

INT 220 Module Six Assignment Global Supply Chain Case Study

Rubric

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

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Key Points	15 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	12.75 points Briefly summarizes key points the case raises, such as who was involved; key problems and concerns identified; and questions about corporate social responsibility, public opinion, and/or international business	8.25 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include increasing the number and expanding on details of the key points in the case	0 points Does not attempt criterion	/ 15

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Corporate Social Responsibility	15 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	12.75 points Explains how corporate social responsibility, specifically related to employee treatment, is important to a business	8.25 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include focusing the discussion of corporate social responsibility on employee treatment	0 points Does not attempt criterion	/ 15
Public Opinion	15 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	12.75 points Explains how the media and public opinion influenced the situation and what lessons a business practitioner can learn from Apple's experience with how the media and public can impact business	8.25 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include expanding the discussion on public opinion and how other companies can learn from Apple's experience	0 points Does not attempt criterion	/ 15

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
International Business	15 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	12.75 points Explains what the case study can teach business professionals about international business and supply chain management	8.25 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include drawing conclusions about international business and supply chain management	0 points Does not attempt criterion	/ 15
Labor Practices	15 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	12.75 points Compares the advantages and disadvantages of commonly used labor practices in international business	8.25 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include comparing additional advantages and disadvantages	0 points Does not attempt criterion	/ 15

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
The Road Ahead	15 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	12.75 points Explains how Apple should have proceeded following the incident outlined in the case and why, using supporting evidence from course and/or external resources to support the response	8.25 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding supporting evidence to support the response	0 points Does not attempt criterion	/ 15
Articulation of Response	5 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	4.25 points Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	2.75 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	/ 5
Citations and Attributions	5 points Uses citations for ideas requiring attribution, with few or no minor errors	4.25 points Uses citations for ideas requiring attribution, with consistent minor errors	2.75 points Uses citations for ideas requiring attribution, with major errors	0 points Does not use citations for ideas requiring attribution	/ 5

Overall Score

Exemplary
86 points minimum

Proficient
56 points minimum

Needs Improvement
1 point minimum

Not Evident
0 points minimum