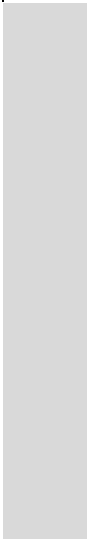


ASSESSMENT CRITERIA RUBRIC TO EVALUATE WRITING IN MB107

Rubric adapted from Skidmore College Expository Writing Network (<http://www.skidmore.edu/academics/writingbrd/INDEX.html>),
Univ. of Rhode Island's College of Business Admin. (<http://www.cba.uri.edu/about/accreditation/reports/2008/Appendix%2015%20Writing%20Rubric.pdf>),
and Appalachian State's Walker College of Business ([http://www.business.appstate.edu/about/docs/Assessment 2BBSA.pdf](http://www.business.appstate.edu/about/docs/Assessment%20BBSA.pdf)), and readings in the MB107 coursepack.

EVALUATION CRITERIA	POOR QUALITY WORK/BELOW AVERAGE	AVERAGE	ABOVE AVERAGE/EXEMPLARY
			

3 PROFESSIONALISM	Headings	Fails to use headings or subheadings (where appropriate) Headings/subheadings do not capture essence of content Headings, if used, are ineffective	Uses headings and subheadings (where appropriate)	Uses effective headings and subheadings (where appropriate) to improve understanding for the reader Headings/subheadings capture essence of content
	Style and Format	Doesn't follow standard/professional formatting conventions (e.g., set margins, 12 pt font, numbered pages, cover sheet, double-spaced, stapled) Aesthetic qualities of paper would be an embarrassment to an organization	Document is reasonably neat and professional looking, but contains a few minor formatting problems	Uses standardized and professional style formatting such as set margins (e.g., one inch), font size (e.g., 12 point), page numbering, cover sheets, and double-spacing (unless otherwise specified) Writing is produced on clean, white paper with pages stapled
	Exhibits/Appendices	Fails to create exhibits/appendices where needed/appropriate	Creates some exhibits/appendices, but these lack accuracy, thoroughness, or clarity	Creates informative and useful exhibits/appendices where appropriate to visually represent ideas and content
	Documentation	Fails to cite sources or makes significant errors in citation/documentation Fails to use a generally accepted format (e.g., APA, MLA) or other format prescribed by instructor	Some use of citations/documentation, but errors/inconsistencies are present Attempts to follow a generally accepted format (e.g., APA, MLA), but errors are present	Appropriate use of in-text citations, reference list, bibliography, footnotes and/or endnotes to properly document sources Follows a generally accepted format (e.g., APA, MLA) accurately and professionally
	Deadlines	Failure to plan results in failure to meet due date	Meets deadline, but inadequate time for editing or revision	Plans ahead so that timely completion (allowing for

Strategy

Fails to analyze current strategy or only analyzes a few elements of strategy
Lack of thorough detail in coverage of the five elements of strategy
Inaccurate assessment

Current strategy is analyzed or assessed in adequate detail
Demonstrates understanding of arenas, vehicles, differentiators, staging, economic logic
Does not assess the strategy (i.e., testing the strategy's quality)

Comprehensive, thoughtful, and detailed analysis of current strategy

