

INT 220 Milestone Two Rubric

Course: INT-220-X1735 Global Dimensions in Business 21EW1

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Market Profile: Cultural Profile	25 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner and compares and contrasts more than the required cultural elements	21.25 points Compares and contrasts important cultural elements of the selected market against the domestic market, including communication, dimensions of culture, attitudes, and common business etiquette and practices	13.75 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding further analysis and detail to the cultural comparison	0 points Does not attempt criterion	/ 25

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Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Market Profile: Political and Economic Profile	30 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	25.5 points Compares and contrasts important political and economic factors for the selected market against those in the domestic market, including political systems, leaders, ideologies, economic measures or characteristics, and government intervention on trade	16.5 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding further analysis and detail to the political and economic comparison	0 points Does not attempt criterion	/ 30
Market Considerations: Legal and Regulatory Considerations	25 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	21.25 points Compares and contrasts important legal and regulatory requirements of the selected market against those in the domestic market, including trade restrictions, regulations of products or services, legal processes for business transactions, and import restrictions or documentation	13.75 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding further analysis and detail to the legal and regulatory comparison or comparing additional relevant factors	0 points Does not attempt criterion	/ 25

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Articulation of Response	10 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	8.5 points Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	5.5 points Shows progress toward proficiency, but with errors in grammar, sentence structure, and spelling, negatively impacting readability	0 points Submission has critical errors in grammar, sentence structure, and spelling, preventing understanding of ideas	/ 10
Citations and Attributions	10 points Uses citations for ideas requiring attribution, with few or no minor errors	8.5 points Uses citations for ideas requiring attribution, with consistent minor errors	5.5 points Uses citations for ideas requiring attribution, with major errors	0 points Does not use citations for ideas requiring attribution	/ 10

Total	/ 100
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Overall Score

Exemplary 86 points minimum	Proficient 56 points minimum	Needs Improvement 1 point minimum	Not Evident 0 points minimum
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