

**I) Recognition of the need to undertake, and the skills to become an entrepreneur.**

Performance Criteria	Learning Level			
	Unsatisfactory	Developing	Satisfactory	Exemplary
<b>1) Formulates value proposals:</b> Identifies the needs or problems of potential customers and/or users and is able to formulate a validated solution.	No understanding of users/customers or their needs.	Shows incomplete understanding of users/customers and why they would want the proposed solution	Clearly understands users/customers although still partially justify why they would want the proposed solution.	Clearly evidence to know customers/users and clearly justifies why they would want the solution
<b>2) Handles problems:</b> Identifies and solves problems encountered during the implementation of a project or task.	Did not identify problems or not made efforts to solve them.	Identifies and tries to solve only minor problems and not the most important problems.	Identifies the major issues raised and tried to apply appropriate solutions.	Identifies the problems raised and found reasonably good solutions.
<b>3) Develops networking:</b> Identifies contacts and manages them to obtain information or useful resources for a project or task. Contacts are unknown and outside of ESPOL community.	No evidence to make contacts or manage them.	Makes and manages effectively one contact out of ESPOL.	Makes and manages effectively two or three contacts out of ESPOL.	Makes and manages effectively more than three contacts out of ESPOL.
<b>4) Develops quality products/services:</b> Makes a product or service resulting from a task or project whose quality is recognized by a customer, potential customer or a third party with credentials to evaluate it.	The quality and presentation of the product/service are unpleasant.	The quality and presentation of the product/service is limited and makes it unattractive to customers/users.	The quality and presentation of the product/service is acceptable and noticeable, but could be better with a little more effort.	Presentation and quality of product/service obtained goes beyond requested.