

Mid-Term Business Report Rubric

Team Name: _____

Criteria	Excellent (4 pts)	Proficient (3 pts)	Developing (2 pts)	Needs Improvement (1 pt)
Executive Summary	Clear, concise, and engaging; fully summarizes business progress with strong details.	Summarizes business progress with adequate detail.	Gives some information, but is incomplete or unclear.	Missing or very unclear summary.
Goals Recap	Restates all original goals; connects goals to current progress.	States most original goals; some connection to progress.	Mentions a few goals, or the connection is unclear.	Goals were not stated or were inaccurate.
Achievements & Successes	Lists multiple specific wins; explains why they matter to business success.	List some wins with a basic explanation.	List a few wins; minimal explanation.	No clear wins listed or explained.
Challenges & Problems	Clearly identifies multiple challenges and realistic solutions or attempts to address them.	Identifies some challenges with basic solutions.	Challenges mentioned but little or no solution.	No challenges were listed or unrealistic solutions.
Data Snapshot	Accurate, complete data; tables/charts are neat and easy to read.	Mostly accurate data; table is clear.	Some data were missing or unclear.	Data is missing or inaccurate.
Next Steps	Specific, realistic, and actionable plans that align with goals.	Plans are somewhat specific and realistic.	Plans are vague or partially realistic.	No clear next steps given.
Reflection & Learning	Insightful reflection on skills, strategies, and teamwork; shows growth.	Adequate reflection on learning and skills.	Limited reflection with minimal detail.	No reflection or unclear.

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Presentation & Professionalism	The report is neat, well-organized, and professional in tone.	Mostly neat and organized; tone is mostly professional.	Some organizational issues or tone inconsistencies.	Disorganized, sloppy, or unprofessional tone.
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Scoring:

- 28–32 pts = Excellent
- 22–27 pts = Proficient
- 15–21 pts = Developing
- Below 15 pts = Needs Improvement