

Entrepreneurship Assessment Guidelines for Teachers

Grade 11

Proposal for Student Submissions and Assessment under the Entrepreneurship Education Curriculum

1. Purpose of Submissions

The **Entrepreneurship Education Curriculum** and **Business Blasters Program** aim to promote entrepreneurial mindsets and real-world problem-solving among students. Structured submissions are planned to ensure that students remain engaged and on track, and to allow monitoring of the program's implementation.

These submissions are **progress checkpoints** rather than exams, so they help to:

- Track student learning and engagement.
- Provide timely feedback and support.
- Ensure program fidelity across schools.
- Strengthen student ownership of entrepreneurial projects.

2. Student Submissions

Students will be required to make **four structured submissions** during the program cycle. These are aligned to the curriculum flow and student workbook activities. All student submissions will be made through the **BB Sahayak WhatsApp chatbot**, ensuring ease of use and standardization.

Submission 1: Idea Finalization (October)

- **Purpose:** Capture the ideation process and shortlist suitable ideas.
- **Components:**
 - Two shortlisted ideas.
 - Alignment with 3Ps (People, Planet, Profit).
 - Selection of final idea with justification.
- **Format:** Workbook entry + short responses via BB Sahayak.
- **Checkpoint:** Confirms clarity and realistic direction.

Submission 2: Market Survey (October)

- **Purpose:** Validate the idea with customer and market insights.
- **Components:**

- Market survey workbook tables (customer responses, competitor mapping, insights).
- Reflection on findings and potential pivots.
- **Format:** Photos of completed workbook tables uploaded via BB Sahayak.
- **Checkpoint:** Ensures students engage with real-world validation.

Submission 3: Sample Plan / Prototype (October)

- **Purpose:** Translate the idea into a tangible written form.
- **Components:**
 - Material list and costs (Workbook Table 10.1).
 - Sample plan / prototype (Workbook Table 10.2).
 - Photos of mock-ups or prototypes.
- **Format:** Workbook submission + photos via BB Sahayak.
- **Checkpoint:** Confirms students' ability to move from concept to execution.

Submission 4: Business Pitch (November)

- **Purpose:** Demonstrate readiness to communicate the idea.
- **Components:**
 - Short pitch video (2–3 minutes) including:
 - Problem statement.
 - Solution/idea expression.
 - USP (Unique Selling Proposition).
 - Team details.
 - Customer acquisition plan.
- **Format:** Video upload via BB Sahayak.
- **Checkpoint:** Builds confidence in communication and persuasion/ convincing.

3. Teacher Assessment Framework

Teacher assessments will be conducted at the **school level**, similar to other subjects. A **simple format** will be provided to ensure uniformity.

3.1 Assessment Components

- **Self-assessment (5 marks):** Student reflection on effort and learning.
- **Peer-assessment (5 marks):** Team members rate each other's collaboration.
- **Teacher assessment (40 marks):** Teachers evaluate execution, and learning.

Total: 50 Marks

3.2 Teacher Assessment Structure (40 Marks)

Component	Max Marks	Teacher's Score	Remarks
Ideation (Creativity, alignment with 3Ps)	6		
Prototype / Sample Plan	6		
Pitch Presentation (Clarity, teamwork, confidence)	12		
Marketing & Sales Effort	4		
Business Showcase (stall, teamwork, storytelling)	4		
Reflection Portfolio	4		
Execution Documentation (workbook, surveys, records)	4		
Total	40		

3.3 Detailed assessment guidelines for Teachers

This guideline helps teachers assess student progress across the Entrepreneurship journey.

- Each component has **5 indicators**.
- Teachers should look for **written evidence in the workbook and other documents** (tables, scorecards, surveys, budgets, drafts) rather than only verbal answers.
- Marks are awarded according to the quality and completeness of evidence.
- Give **1–2 lines of feedback** (strength + improvement) at the end.

Stage 1 – Ideation (Max 6 marks)

Criteria	Total Score	Score Assigned
Team proposed \geq 2 distinct ideas.	2	
Final idea evaluated against People–Planet–Profit (3P).	1	
The idea is feasible within the budget/resources and can be done within 2-3 months.	1	

Target customer & selling place identified.	1	
The team used the Idea Scorecard/ documented reasoning to choose.	1	
Score (out of 6)		

Stage 2 – Market Survey (Max 3 marks)

Criteria	Total Score	Score Assigned
Conducted \geq 1 customer interview & recorded responses.	0.5	
Identified \geq 1 competitor/product with details and populated the 'Market Survey 2' table on the workbook.	1	
Noted customer likes/changes requested.	0.5	
Clarified price or place based on survey data.	0.5	
Wrote 1–2 changes to improve the idea after the survey.	0.5	
Score (out of 3)		

Stage 3 – Prototype Development (Max 3 marks)

Criteria	Total Score	Score Assigned
Created prototype/sample or a clear plan	0.5	

documented.		
Raw materials & suppliers with costs listed.	0.5	
The sample demonstrates creativity and innovation. <i>[(Creativity: Using multiple skills to create the prototype (e.g., combining design + craft + tech, or adapting materials in new ways). Innovation: The product shows a new approach (different from existing products) OR a significant improvement (solves a problem better, is easier to use, or more eco-friendly)]</i>	0.5	
Functionality and relevance to the customer shown.	0.5	
Eco-friendly or sustainable packaging /materials considered.	1	
Score (out of 3)		

Stage 4 – Pitch Presentation (Max 12 marks)

Criteria	Total Score	Score Assigned
Pitch clearly stated problem → solution.	3	
Top features / USP & customer benefits explained.	2	
Pitch included price & simple revenue model.	2	
Strong communication (clarity, confidence, visuals).	3	

Equal team participation, smooth coordination.	2	
Score (out of 12)		

Stage 5 – Marketing & Sales (Max 4 marks)

Criteria	Total Score	Score Assigned
Interacted with real customers (beyond peers).	1	
Recorded customer responses/sales data.	0.5	
Reflected on sales experience (what worked/what didn't).	1	
Adjusted approach based on customer input.	1	
Demonstrated evidence of transactions (photos, receipts).	0.5	
Score (out of 4)		

Stage 6 – Business Showcase (Max 4 marks)

Criteria	Total Score	Score Assigned
Stall/display was clear, creative and attractive.	1	
Team presented confidently to visitors/judges.	0.5	

Visual aids (poster, samples, product displays) were ready.	1	
Each member participated in explaining during the showcase.	1	
Showcase generated audience engagement/interest.	0.5	
Score (out of 4)		

Stage 7 – Reflection Portfolio (Max 4 marks)

Criteria	Total Score	Score Assigned
Personal goals set at the start of BB journey.	0.5	
Key learnings documented (skills, teamwork, business).	1	
Reflections link to challenges faced and solutions.	1	
Evidence of personal growth and self-awareness.	1	
Portfolio structured, organised and complete.	0.5	
Score (out of 4)		

Stage 8 – Execution Documentation (Max 4 marks)

Criteria	Total Score	Score Assigned
Market survey data is neatly documented.	1	

Pitch draft included (with edits/iterations).	0.5	
Business progress is recorded in steps.	0.5	
Team roles/responsibilities documented.	1	
Evidence (photos, budgets, worksheets) included.	1	
Score (out of 4)		

3.4 Assessment Principles

- **Progress-Oriented:** Marks reward consistency and participation, not only final outcomes.
- **Practical Focus:** Reflects real-world entrepreneurial skills.
- **Holistic:** Covers ideation, execution, teamwork, communication and reflection.

4. Visual Timeline (Sept–March)

Below is the flow of student submissions and assessments:

Month	Phase	Key Activities / Milestones	Submission / Assessment
September 2025	Phase 1	Team formation	
October 2025	Phase 1	Shortlisting and finalizing idea, market survey and customer feedback, making sample/ prototype.	Submission 1: Idea Finalization (via BB Sahayak) Submission 2: Market Survey (via BB Sahayak) Submission 3: Sample Plan / Prototype (via BB Sahayak)

November 2025	Phase 1	Pitch preparation and presentation	Submission 4: Business Pitch (via BB Sahayak)
December 2025	Phase 1	Completion of All Submissions. Disbursement of Seed Money.	
January 2026	Phase 2	Improving sample/product based on feedback	Teacher feedback & student reflection
February 2026	Phase 2	Portfolio development, trial marketing & assessment checks	Portfolio checks
March 2026	Phase 2	School-level showcase (Business Mela)	Final Showcase + Teacher Assessment

5. Implementation Notes

- Submissions will be streamlined through **BB Sahayak WhatsApp chatbot**.
- Teachers will assess at the school level using the provided format and guidelines.
- Submissions serve as **monitoring and learning checkpoints**, not examinations.
- Detailed guidelines and instructions will be shared with all schools to maintain uniform evaluation.

This integrated proposal ensures systematic progress tracking for students, ease of submission through **BB Sahayak**, and a simple, fair teacher assessment system aligned with the **Entrepreneurship Education Curriculum Assessment Framework**.