

BUAD 302 – GRADING RUBRIC FOR CRITICAL THINKING/CONSULTING REPORT & CLIENT PRESENTATION (50-POINT ASSIGNMENT)

WRITTEN MEMO (20 POINTS) / PRESENTATION (30 POINTS)

Student name: _____

	EXCELLENT (5)	GOOD (4)	ADEQUATE (2-3)	DEFICIENT (0-1)	
INTRODUCTION & CLOSING <i>5 points maximum</i>	Includes who you are in innovative way. Includes clear credibility/expertise statement that is persuasive (pathos, ethos, logos). Written report: Is NOT written as a “presentation style” opening (oral report), but as a written report style. Clearly and effectively indicates what will be discussed in report (preview statement). In Presentation: Has an excellent creative attention getter, credibility statement, introduction to company, project. Closing: Has a strong closing in presentation with next steps.	Includes who you are in semi-innovative way. Includes semi-clear credibility statement that is persuasive (pathos, ethos, logos). Is NOT written as a “presentation style” opening (oral report), but as a written report style. May or may not include preview statement. Presentation: Has a creative attention getter, credibility statement, introduction to company, project scope. May miss any of these components. Has a good closing in presentation with next steps.	Does not include who you are in semi-innovative way. Does not include clear credibility statement that is persuasive (pathos, ethos, logos). Is written as a “presentation style” opening (oral report) rather than as a written report style. May or may not include preview statement. Missing any of the elements in presentation: attention-getter, credibility statement, company introduction, project scope. May or may not include a closing.	Lacking most of these elements: opening discussing who you are, credibility statement that is persuasive, correct written report-style opening vs. presentation – style opening, preview statement. Missing 2 or more elements in the presentation introduction. Missing a closing in the presentation.	/ 5
	EXCELLENT (10)	GOOD (9)	ADEQUATE (7-8)	DEFICIENT (0-6)	
ANALYSIS <i>10 points maximum</i>	Excellent presentation of survey/interview data. Excellent use of creativity (number of employees, org levels, %, return rate, period of time interviews). Detailed analysis of what is going well with client. Comprehensive, robust, logical, thoughtful throughout.	Strong/very strong presentation of survey/interview data. Strong use of creativity (number of employees, org levels, %, return rate, period of time interviews). May miss something. Detailed analysis of what is going well with client. Comprehensive, robust, logical, thoughtful in most parts.	Lacking some elements presentation of survey/interview data. Adequate use of creativity (number of employees, org levels, %, return rate, period of time interviews). Semi-Detailed analysis of what is going on with client. Comprehensive, robust, logical, thoughtful in some parts.	Lacking many or most elements.	/ 10
	EXCELLENT (10)	GOOD (9)	ADEQUATE (7-8)	DEFICIENT (0-6)	
IDENTIFIED 3 PROBLEMS CLEARLY; EXPLAINED THEIR IMPACT (columns 1 and 2 in the matrix) <i>10 points maximum</i>	Identified three critical problems; elaborated on the impact of each these problems very clearly throughout, with sufficient detail. At least one problem is ethical in nature.	Identified three critical problems; elaborated on the impact of these problems very clearly in most instances. At least one problem is ethical.	Identified some aspects of three critical problems, or 1-2 of the three problems; elaborated on the impact of these problems adequately but no clearly in most instances. Missing ethics problem or not clear.	Missed most elements. Problems not clearly identified. Impacts not clearly explained. Missed potential impacts. Missed ethical problem.	/ 10
	EXCELLENT (5)	GOOD (4)	ADEQUATE (2-3)	DEFICIENT (0-1)	
STYLE (TONE; TAKES AUDIENCE INTO CONSIDERATION) <i>5 points maximum</i>	Message is highly informative or persuasive as required. Strongly considers the audience/client. Tailors the message to a audience’s needs/expectations. Choices of words are clear, descriptive, and accurate. Tone is consistent throughout the piece.	Message is mostly informative or persuasive as required. Usually considers the audience. Tailors most but not all of the message to audience’s needs/expectations. Choices of words are mostly clear, descriptive, and accurate. Tone is fairly consistent throughout.	Message is somewhat informative or persuasive as required. Occasionally considers the audience. Tailors less than half of the message to audience’s needs/expectations. Choices of words are not clear, descriptive, and accurate. Tone is inconsistent in a majority of the piece.	Message lacks informative or persuasive elements. Does not consider the audience at all (too generic). Tailors less than half of the message to audience’s needs/expectations. Words are unclear, un-descriptive, inaccurate. Inconsistent tone, sloppy, redundant, or ontinuous errors.	/ 5

	EXCELLENT (15)	GOOD (13-14)	ADEQUATE (11-12)	DEFICIENT (0-10)	
<p>DEPTH OF ANALYSIS: SOLUTIONS TO PROBLEMS (column 3 in the matrix)</p> <p><i>15 points maximum</i></p>	<p>Detailed solutions provided for each problem. Included research component(s) to support solution. Extremely well-written, comprehensive, logical, innovative. Addressed all points related back to all aspects of each problem. Excellent/exceptional presentation of solutions in terms of flow/organization. Demonstrates excellent critical thinking/analysis/understanding of client's situation. Clearly identifies ethical recommendations. Research-based recommendation.</p>	<p>Semi-detailed solutions provided for each problem or most of each problem. Included research component(s) to support solution. Overly well-written, comprehensive, logical, innovative in most solutions. Addressed most of the points related back to all aspects of each or part of each problem. Strong or very strong organization/presentation of solutions/flow. Demonstrates strong/very strong critical thinking/analysis/understanding of client's situation. Research-based recs.</p>	<p>Lacking some aspects of detailed solutions provided for at least one problem or majority of 2 problems. Included limited research component(s) to which may or may not support solutions. Semi-well-written, semi-comprehensive, logical, innovative in some aspects of the solutions. Addressed some of the points related back to some aspects of each or part of each problem. Adequate or Poor organization/presentation of solutions/flow. Demonstrates adequate or average critical thinking/analysis/understanding. May or may not have research.</p>	<p>Lacking in most aspects. Solutions are poorly-detailed. Solutions do not address aspects of problems presented. Poorly written, not comprehensive, lacking in logic and/or innovation. Most of the solutions are lacking in connection back to problems. Poor organization/presentation of solutions/flow. Demonstrates minimal effort in critical thinking/analysis/understanding of client's situation.</p>	/ 15
	EXCELLENT (5)	GOOD (4)	ADEQUATE (2-3)	DEFICIENT (0-1)	
<p>PROFESSIONALLY-WRITTEN & PRESENTED; CLEAR; WELL-ORGANIZED</p> <p>FORMAT/STRUCTURE/GRAMMAR/MECHANICS (followed template provided; word choice/syntax, grammar, spelling)</p> <p><i>5 points maximum</i></p>	<p>Exceeds all formal and assignment requirements and evidences attention to detail; all margins, spacing and indentations are correct; essay is neat and correctly assembled with professional look. Includes all required elements. Has all sections (Introduction, Analysis, Matrix with 3 problems/solutions)</p> <p>Message is very professional. It demonstrates courtesy (tactful, follows standards of business etiquette; care (error-free, careful attention to detail); and conventionality (fully meets professional standards for message type or demonstrates high-quality creativity).</p> <p>Message is very clear. Message is complete. Leads each section with the central purpose in each section/heading. Points are internally-coherent, and overall message is logically organized. Wording (sentence structure, language choices) is precise and easy to follow. Basic and advanced visual elements are used strategically and selectively in the report. Well-organized structure in presentation</p> <p>Excellent grammar, spelling, syntax and punctuation. NO ERRORS.</p>	<p>Meets most format and assignment requirements; margins, spacing, and indentations are correct; essay is neat and correctly assembled. (Introduction, Analysis, Matrix with 3 problems/solutions)</p> <p>No more than 1 error in grammar, spelling, syntax and punctuation.</p> <p>Message is mostly professional. May have minor issues with courtesy (using too casual of a tone at times); care (having a few errors or some inattention to detail); or conventionality (not fully meeting professional standards for message type). Message is mostly clear. Message is complete. Central purpose in each section/heading is stated but may not be immediately clear or saved until the end. Points are internally-coherent. Wording can be followed with only limited effort. Basic visual elements are used proficiently.</p>	<p>Meets some format and assignment requirements; generally correct margins, spacing, and indentations; essay is neat but may have some assembly errors. May or may not have all sections (Introduction, Analysis, Matrix with 3 problems/solutions)</p> <p>Shows a pattern of errors (2 or more) in spelling, grammar, syntax, and/or punctuation. Could be a sign of lack of proofreading. May have too much information as well.</p> <p>Message is somewhat professional. It may have issues with courtesy (using too casual of a tone); and more significant issues with care (having several errors or marked inattention to detail) and conventionality (conforming to academic instead of professional standards by not considering the audience adequately). Message is reasonably clear. Most essential information is present. Central purpose may be implied at times. Points may demonstrate some problems with internal coherence. Wording may slow receiver's comprehension or introduce ambiguity. Visual elements are used with some minor problems or may be missing.</p>	<p>Fails to follow format and assignment requirements; incorrect margins, spacing and indentation; neatness of essay needs attention. Missing most critical sections.</p> <p>Continuous errors.</p> <p>Message is unprofessional. It has significant issues with courtesy (tone is offensive, violates standards of business etiquette); care (sloppy, careless, filled with errors that detract from credibility); and/or conventionality (not conforming to professional or classroom standards. Message is unclear. Significant problems with missing information, lack of organization, poor wording, and/or visual design that detracts from receiver comprehension.</p>	/ 5
TOTAL POINTS (OF 50):					/ 50