

Comprehensive Assignment **Due Date: Sunday at 11:59pm**
Points: 100**Overview:**

Although experts disagree on the exact statistics, the rate of failure for new small businesses is significant. Also, even for established small businesses, the risks to success and survival are great and constantly changing in today's market conditions. Using the information already presented in the course and resources similar to those below, we are asking you to compose a paper expressing what you believe to be the three greatest dangers to a small business and how you would address those problems as a small business owner/manager.

Instructions:

- Describe and discuss the dangers of small businesses.
- Identify the top three reasons YOU think small businesses struggle.
- State your reasoning behind your selection of the issues.
- Present your ideas for dealing with those issues.

Requirements:

- Your paper should take the form of an academic research document and therefore be in proper APA form.
- It should have a clear introduction with thesis, body, and conclusion.
- Focus on quality, as opposed to length.
- You should have clear transitions between paragraphs.
- There must be a *minimum* of three APA references (in addition to the course textbook.)
- The anticipated length of the paper should be a minimum of five pages with more thorough and thoughtful work extending beyond that guideline. It is not expected that the paper would exceed ten pages in length.

Be sure to read the criteria by which your work will be evaluated before you write and again after you write.

Evaluation Rubric for Comprehensive Assignment Assignment

CRITERIA	Deficient	Development Needed	Proficient	Exemplary
	<i>(0-29 points)</i>	<i>(30-39 points)</i>	<i>(40-49 points)</i>	<i>(50 points)</i>
Content	Written work does not cover the assigned topic; assertions are not supported by evidence; paper is seriously lacking in content and detail.	Written work does not do an adequate job of covering the assigned topic; assertions are weakly supported by evidence.	Written work is sufficient to cover the topic; assertions are supported by evidence.	Written work provides in-depth coverage of the topics, assertions are clearly supported by evidence.
	<i>(0-5 points)</i>	<i>(6-7 points)</i>	<i>(8-9 points)</i>	<i>(10 points)</i>
Resources	Scholarly journals were not used or used properly.	Less than 3 scholarly journals were used.	3 scholarly journals were used.	3 or more scholarly journals were used.
	<i>(0-5 points)</i>	<i>(6-7 points)</i>	<i>(8-9 points)</i>	<i>(10 points)</i>
Paper Length	Paper is not meeting requirements.	Paper is inadequate in meeting the page and content area requirements.	Does not meet the full required number of pages/length and content areas.	Paper meets the required length of pages and content areas.
	<i>(0-5 points)</i>	<i>(6-7 points)</i>	<i>(8-9 points)</i>	<i>(10 points)</i>
Mechanics	Written work had serious and persistent errors in word selection and use. Sentence structure, spelling, grammar, punctuation was inappropriate and with serious errors. APA style was completely unacceptable.	Written work had serious and persistent errors in word selection and use; Sentence structure, spelling, grammar, punctuation was inappropriate and with serious errors. APA style was completely unacceptable.	Written work was generally free of errors in word selection and use. Sentence structure, spelling, grammar, punctuation was adequate. APA style was acceptable with a few errors.	Written work has no major errors in word selection and use. Sentence structure, spelling, grammar, punctuation was appropriate. APA style was acceptable with no to few errors

	<i>(0-11 points)</i>	<i>(12-15 points)</i>	<i>(16-19 points)</i>	<i>(20 points)</i>
Structure	<p>Organizational structure and paragraphing have serious and persistent errors.</p> <p>Directions were ignored and information provided was insufficient to meet assignment guidelines.</p>	<p>Written work inadequate for college-level work.</p> <p>Paragraphing and transitions are inadequate.</p> <p>Inappropriate guidelines outlined for paper were not met with several problems (see directions).</p>	<p>Written work is clear and adequate college-level work.</p> <p>Paragraphing and transitions are adequate.</p> <p>Appropriate guidelines outlined for paper were met with a few noted problems (see directions).</p>	<p>Written work is clear and excellent college-level work.</p> <p>Paragraphing and transitions are clear and appropriate.</p> <p>Appropriate guidelines outlined for paper were met (see directions).</p>