

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Analysis: Response	6.2 points Meets "Proficient" criteria and response demonstrates nuanced understanding of relationship between situation and potential solutions	5.58 points Determines appropriate potential courses of action for responding to situation in current macroeconomic and business environment	4.34 points Determines potential courses of action for responding to situation in current macroeconomic and business environment, but not all courses of action are appropriate or response has gaps in accuracy or detail	0 points Does not determine potential courses of action for responding to situation in current macroeconomic and business environment	/ 6.2
Analysis: Impact	6.2 points Meets "Proficient" criteria and response demonstrates nuanced understanding of relationship between business environment and potential solutions	5.58 points Accurately determines impact of courses of action on business, considering short- and long-term operational, financial, and ethical impacts	4.34 points Determines impact of courses of action on business, considering short- and long-term operational, financial, and ethical impacts, but with gaps in accuracy or detail	0 points Does not determine impact of courses of action on business	/ 6.2
Analysis: External Resources	6.2 points Meets "Proficient" criteria and evaluation demonstrates nuanced understanding of roles and functions of external resources in process of advocating for businesses and their interests	5.58 points Comprehensively evaluates roles and functions of third parties or external resources in situation	4.34 points Evaluates roles and functions of third parties or external resources in situation, but evaluation is cursory or inaccurate	0 points Does not evaluate roles and functions of third parties or external resources in situation	/ 6.2