

Project 1 - 3 Rubric

Ranges	90 – 100%	80 – 89%	79 – 0%
Criteria	Exceeds Performance Expectations 18 points	Meets Performance Expectations 16.02 points	Does Not Meet Performance Expectations 14.22 points
Critical Thinking / Originality	Always identifies the correct issue, collects and evaluates information, and applies logical, step-by-step decision-making processes to articulate clear, defensible ideas. Clear evidence of originality. Quoted content includes quotation marks and correct APA in-text citation including the page or paragraph number depending on	Usually identifies the correct issue, collects and evaluates information, and applies logical, step-by-step decision-making processes to articulate clear, defensible ideas. Clear evidence of originality. Quoted content includes quotation marks and an in-text citation that may contain errors or fail to include the page or paragraph number. Non-	Rarely identifies the correct issue, collects insufficient information, and does not apply a logical step-by-step decision-making process to articulate clear, defensible ideas. Lacks clear evidence of original thoughts. May contain too many quotations thus rendering the paper a series of quotes and not a reflection of what the student thought about and

	the format of the source. Non-quoted content that needs to be cited provides correct APA in-text citation. The reference list includes cited sources only. There is no evidence of copying and pasting or other types of plagiarism. Indicates an exceptional understanding of the topic (connecting it with our readings or other sources).	quoted content that needs to be cited, provides a mostly-accurate APA in-text citation. The reference list includes cited sources and may erroneously include sources that were not cited. There is no evidence of copying and pasting and or other types of plagiarism. Indicates a satisfactory understanding of the topic.	wrote. May include inaccurate in-text citations. The reference list may erroneously include sources that were not cited, contain APA formatting errors, and or failed to provide the source for cited content. May contain evidence of copying and pasting and or other types of plagiarism. Indicates a limited understanding of the topic, reflecting what other students have already posted or repeating information that was in the assigned reading. Or did not submit.
Identification of the	Correctly identifies &	Correctly identifies &	Does not correctly identify

Strategic Issue/ Challenge/ Problem	provides accurate & detailed descriptions of the most relevant & serious issues, challenges, and/or problems facing the company. Shows superior knowledge of the company's current financial situation & strategic issues. Provides a focused diagnosis of the issue(s) & justifies that diagnosis using evidence presented in the case.	provides accurate & detailed descriptions for some of the most relevant & serious issues, challenges, and/or problems facing the company. Shows above average knowledge of the company's current financial situation & strategic issues. Provides a focused diagnosis of some of the issue(s) & justifies that diagnosis using some evidence presented in the case.	& provide accurate & detailed descriptions for most of the most relevant & serious issues, challenges, and/or problems facing the company. Shows below average knowledge of the company's current financial situation & strategic issues. Does not provides a focused diagnosis of some of the issue(s) & does not justifies that diagnosis using evidence presented in the case. Or, did not submit.
Analysis of Case Specifics	Does not waste space reiterating information provided in the case. Chooses relevant facts & figures for the analysis, and excludes irrelevant,	Wastes some space reiterating information presented in the case. Chooses some of the relevant facts & figures for the analysis, and excludes some of the irrelevant, immaterial,	Wastes a significant amount of space reiterating information presented in the case. Chooses only a few relevant facts & figures for the analysis, and includes irrelevant,

	immaterial, & extraneous information. Examines financial and non-financial data, performs data analysis, and evaluates alternatives.	and extraneous information. Examines financial and non-financial data, but does not performs sufficient data analysis to determine and evaluate alternatives.	immaterial, and extraneous information. Examines financial and non-financial data, but does not performs sufficient data analysis to determine and evaluate alternatives. Or, did not submit.
Conclusions & Recommendations	Develops effective recommendations, solutions, and/or action plans that specifically solve the strategic issues, challenges, and/or problems identified as the organization's most relevant & serious. Supports recommendation with convincing evidence.	Develops some effective recommendation(s) solutions, and/or action plans that specifically solve the strategic issues, challenges, and/or problems identified as the organization's most relevant & serious. Supports recommendation(s) with insufficient and unconvincing evidence.	Develops only a few effective recommendation(s) solutions, and/or action plans that only tangentially address the strategic issues, challenges, and/or problems identified as the organization's most relevant & serious. Does not support recommendation(s) with convincing evidence. Or, did not submit.
Writing	Clear, correct, and	Clear, correct, and	Confusing, incorrect, and

Competencies	concise use of English grammar with no spelling or punctuation errors. Employs professional writing without colloquial language. Organization is easy to follow and congruent with graduate level writing skills.	concise use of English grammar with some spelling and/or punctuation errors. Employs professional writing with some colloquial language. Organization is not easy to follow but the submission is written at the graduate level.	or wordy use of English grammar with many spelling and or punctuation errors. Employs unprofessional writing with a significant amount of colloquial language. Organization is not easy to follow and the submission is not written at the graduate level. Or did not submit.
Criteria	Exceeds Performance Expectations 10 points	Meets Performance Expectations 8.9 points	Does Not Meet Performance Expectations 7.9 points
APA Style	Includes sufficient credible sources from peer reviewed journals, academic, and/or professional resources. All sources are cited per APA style, including properly cited in-text	Includes some credible sources from peer reviewed journals, academic, and/or professional resources. Some of the sources are cited per APA style, including properly cited in-text citations. The	Includes few credible sources from peer reviewed journals, academic, and/or professional resources. Many sources are not cited or incorrectly cited per APA style, including properly cited in-text

	citations. The reference list is complete and accurate. Wikipedia and other non-academic resources were not used.	reference list is complete and mostly accurate. Wikipedia and other non-academic resources were not used.	citations. The reference list is incomplete and inaccurate. Wikipedia and other non-academic resources were used. Or, did not submit.
Overall Score	Exceeds Expectations 90 or more	Meets Expectations 80 or more	Does Not Meet Expectations 0 or more