

# GBA398

## Preview Rubric

### Major Case Analysis Rubric

Criteria	Exceptional 20 points	Proficient 18 points	Basic 16 points	Novice 14 points	No Submission 0 points
Analyze businesses from an integrated perspective, using the appropriate CBK content.	<ul style="list-style-type: none"> <li>• Central theme clearly developed that shows depth and understanding of appropriate CBK content.</li> <li>• Clearly identifies problem(s) in case.</li> <li>• Accurately supports analysis with appropriate CBK content.</li> <li>• Well-developed insights combining multiple CBK perspectives into a well-integrated approach.</li> </ul>	<ul style="list-style-type: none"> <li>• Central theme developed, referring to examples or theories from prior CBK courses but lacks specificity.</li> <li>• Clearly identifies problem(s) in case.</li> <li>• Supports analysis with appropriate CBK perspectives, but lacks specificity.</li> <li>• Paper develops insights but does not have a well-integrated approach.</li> <li>• Paper is organized,</li> </ul>	<ul style="list-style-type: none"> <li>• Central theme not well developed. Alludes to examples or theories from prior CBK courses but lacks specificity.</li> <li>• Identifies some issues, but fails to clearly identify key problem(s).</li> <li>• Supports analysis with CBK perspectives, but in a cursory manner and not well-integrated.</li> <li>• Paper is organized, information mostly sequenced in a logical</li> </ul>	<ul style="list-style-type: none"> <li>• Does not refer to examples or theories from prior CBK courses.</li> <li>• Fails to identify the central problem in the case.</li> <li>• Does not support posts with CBK perspectives.</li> <li>• Paper is disorganized, information is not logically sequenced, and key points not obvious.</li> </ul>	No Submission

	<ul style="list-style-type: none"> <li>• Paper is well organized, information is logically sequenced, and key points are obvious.</li> </ul>	information is logically sequenced, but key points not obvious.	manner, and key points not obvious.		
Integrate the various components of a business and apply them to complex business decisions.	<ul style="list-style-type: none"> <li>• Central theme clearly developed that shows depth and understanding of the business decision.</li> <li>• Supports decisions and recommendations with specific examples and uses multiple components of a business.</li> </ul>	<ul style="list-style-type: none"> <li>• Central theme developed, referring to examples or theories from prior CBK courses but lacks specificity.</li> <li>• Supports decisions and recommendations with examples and multiple components of a business, but lacks specificity.</li> </ul>	<ul style="list-style-type: none"> <li>• Alludes to a central theme, but not clearly developed.</li> <li>• Lacks specificity in decisions or recommendations.</li> <li>• Supports decisions and recommendations with brief examples.</li> <li>• Fails to incorporate multiple components of a business, and lacks specificity.</li> </ul>	<ul style="list-style-type: none"> <li>• Central theme not present.</li> <li>• Decisions not supported.</li> <li>• Fails to incorporate multiple components of a business, and lacks specificity.</li> </ul>	No Submission
Apply critical thinking techniques to solve integrated business scenarios.	<ul style="list-style-type: none"> <li>• Supports analysis with specific critical thinking examples and theories.</li> <li>• Applies critical thinking concepts in an accurate and insightful manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Supports analysis with some critical thinking concepts, but lacks specificity.</li> <li>• Applies critical thinking concepts in an accurate manner, but lacks insight.</li> </ul>	<ul style="list-style-type: none"> <li>• CBK and critical thinking components applied in a cursory manner and not well-integrated.</li> <li>• Alludes to readings, but lacks specificity in CBK content area.</li> </ul>	<ul style="list-style-type: none"> <li>• Does not refer to examples or theories from prior CBK courses.</li> <li>• Does not apply specific critical thinking concepts.</li> </ul>	No Submission

<p>Demonstrate the core value of excellence through the application of critical thinking and an integrated view of the organization.</p>	<ul style="list-style-type: none"> <li>• CBK and critical thinking components well integrated and applied correctly to address key issues in case.</li> <li>• Supports decisions and recommendations with specific examples and multiple components of a business.</li> </ul>	<ul style="list-style-type: none"> <li>• CBK and critical thinking components applied correctly, but not well integrated.</li> <li>• Supports decisions and recommendations with specific examples and multiple components of a business, but lacks specificity.</li> </ul>	<ul style="list-style-type: none"> <li>• Alludes to readings, but lacks specificity in decisions or recommendations.</li> <li>• Applies critical thinking concepts in a cursory manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Does not refer to examples or theories from prior CBK courses and does not apply critical thinking components.</li> </ul>	<p>No Submission</p>
<p>Writing Grammar, punctuation, paragraph structure, etc. Is appropriate. APA Format</p>	<ul style="list-style-type: none"> <li>• One or two minor errors in grammar, punctuation, etc. (e.g. typos, missing punctuation).</li> <li>• Paper is properly formatted with APA style.</li> </ul>	<ul style="list-style-type: none"> <li>• Three or four minor errors in grammar, punctuation, etc.</li> <li>• Paper is properly formatted with APA style.</li> </ul>	<ul style="list-style-type: none"> <li>• One major error in grammar, punctuation, etc.</li> <li>• Paper has one or two minor APA formatting errors.</li> </ul>	<ul style="list-style-type: none"> <li>• Grammar, punctuation, etc. has multiple repeated errors.</li> <li>• Paper has multiple APA formatting errors.</li> </ul>	<p>No Submission</p>

Total

/ 100

## Overall Score

**Exceptional**

90 points minimum

**Proficient**

80 points minimum

**Basic**

70 points minimum

**Novice**

60 points minimum

**No Submission**

0 points minimum