**Individual Assignment:** Identify Your Business Model

**Purpose of Assignment**

During Week 1, the students will research a market of their choosing in which they will identify the viability of their business concept. Additionally, students will discover how to develop a sustainable business model.

**Resources Required**

Chapter 5, 6, and Week 1 ERRs

**Grading Guide**

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| --- | --- | --- | --- | --- |
| ***Content*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| **Explain the selection of your business model.** |  |  |  |  |
| **Explain what people will be your key contacts as you research your industry and market and why.** |  |  |  |  |
| **Analyze your research data and draft findings for your industry, market, and customer research.** |  |  |  |  |
| **Justify the research methods you used to acquire your data.** |  |  |  |  |
| The paper is 700 words in length. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | ***3*** | #/X |  |
| ***Writing Guidelines*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| The paper—including tables and graphs, headings, title page, and reference page—is consistent with APA formatting guidelines and meets course-level requirements. |  |  |  |  |
| Intellectual property is recognized with in-text citations and a reference page. |  |  |  |  |
| Paragraph and sentence transitions are present, logical, and maintain the flow throughout the paper. |  |  |  |  |
| Sentences are complete, clear, and concise. |  |  |  |  |
| Rules of grammar and usage are followed including spelling and punctuation. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | ***2*** | #/X |  |

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| **Assignment Total** | **#** | 5 | #/X |  |
| Additional comments: | | | | |