

MBA 665 Final Project Rubric (SA)

Course: MBA-665-10302 Government Impact on Business 22SPDAY

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Overview: Business Profile	4 points Meets "Proficient" criteria and response expertly balances necessary detail with brevity	3.6 points Briefly profiles selected business and industry it occupies, including market share, competitors, opportunities, and threats	2.8 points Profiles selected business and industry it occupies, including market share, competitors, opportunities, and threats, but response is wordy or vague	0 points Does not profile selected business and industry it occupies	/ 4
Overview: Governmental Action	4.65 points Meets "Proficient" criteria and analysis demonstrates keen insight into governmental actions, regulatory issues, or political challenges that can impact businesses	4.185 points Accurately analyzes potential governmental action or political challenge that will affect business	3.255 points Analyzes potential governmental action or political challenge that will affect business, but with gaps in accuracy or detail	0 points Does not analyze potential governmental action or political challenge that will affect business	/ 4.65