

<u>CILOs</u>
1. Describe the business process for an enterprise system, and existing tools and techniques facilitating the improvement of company (CILO 1)
2. Analyse the essential roles played by information systems in business today (CILO 2)
3. Implement information systems to achieve various objectives of the company and apply existing technologies including hardware and software to solve potential problems of the company in different situations (CILO 3)
4. Prepare a business proposal of developing and managing a MIS to achieve various objectives of the company (CILO 4)

### 1. Course Component: Class Participation Rubric (10%)

Assessment Criteria		Excellent (10)	Good (8)	Satisfactory (6)	Marginal Pass (4)	Fail (2-0)
Professional conduct and manner (40%)	CILOs 2,3	Student attends all classes throughout the semester	Student is absent one or two times in the semester, but provided instructor with a reasonable excuse.	Student is absent <b>not more than three times</b> in the semester but provided instructor with reasonable excuses.	Student is absent <b>four to five times</b> in the semester, and/or did not provide instructor with reasonable excuses.	Student attends less than 70% of the total classes.
Level of engagement (40%)	CILOs 2,3	Student enthusiastically asks and responds to questions and participates in discussions.	Student regularly asks and responds to questions and participates in discussions.	Student occasionally asks and responds to questions and participates in discussions.	Student rarely asks and responds to questions and participates in discussions.	Non- participation
Demonstration of commitment to learning (20%)	CILOs 2,3	Always pays undivided attention in class.	<b>Often</b> pays undivided attention in class.	<b>Occasionally</b> pays undivided attention in class.	<b>Rarely</b> pays undivided attention in class.	Commitment not evident

**2. Course Component: Common Assignment Rubric (20%)**

Assessment Criteria		Excellent (10)	Good (8)	Satisfactory (6)	Marginal Pass (4)	Fail (2-0)
<b>KNOWLEDGE (40%)</b> Demonstrates an understanding of basic accounting principles and concepts appropriately to the subject question	CILOs 1, 2, 3	Demonstrates <b>thorough</b> knowledge and understanding of key concepts and related principles	Demonstrates <b>sufficient</b> knowledge and understanding of key concepts and related principles	Demonstrates <b>some</b> knowledge and understanding of key concepts and related principles	Demonstrates <b>limited</b> knowledge and understanding of key concepts and related principles	Non submission
<b>(Note: Marking scheme will provide reference for assessment)</b>						
<b>Thinking/Inquiry (30%)</b>	CILOs 2, 3	Uses critical and creative thinking with a <b>high degree of</b> effectiveness in describing various influences/factors (political, cultural, etc) surrounding and affecting the issue.	Uses critical and creative thinking with a <b>considerable degree</b> of effectiveness in describing various influences/factors (political, cultural, etc) surrounding and affecting the issue.	Uses critical and creative thinking with <b>an adequate degree</b> of effectiveness in describing various influences/factors (political, cultural, etc) surrounding and affecting the issue.	Uses critical and creative thinking with a <b>limited degree of</b> effectiveness in describing various influences/factors (political, cultural, etc) surrounding and affecting the issue.	Non submission
<b>Application (30%)</b>	CILOs 2, 3	Explains very effectively how these factors (political, cultural, etc.) impact on the choice of business strategies used	Explains with a considerable degree of effectiveness how these factors (political, cultural, etc ) impact on the choice of business strategies used	Explains with some degree of effectiveness how these factors (political, cultural, etc ) impact on the choice of business strategies used	Explains with a very limited degree of effectiveness how these factors (political, cultural, etc ) impact on the choice of business strategies used	No assignment is submitted

**Late Work Policy:** Deduction of 20% of total marks if assignment is submitted 1 calendar day late, 40% if 2 calendar days late, and 60% if 3 calendar days late. Assignment will not be graded and zero mark will be awarded if submitted 4 or more calendar days late.

**3. Task Component: Group Project (30%)**

Assessment Criteria				Excellent (10)	Good (8)	Satisfactory (6)	Marginal Pass (4)	Fail (2-0)
Written Report	Content (40%)	Overview Description (5%)	CILOs 1,2,3,4	Describes and analyzes the market very clearly and thoroughly; chooses objectives that are most relevant and states them clearly; mission statement is very well stated and complete.	Describes and analyzes the market well; objectives and mission statement are well stated.	Describes and analyzes the market and states objectives and mission statement in an adequate manner.	Describes and analyzes the market, and states objectives and mission statement poorly.	Does not describe and analyze the market and fails to state objectives and mission statement.

		<b>Analysis of Industry and Business Details (8%)</b>	CILOs 1,2,3,4	Detailed analysis of the industry including PESTLE, Porters five competitive forces, SWOT Detailed figures and statistics of competitors and the market structure Detailed customer analysis Significant informative details of the business proposed Detailed and complete segmentation and target market, design, offer, distribution and communication plan	Complete analysis and statistics of the industry including PESTLE, Porters five competitive forces, SWOT Most figures and statistics of competitors and the market structure Less detailed customer analysis Moderate informative details of the business proposed Some specifics of segmentation and target market, design, offer, distribution and communication plan	Some analysis and statistics of the industry including PESTLE, Porters five competitive forces, SWOT Some figures and statistics of competitors and the market structure Adequate detailed customer analysis Adequate informative details of the business proposed Less information and incomplete segmentation and target market, design offer, distribution and communication plan	Poor analysis and statistics of the industry including PESTLE, Five competitive forces/4ps, Poor figures and statistics of competitors and the market structure Poor customer analysis Poor information on the business proposed Poor segmentation and target market, design offer, distribution and communication plan	No analysis and statistics of the industry including PESTLE, Five competitive forces/4ps, No analysis figures and statistics of competitors and the market structure No customer analysis Lacks information on the business proposed No evidence of segmentation and target market, design offer, distribution and communication plan
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		<b>Strategic Plan (8%)</b>	CILOs 1,2,3,4	Detailed analysis of the marketing mix in relation to the MIS business plan. Implementation plan effectively addresses key issues in the industry and the market Significant details of product/service pricing, distribution, media, customer relationship management, supplier issues, information system plans	Complete analysis of the marketing mix in relation to the MIS business plan. Implementation plan completely addresses key issues in the industry and the market Complete details of product/service pricing, distribution, media, customer relationship management, supplier issues, information system plans	Some analysis of the marketing mix in relation to the MIS business plan. Implementation plan adequately addresses key issues in the industry and the market Some details of product/service pricing, distribution, media, customer relationship management, supplier issues, information system plans	Poor analysis of the marketing mix in relation to the business plan. Implementation plan poorly addresses key issues in the industry and the market Poor details of product/service pricing, distribution, media, customer relationship management, supplier issues, information system plans	No evidence of analysis of the marketing mix in relation to the business plan. No evidence of implementation plan to address key issues in the industry and the market No evidence of details of product/service pricing, distribution, media, customer relationship management, supplier issues, information
		<b>Marketing Mix (8%)</b>	CILOs 1,2,3,4	Describes marketing mix fully and well, including specifics of product/service, pricing, distribution tiers and promotion.	Describes marketing mix, including most of the specifics of product/service, pricing, distribution tiers and promotion.	Describes marketing mix with omission of some of the specifics of product/service, pricing, distribution tiers and promotion.	Describes marketing mix poorly, omitting many or all of the specifics of product/service, pricing, distribution tiers and promotion.	Does not describe marketing mix.
		<b>Innovativeness (8%)</b>	CILOs 1,2,3,4	Clearly presents the business idea and demonstrate	Adequately present the business idea	Adequately present the business idea but cannot	Fail to clearly present the business idea and demonstrate	Does not demonstrate the uniqueness of the business idea at all.

				the uniqueness of the business idea.	and demonstrate its uniqueness.	demonstrate its uniqueness.	the uniqueness business idea.	
		<b>Financial Information (3%)</b>	CILOs 1,2,3,4	Presents detailed, realistic, and appropriate financial information, including a budget and five-year forecasts of costs and revenues.	Presents specific, realistic, and appropriate financial information, including a budget and five-year forecasts of costs and revenues.	Presents financial information that in some ways is not specific, realistic, and/or appropriate; the budget and/or five-year forecasts of costs and revenues are not complete.	Presents a budget and/or five-year forecasts of costs and revenues with many gaps.	Does not present a budget and/or five-year forecasts of costs and revenues.
	<b>Organization (20%)</b>	<b>Documentation (5%)</b>	CILOs 1,2,3,4	Resources used to prepare plan are effectively used and are clearly attributed.	Plan is generally supported; attribution is mainly clear.	Although attribution is present, some statements are unsubstantiated and the sources of some ideas are unclear.	Sources given are poorly chosen.	Attribution is missing.
		<b>Writing Mechanics (10%)</b>	CILOs 1,2,3,4	Writing demonstrates sophisticated clarity, conciseness, and correctness.	Writing is accomplished in terms of clarity and conciseness and contains only a few errors.	Writing lacks some clarity or conciseness and contains some errors.	Writing is unfocused, rambling, or contains serious errors.	Writing is difficult to understand, and contains a lot of serious errors.

		<b>Organization (5%)</b>	CILOs 1,2,3,4	Information is very organized with well-constructed paragraphs and subheadings.	Information is organized with well-constructed paragraphs.	Information is organized, but paragraphs are not well constructed.	The information is disorganized.	The information is completely disorganized.
	<b>Peer Evaluation (10%)</b>	<b>Involvement (5%)</b>	CILOs 1,2,3,4	Is always involved in the group activities and volunteers frequently.	Is involved in the group activities and volunteers.	Is involved and engaged in the group activities.	Is not involved in the group activities sometimes.	Has neither interest nor contribution to the teamwork.
		<b>Communication (2.5%)</b>	CILOs 1-4	Very responsive to communications to and from group. Very accessible.	Responsive to communications to and from group and accessible.	Responds in a reasonable time period. Reasonably accessible.	Rarely communicates with group members. Hardly accessible when needed.	
		<b>Leadership (2.5%)</b>	CILOs 1,2,3,4	Always assumes leadership when necessary by helping the group stay on track, encouraging participation, and posing solutions to problems.	Can help the group stay on track, encouraging participation, and posing solutions to problems.	Sometimes assumes leadership in an appropriate way.	Does not assume leadership or assumes it in a nonproductive manner.	

		<b>Reliability (5%)</b>	CILOs 1,2,3,4	Completes assigned work and can identify and seek out further information as needed without being prompted by group.	Completes assigned work and can identify and seek out further information as needed without being prompted by group.	Completes work he/she has agreed to do in a competent manner.	Does not competently complete assigned work.	
<b>Oral Presentation</b>	<b>Content (15%)</b>	<b>Depth (5%)</b>	CILOs 1,2,3,4	Accurate and complete explanations of key concepts are presented. Level of presentation is appropriate for the audience.	For the most part, explanations of concepts are accurate and complete. Level of presentation is generally appropriate for the audience.	Explanations of concepts are accurate but incomplete. Portions of presentation are too elementary or sophisticated for the audience.	Explanations of concepts are mostly inaccurate and incomplete. Presentation is mostly too elementary or too sophisticated for the audience.	Explanations of concepts are mostly inaccurate and incomplete.
		<b>Evidence (5%)</b>	CILOs 1,2,3,4	There are sufficient and significant quantity and varieties of supporting materials (e.g. examples, quotes from interviewees, photo captures, etc.) that make the central claims persuasive.	Most of the supporting materials are significant to make the central claims persuasive.	Supporting materials are lacking in development or not enough varieties of supporting materials are used to make the central claims persuasive.	There are limited supporting materials to make the central claims persuasive.	No supporting materials.



		<b>Organization (5%)</b>	CILOs 1,2,3,4	The presentation is logically organized into clearly-identifiable sections	The presentation is adequately organized into clearly-identifiable sections.	The presentation is minimally organized with some confusion.	The presentation is poorly organized with much confusion.	The presentation is unorganized and chaotic.
	<b>Present ation Skill (10%)</b>	<b>Teamwork (3%)</b>	CILOs 1,2,3,4	Every member of the team has equal chances of presenting the materials.	Every member of the team has chances of presenting the materials but not equally sharing the workload.	Not every member of the team contributes to the presentation. Only one or two members dominate the presentation.	The distribution of presentation workload is hardly compromised.	Teamwork is hardly observed.
		<b>Responsiveness to audience (4%)</b>	CILOs 1,2,3,4	Highly responsive to audience comments and needs. Consistently clarifies, restates, and responds to questions. Summarizes when needed.	Generally responsive to audience comments and needs. Most of the time, clarifies, restates, and responds to questions and summarizes when needed.	Reluctantly interacts with audience. Responds to questions inadequately.	Active audience participation is avoided and discouraged. Is hardly responsive to audience.	Highly responsive to audience comments and needs. Consistently clarifies, restates, and responds to questions. Summarizes when needed.
		<b>Visual Aid (3%)</b>	CILOs 1,2,3,4	Visual aids (photos, videos, etc.) are logically used to reinforce the spoken messages and the central	Most of the visual aids used are appropriate and relate to the spoken messages. The presentation is	Visual aids are occasionally used appropriately to support some of the spoken messages.	Limited visual aids (including PowerPoint) are used.	Use of visual aids is totally ineffective.

				claims of the presentation.  The audience is engaged and kept interested.	supported effectively.			
	<b>Time Management (5%)</b>	<b>Time Management (5%)</b>	CILOs 1,2,3,4	The presentation is finished in time.  Within 30 seconds above or below the allotted time (15 min).	The presentation is a little bit overrun or underrun.  Within 1 minute above or below the allotted time.	The presentation is either overrun or underrun for more than 1 minute.	The presentation is overrun for 2 minutes and not all contents are able to be presented. Or, the presentation is few minutes below the allotted time.	Overrun for 3 or more minutes, or underrun for 5 or more minutes.

**1. Course Component: Final Examination Rubric (40%)**

Assessment Criteria		Excellent (10)	Good (8)	Satisfactory (6)	Marginal Pass (4)	Fail (2-0)
<b>Knowledge (40%)</b>	CILOs 1,2,3	Answers show a <b>thorough</b> understanding of the basic concepts of MIS, and application of the concepts learned in real-life scenarios (according to the marking scheme).	Answers show a <b>substantial</b> understanding of MIS, and application of the concepts learned in real-life scenarios (according to the marking scheme).	Answers show a <b>general</b> understanding of the basic concepts of MIS, and application of the concepts learned in real-life scenarios (according to the marking scheme).	Answers show <b>partial</b> understanding of the basic concepts of MIS, and application of the concepts learned in real-life scenarios (according to the marking scheme).	Answers show <b>minimal</b> understanding of the basic concepts of MIS, and application of the concepts learned in real-life scenarios (according to the marking scheme).
<b>Accuracy/ Completeness (20%)</b>	CILOs 1,2,3	<b>All</b> closed-ended answers are accurate/complete (according to the marking scheme).	<b>Most</b> closed-ended answers are accurate/complete (according to the marking scheme).	<b>Adequate</b> closed-ended answers are accurate/complete (according to the marking scheme).	<b>Few</b> closed-ended answers are accurate/complete (according to the marking scheme).	Closed-ended answers are <b>inaccurate/incomplete</b> (according to the marking scheme).
<b>Explanation &amp; Analysis (40%)</b>	CILOs 1,2,3	<b>All</b> responses to short-answer questions (definitions/ explanations/analysis) are accurate/thorough (according to the marking scheme).	<b>Most</b> responses to short-answer questions (definitions/ explanations/analysis) are accurate/thorough (according to the marking scheme).	<b>Adequate</b> responses to short-answer questions (definitions/ explanations/analysis) are accurate/thorough (according to the marking scheme).	<b>Few</b> responses to short-answer questions (definitions/ explanations/analysis) are accurate/ thorough (according to the marking scheme).	Responses to short-answer questions (definitions/ explanations/analysis) are <b>inaccurate and/or lack thoroughness</b> (according to the marking scheme).