Rubric Name: Assignment #1

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| **Criteria** | **Outstanding** | **Superior** | **Good** | **Substandard** | **Failure** |
| **Company Overview** | 2.25 pointsCompany overview is accurately and comprehensively discussed.   (2.025 - 2.25) | 1.9125 pointsCompany overview is accurately present and most areas are thoroughly discussed. (1.8 - 2.024) | 1.6875 pointsCompany analysis is mostly accurate; some areas are thoroughly presented but others may need clarification or additional information.(1.575 - 1.79) | 1.4625 pointsCompany overview was attempted but key points were missing or superficially presented.(1.35 - 1.574) | 0 pointsFailed to perform a company overview.(0 - 1.349) |
| **Content: Industry Analysis** | 2.25 pointsIndustry analysis was presented accurately and comprehensively; includes PESTEL analysis, Five Forces, analysis of strategic groups, ideas that can be borrowed from strategic groups, gaps in industry that could lead to opportunities.(2.025 - 2.25) | 1.9125 pointsIndustry analysis is present accurately and most areas are developed  including PESTEL analysis, Five Forces; analysis of strategic groups, ideas that can be borrowed from strategic groups, gaps in industry that could lead to opportunities.(1.8 - 2.024) | 1.68755 pointsIndustry analysis is mostly accurate; some areas are thoroughly presented but others may need clarification; PESTEL and Five Forces is discussed but could be more thorough, strategic groups mentioned; gaps mentioned but opportunities not fully addressed.(1.575 - 1.79)  | 1.4625 pointsAttempted to perform an industry analysis but key points were missing or superficially presented.(1.35 - 1.574) | 0 pointsFailed to perform an industry analysis.(0 – 1.349) |
| **Content: Competitive Analysis** | 2.25 pointsCompetitive analysis was performed accurately and comprehensively; identified competitors, competitor product/service; competitor strengths and weaknesses; strategies used by each competitor to achieve their objective; market outlook.(2.025 - 2.25) | 1.9125 pointsCompetitive analysis is accurately present and most areas are thoroughly discussed. (1.8 - 2.024) | 1.6875 pointsCompetitive analysis is mostly accurate; some areas are thoroughly presented but others may need clarification. (1.575 - 1.79) | 1.4625 pointsCompetitive analysis was attempted but key points were missing or superficially presented.(1.35 - 1.574) | 0 pointsFailed to perform a competitive analysis.(0 - 1.349) |
| **Content: External Environment - Techniques and Tools** | 2.25 pointsFour or more techniques and tools were accurately and comprehensively used with thorough explanations.(2.025 - 2.25) | 1.9125 pointsThree techniques and tools were accurately and comprehensively used with thorough explanations; four or more techniques and tools used but may not have been depicted accurately or comprehensively.(1.8 - 2.024) | 1.6875 pointsTwo techniques and tools were accurately and comprehensively used with thorough explanations; three techniques and tools used but may not have been depicted accurately or comprehensively.(1.575 - 1.79) | 1.4625 pointsOne technique or tool was accurately and comprehensively used with thorough explanations; two techniques or tools used but may not have been depicted accurately or comprehensively.(1.35 - 1.574) | 0 pointsFailed to use tools.(0 - 1.349)  |
| **Content: Trends** | 2.25 pointsTrend analysis is accurately and comprehensively discussed.(2.025 - 2.25) | 1.9125 pointsTrend analysis is accurately present and most areas are thoroughly discussed. (1.8 - 2.024) | 1.6875 pointsTrends analysis is mostly accurate; some areas need clarification or more thoroughness. (1.575 - 1.79) | 1.4625 pointsDiscussion of trends was attempted but key points were missing or superficially presented.(1.35 - 1.574) | 0 pointsFailed to discuss trends.(0 - 1.349) |
| **Critical Thinking/Reasoning** | 3.75 pointsComments reflect a highly accomplished level of analysis, synthesis, evaluation and reasoning of the case material and case study facts resulting in accurate, thorough, and soundly reasoned conclusions.(3.375 - 3.75) | 3.1875 pointsComments reflect an excellent level of analysis, synthesis, evaluation and reasoning of the case material and case study facts resulting in accurately reasoned conclusions.(3 - 3.374) | 2.8125 pointsComments reflect a satisfactory level of analysis, synthesis, evaluation and reasoning of the case material and case study facts resulting in partially correct conclusions that lack development or detail that demonstrates insight into reasoning.(2.625 - 2.99) | 2.6 pointsComments reflect an unsatisfactory level of analysis, synthesis, evaluation and reasoning of the case material and case study facts, resulting in conclusions that are underdeveloped or lack soundly reasoned conclusions.  (2.25 - 2.624) | 0 pointsComments reflect an unsatisfactory level of analysis, synthesis, evaluation and reasoning of the case material and case study facts, resulting in failure to draw little to no conclusions. (0 – 2.249) |
| **Slides Creation and Transition** | 1.25 pointsPresentation flows well and logically; transitions are smooth, interesting and enhance presentation(1.125 - 1.25) | 1.0625 pointsPresentation flows well; smooth transitions used on most slides(1 - 1.124) | 0.9375 pointsPresentation flows well; smooth transitions used on some slides(0.875 - 0.99) | 0.8125 pointsPresentation is unorganized; very few transitions and/or they distract from presentation(0.75 - 0.874) | 0 pointsPresentation has no flow; no transitions used(0 - 0.74) |
| **Application of Resources** | 3.75 pointsPresents exceptionally well-supported arguments or positions with evidence from the readings/experience; ideas go beyond the course material and recognize implications and extensions of the material and concepts.(3.375 - 3.75) | 3.1875 pointsPresents excellent arguments or positions that are mostly supported by evidence from the readings and course content; ideas presented demonstrate understanding of the material and concepts.(3 - 3.374) | 2.81225 pointsSatisfactory arguments or positions are presented but there is a mix of opinion or unclear view with supported arguments using course readings.  Case study facts are occasionally used but arguments would be much stronger with use of facts.(2.625 - 2.99) | 2.4375 pointsArguments are frequently illogical and unsubstantiated; Limited use of facts in case study and essential information presented in course readings.(2.25 - 2.624)    | 0 pointsArguments lack meaningful explanation or support of ideas.  Does not provide facts presented in case study.(0 – 2.24) |
| **Attention to Instructions** | 1.25 pointsDemonstrates exceptional understanding of requirements responding completely to each aspect of assignment including minor aspects of the assignment such as using third person writing, required use of course readings, and assignment format. (1.125 - 1.25) | 1.0625 pointsDemonstrates excellent understanding of requirements; missed one minor aspect of assignment.(1.0 - 1.124) | 0.9375 pointsDemonstrates satisfactory understanding of requirements; missed a key element or two minor aspects of assignment.(0.875 - 0.99) | 0.8125 pointsFails to show a firm understanding of requirements; missed two key elements or several minor aspects of assignment.(0.75 - 0.874) | 0 pointsFails to demonstrate understanding of assignment requirements.(0 – 0.74) |
| **Writing Mechanics** | 2.5 pointsStrictly adheres to standard usage rules of written English, including but not limited to capitalization, punctuation, run-on sentences, missing or extra words, stylistic errors, spelling and grammatical errors. No errors found. No contractions or jargon used. (2.25 - 2.5) | 2.125 pointsExcellently adheres to standard usage of mechanics: conventions of written English, including capitalization, punctuation, and spelling. One to three errors found.(2.0 - 2.249) | 1.875 pointsSatisfactorily adheres to standard usage rules of mechanics: conventions of English, including capitalization, punctuation, and spelling. Four to 10 errors found.(1.75 - 1.99) | 1.625 pointsMinimally adheres to standard usage rules of mechanics: conventions of written English, including capitalization, punctuation, and spelling. More than 10 errors found.(1.5 - 1.749) | 0 pointsDoes not adhere to standard usage rules of mechanics:  conventions of written English largely incomprehensible; or errors are too plentiful to count.(0 – 1.49) |
| **APA Style (6th ed.)** | 1.25 pointsNo APA style or usage errors; Proper citation of source material is used throughout; Reference titles follow APA with only the first word, the first word after a colon and proper nouns capitalized.(1.125 - 1.25) | 1.0625 pointsAttempts in-text citations and reference list but one or two APA style errors noted or fails to use APA citations when appropriate 1-2 times.(1.0 - 1.124) | 0.9375 pointsAttempts in-text citations and reference lists; APA style errors are noted throughout; Fails to use APA citations when appropriate 3 times in document.(0.875 - 0.99) | 0.8125 pointsAttempts in-text citations and reference lists; Fails to use APA citation when appropriate 4-5 times; or presents only 1-2 in-text citations and reference list that requires APA citations throughout the document.(0.75 - 0.874) | 0 pointsNo attempt at APA style; or attempts either in-text citations or reference list but omits the other.(0. – 0.74) |
| **Overall Score** | **Outstanding22.5 or more** | **Superior20 or more** | **Good17.5 or more** | **Substandard15 or more** | **Failure0 or more** |
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