

5.17: Assignment- What Does a Business Look Like?

Scenario

Wanda has never thought of herself as running a business, although it certainly seems to have turned out that way. Originally she really just wanted to give her friends and family an alternative to cheap, low-nutrition dog treats. When you explain to Wanda that she has created a business with stakeholders and all of the internal workings and structure of a business, she just stares at you blankly. So, you tell her to just hang on and you will explain this in more detail.

Your Task

Using a visual or graphical representation, show Wanda what her business looks like from the inside and the outside. Include forces in the external environment and internal functional areas, as well as both internal and external stakeholders. In other words, what components of a business have come together with Wanda's work?

Like any graphical representation, there needs to be an explanation of what the graphic represents! Along with the graphic that you create, provide Wanda with a written description of the following:

- The components of her external environment
- Internal functional areas and their purpose
- Internal and external stakeholders in Wanda's business

Grading Rubric

Table 5.17.1 : Sample Grading Rubric

Criteria	Not Evident: 0%	Developing: 55%	Proficient: 80%	Distinguished: 100%	Weight
Visual/graphical representation of a business	0 points	11 points	16 points	20 points	20%
Thorough, accurate representation of external environment	0 points	5.5 points	8 points	10 points	10%
Thorough, accurate representation of internal functional areas and purpose	0 points	5.5 points	8 points	10 points	10%
Thorough, accurate representation of stakeholders	0 points	5.5 points	8 points	10 points	10%
Explains how business elements interrelate within context of Salty Pawz business	0 points	16.5 points	24 points	30 points	30%

Criteria	Not Evident: 0%	Developing: 55%	Proficient: 80%	Distinguished: 100%	Weight
Articulation of response (citations, grammar, spelling, syntax, or organization that negative impact readability and articulation of main ideas)	0 points	11 points	16 points	20 points	20%

Total points possible: 100.

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