

**BUS 206 Milestone Three Guidelines and Rubric**

**Prompt:** Read the case study below. In your discussion, address the critical element that follows.

**Case Study Three:** Jeb and Josh are lifelong friends. Jeb is a wealthy wind-power tycoon, and Josh is an active outdoor enthusiast. They have decided to open a sporting goods store, Arcadia Sports, using Jeb’s considerable financial resources and Josh’s extensive knowledge of all things outdoors. In addition to selling sporting goods, the store will provide whitewater rafting, rock-climbing, and camping excursions. Jeb will not participate in the day-to-day operations of the store or in the excursions. Both Jeb and Josh have agreed to split the profits down the middle. On the first whitewater rafting excursion, a customer named Jane falls off the raft and suffers a severe concussion and permanent damage to her spine. Meanwhile, Jeb’s wind farms are shut down by government regulators, and he goes bankrupt, leaving extensive personal creditors looking to collect.

Specifically, the following **critical element** must be addressed:

- Identify the main types of **business entities** and discuss the advantages and disadvantages of each.

Your active participation in this discussion is essential to improving your understanding of the advantages and disadvantages of the various business entities. Actively engaging with your peers will help you complete the remaining critical elements in the third case study for your final submission.

**Students are required to post one (1) initial post and to follow up with at least two (2) response posts for each discussion board assignment.**

**For your initial post (1), you must:**

- Compose a post of one to two paragraphs
- Complete the initial post by Thursday at 11:59 p.m. of your local time zone.
- Take into consideration material such as course content and other discussion boards from the current module and previous modules, when appropriate

**For your response posts (2), you must:**

- Reply to at least two different classmates outside of your own initial post thread
- Complete the two response posts by Sunday at 11:59 p.m. of your local time zone.
- Demonstrate more depth and thought than simply stating that “I agree” or “You are wrong.” *Guidance is provided for you in each discussion prompt.*

**Instructor Feedback:** This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

**Rubric**

<b>Critical Elements</b>	<b>Exemplary (100%)</b>	<b>Proficient (85%)</b>	<b>Needs Improvement (55%)</b>	<b>Not Evident (0%)</b>	<b>Value</b>
<b>Case Study Three: Business Entities</b>	Meets “Proficient” criteria and offers insight into the nuances of each in relation to one another	Correctly identifies the main types of business entities and discusses the advantages and disadvantages of each	Identifies the main types of business entities, but identification is not correct, or does not discuss the advantages and disadvantages of each, or discusses the advantages or disadvantages of each (but not both)	Does not identify the main types of business entities	70
<b>Engagement</b>	Meets “Proficient” criteria and clarifies claims and uses specific examples to substantiate and clarify claims where appropriate	Provides relevant response posts with some explanation and detail	Provides somewhat relevant response posts with some explanation and detail	Provides response posts that are generic with little explanation or detail	10
<b>Critical Thinking</b>	Meets “Proficient” criteria, clarifies claims, and uses specific examples to substantiate and clarify claims where appropriate	Draws informed conclusions that are justified with evidence	Draws logical conclusions	Does not draw logical conclusions	15
<b>Writing (Mechanics)</b>	Submission has no major errors related to citations, grammar, spelling, or syntax	Submission has minor errors related to citations, grammar, spelling, or syntax	Submission has major errors related to citations, grammar, spelling, or syntax that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, or syntax that prevent understanding of ideas	5
<b>Total</b>					<b>100%</b>