                               | Student engaged in the discussion by responding to the main discussion topic(s) and demonstrated moderate comprehension of the key concepts and assigned readings.<br><br>Key concepts referenced and identified. Reflection on the significance of the topic is evident but not fully developed and documented.                                                                                                                                                                                                                                                                                                                | Student proactively engaged in the discussion by demonstrating significant comprehension of the meaning and implications of the assigned readings and discussion topics.<br><br>Key concepts referenced and identified and a reflection on the significance of the topic is evident and fully developed and documented.                                                                                                                                                                                                                                                                                                             |
| Integration of material from text and appropriate outside research<br><br>Discussion of implications and application of the concept in today's business environment<br><br>25% | The student demonstrated minimal comprehension of the concepts by not including <u>at least one significant point</u> on the topic/concept.<br><br>The student provided little or no indication of critical thinking skills and provided no integration of outside research to support points made in response to the discussion topic.<br><br>Author provided little or no discussion of the implications or application of the concept/topic. | The student demonstrated moderate comprehension of the concepts by providing <u>at least one significant point</u> for each topic in the discussion question.<br><br>Student demonstrated critical thinking skills by integrating information from at least one outside article that supports the point made to the discussion topic.<br><br>Student responded to one other student's posting and extended the discussion by questioning or building upon the other student's post.<br><br>Author provided some discussion of the implications and application of the concept/topic to leaders in today's business environment. | The student demonstrated significant comprehension of the concepts by providing <u>two or more significant points</u> for each topic in the discussion question.<br><br>Student demonstrated critical thinking skills by integrating information from 2 or more outside articles that logically support points made to discussion topic.<br><br>Student analyzed and responded to 2 or more student's postings and extended the discussion by questioning the student's position or building upon the other student's post.<br><br>Author provided significant discussion of the implications and application of the concept/topic. |
| Support (References)<br><br>15%                                                                                                                                                | No outside research cited beyond the provided text, video, or Bible.                                                                                                                                                                                                                                                                                                                                                                            | Cited and integrated the content of 1 outside article per discussion forum question beyond referencing the provided text, video, or Bible.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Cited and integrated the content of 2 or more outside articles per discussion forum question beyond referencing the provided text, video, or Bible.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Timeliness<br><br>10%                                                                                                                                                          | Submits initial, more than two days late.                                                                                                                                                                                                                                                                                                                                                                                                       | Submits initial post one day late.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Submits initial post on time or before the required due date.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## Discussion Rubric

### 1. Comprehension (Initial Post) – 13 Points

- Exemplary (13 pts):
  - Meets the word requirement (at least 100 words).
  - Develops a clear, organized point of view with rich and significant details.
  - Demonstrates thorough understanding of assigned material, explicitly referring to readings or research.
- Proficient (11 pts):
  - Meets the word requirement (at least 100 words).
  - Presents a clear point of view with appropriate detail.
  - Reflects understanding and engagement with assigned readings.
- Needs Improvement (9 pts):
  - Does not meet the 100-word requirement.
  - Provides a point of view but lacks organization and sufficient detail.
  - Indicates minimal engagement with assigned readings.
- Not Evident (6 pts):
  - Does not meet the 100-word requirement.
  - Lacks a clear and organized point of view.
  - Does not reflect understanding of assigned readings.

### 2. Timeliness – 4 Points

- Exemplary (4 pts): Submits initial post on time (by Wednesday).
- Proficient (3 pts): Submits initial post one day late.
- Needs Improvement (2 pts): Submits initial post two days late.
- Not Evident (1 pt): Submits initial post more than three days late.

### 3. Engagement – 10 Points

- Exemplary (10 pts):
  - Provides two substantive, relevant, and meaningful replies.
  - Includes clarifying explanations and details that enhance discussion.
- Proficient (8 pts):
  - Provides two replies that are somewhat substantive and detailed.
- Needs Improvement (5 pts):
  - Provides only one substantive and relevant reply with some explanation or detail.
- Not Evident (4 pts):
  - Provides no replies or generic responses with little explanation or detail.

### 4. APA Guidelines – 3 Points

- Exemplary (3 pts): Uses APA guidelines accurately and consistently for citations.
- Proficient (2 pts): Follows APA guidelines with minor errors.
- Needs Improvement (1 pt): Shows incomplete knowledge of APA formatting.
- Not Evident (0 pts): Does not use APA formatting.

## Writing Assignment Rubric

### 1. Understanding (20 Points)

- A-Level (20 pts): Demonstrates a sophisticated understanding of the topic and issues.
- B-Level (16 pts): Shows an accomplished understanding of the topic and issues.
- C-Level (10 pts): Displays an acceptable understanding of the topic and issues.
- D/F-Level (6 pts): Provides an inadequate understanding of the topic and issues.

### 2. Analysis, Evaluation, & Recommendations (20 Points)

- A-Level (20 pts): Delivers a detailed, realistic, and appropriate analysis, well-supported by information and concepts from readings.

- B-Level (16 pts): Presents specific, realistic, and appropriate analysis backed by information and readings.
  - C-Level (10 pts): Offers a realistic or appropriate analysis supported by information and readings.
  - D/F-Level (6 pts): Provides an analysis with minimal support from readings.
3. Research & Sources (10 Points)
- A-Level (10 pts): Demonstrates excellent research, with clearly documented references to course and external readings.
  - B-Level (8 pts): Shows good research and provides documented links to materials.
  - C-Level (6 pts): Uses limited research with minimal documentation.
  - D/F-Level (4 pts): Contains incomplete research with little or no documentation.
4. Writing Mechanics (20 Points)
- A-Level (20 pts): Writing is exceptionally clear, concise, and correct, with thorough details and strong organization.
  - B-Level (16 pts): Writing is strong in clarity and conciseness, with only a few errors and good organization.
  - C-Level (10 pts): Writing lacks clarity or conciseness, contains multiple errors, and lacks organization.
  - D/F-Level (6 pts): Writing is unfocused, disorganized, and contains serious errors.
5. APA Formatting (20 Points)
- A-Level (20 pts): Uses APA guidelines consistently and accurately for citations.
  - B-Level (16 pts): Applies APA guidelines with minor errors.
  - C-Level (10 pts): Shows incomplete knowledge of APA formatting.
  - D/F-Level (6 pts): Does not follow APA guidelines.

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## Business Plan Presentation

1. Content (20 Points)
- Exceptional (20 pts): Thoroughly addresses all required sections with insightful analysis and clear, well-supported claims.
  - Good (16 pts): Covers all sections with strong analysis, though some areas could be further developed or supported.
  - Fair (12 pts): Addresses key sections but lacks depth in explanations and supporting evidence.
  - Poor (8 pts): Incomplete sections, with limited analysis and weak supporting details.
  - Inadequate (4 pts): Missing essential sections, lacks clarity, and insufficient reasoning or support.
2. Writing Mechanics (20 Points)
- Exceptional (20 pts): Writing is polished, concise, and free of errors, with excellent organization.
  - Good (16 pts): Few errors, clear writing, and well-structured content.
  - Fair (12 pts): Writing lacks some clarity or contains multiple errors, impacting readability.
  - Poor (8 pts): Frequent errors disrupt readability and organization.
  - Inadequate (4 pts): Contains serious grammatical errors, lacks structure, and is difficult to follow.
3. Visual Design (15 Points)
- Exceptional (15 pts): Professionally designed slides or visuals that are compelling, well-organized, and engaging.
  - Good (12 pts): Clear, effective visuals that enhance understanding, with minimal clutter.
  - Fair (9 pts): Some visuals included, but layout, clarity, or structure could be improved.
  - Poor (6 pts): Limited or ineffective visuals that do not support the message well.
  - Inadequate (3 pts): Cluttered, confusing, or missing visuals that detract from presentation clarity.
4. Delivery (15 Points)
- Exceptional (15 pts): Highly engaging, confident, and well-paced delivery that maintains audience attention.
  - Good (12 pts): Strong delivery with clear communication but lacking some emphasis or engagement.

- Fair (9 pts): Some engagement and clarity, though delivery may be inconsistent or less impactful.
  - Poor (6 pts): Difficult to follow, lacks enthusiasm or clarity.
  - Inadequate (3 pts): Unclear, monotone, and fails to engage the audience.
5. Organization (15 Points)
- Exceptional (15 pts): Clearly structured with logical flow, impactful introduction, smooth transitions, and a strong conclusion.
  - Good (12 pts): Well-organized with a discernible introduction, body, and conclusion, though transitions could improve.
  - Fair (9 pts): Structure is present but lacks strong cohesion and transitions.
  - Poor (6 pts): Disorganized or fragmented presentation with unclear sections.
  - Inadequate (3 pts): Lacks any clear structure, making the content hard to follow.
6. APA Formatting (15 Points)
- Exceptional (15 pts): Correctly applies APA formatting throughout, with accurate citations and references.
  - Good (12 pts): Mostly correct APA formatting, with minor errors.
  - Fair (9 pts): Some APA errors, but citations are present.
  - Poor (6 pts): Significant APA formatting issues that disrupt readability.
  - Inadequate (3 pts): APA formatting not applied or improperly executed.

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#### Business Plan Sections

Executive Summary

Vision / Mission

Products / Services

Industry / Competitor Analysis

Business / Marketing Strategies

Location

Management Team

Operation Plan

Financial Forecasts

Financing Plan

## Business Plan Rubric

### 1. Content (80 Points)

- Exceptional (80 pts): Every required section is thoroughly addressed with strong business decision-making. First- and second-order consequences are explored, risks are identified and mitigated, and examples of other businesses are provided as rationale.
- Good (70 pts): Every required section is reasonably covered, with appropriate business decision-making exhibited. First- and second-order consequences are explored, risks are identified, and examples of other businesses are provided as rationale.
- Fair (55 pts): All required sections are addressed with some detail. Business decision-making is evident, risks are identified, and examples of other businesses are provided as rationale.
- Poor (35 pts): Every required section is included, but appropriate business decision-making is only occasionally present. Few examples of other businesses are provided as rationale.
- Inadequate (0 pts): Sections are missing, appropriate business decision-making is absent, risks are ignored, and no examples of other businesses are provided as rationale.

### 2. Mechanics (20 Points)

- Exceptional (20 pts): Highly professional document with perfect punctuation and grammar, visual conformity, appropriate information, engaging visuals (without unnecessary clutter), well-structured headings, and overall conceptual and grammatical alignment.

- Good (15 pts): Professional document including perfect punctuation and grammar, visual conformity, appropriate information, engaging visuals (without unnecessary clutter), effective headings, and strong conceptual and grammatical alignment.
- Fair (10 pts): Document is fairly professional, incorporating some key elements such as correct punctuation and grammar, engaging visuals, and structured headings.
- Poor (5 pts): Includes at least one of the key criteria but lacks overall polish and consistency.
- Inadequate (0 pts): Document fails to meet key standards, lacking proper grammar, structure, engaging visuals, and alignment.

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Prepared by: Dr. Angela Even

Please reach out if you need anything.  
We are in this together.

Dr. Even