



ARTHUR LOK JACK
GRADUATE SCHOOL OF BUSINESS

THE UNIVERSITY OF THE WEST INDIES

Entrepreneurship Grading Form – A Business Plan

Student Name _____

Student ID# _____

Criteria	Weighting	Comments	Mark Awarded
Clarity of Business Opportunity Identification and Description of Business and Industry	15%		
Validity of Methodology and Extent of Research	15%		
Soundness of Marketing and Competitive Plans and Strategies	20%		



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Criteria	Weighting	Comments	Mark Awarded
Business Design, Operations and Management	20%		
Accuracy and Comprehensiveness of Financial Plan	15%		
Comprehensiveness of Documentation of Learning Experience	15%		
Total	100%	Grade Awarded:	

Date student submitted _____ Established deadline date _____

Name of Advisor _____

Advisor Signature _____ Date _____ Second Marker Signature _____ Date _____