

Unit 2 DOING Activity - GRADING RUBRIC

Scoring Standard	Definition
Exceeds Expectations	Performance far exceeds all of the assignment or exam requirements
Fully Meets Expectations	Performance reflects satisfaction of all or nearly all of the assignment or exam requirements. There are often opportunities to improve in terms of fully satisfying assignment requirements or answers to exam questions by being more specific and thorough in terms of integrating course material or applying it to a case or situation.
Meets Most Expectations	Performance reflects adequate work for at least some of the assignment or exam requirements. Oftentimes, there are one or more parts of an assignment that are not fully addressed. There are often significant opportunities for improvement in terms of the specificity and depth of an answer and integration of course material.
Meets Some Expectations	Performance demonstrates significant deficiencies in satisfying one or more key assignment or exam requirements. There are often significant deficiencies in terms of the thoroughness, depth, and application of course material as specified in the assignment requirements or exam question.
Meets Few Expectations	Performance fails to address most, if not all, of the assignment or exam requirements.

QUESTION (50 Points)	Exceeds Expectations	Fully Meet Expectations	Meets Most Expectations	Meets Some Expectations	Meets Few Expectations
<i>Step 1</i>	(5 Points)	(4 Points)	(3 Points)	(2 Points)	(0-1 Points)
<i>Present mission & vision</i>	Clearly and expertly presents mission & vision statements	Adequately presents mission & vision statements	Presents only mission or vision statement with expert clarity OR Presents both mission & vision statements with fair clarity	Weak to poor presentation of mission and vision statements	Very poor presentation of mission and/or vision statements
<i>Step 2</i>	(10 Points)	(9 Points)	(7-8 Points)	(5-6 Points)	(0-4 Points)
<i>Physical description of artifact used by organization</i>	Identifies artifact AND Provides strong, clear physical description of the artifact	Identifies artifact AND Provides adequate description of the artifact	Identifies artifact AND Provides weaker description of the artifact	Identifies artifact AND Provides weak to poor description of the artifact	Weak identification of artifact OR Very weak description of the artifact

<i>Step 3</i>	(5 Points)	(4 Points)	(3 Points)	(2 Points)	(0-1)
<i>Describe artifact culturally</i>	Clearly and expertly describes values, norms, or beliefs with which the artifact is associated	Adequately describes values, norms, or beliefs with which the artifact is associated	Weaker description of values, norms, or beliefs with which the artifact is associated	Weak to poor description of values, norms, or beliefs with which the artifact is associated	Very poor description of values, norms, or beliefs with which the artifact is associated
<i>Step 4</i>	(10 Points)	(9 Points)	(7-8 Points)	(5-6 Points)	(0-4 Points)
<i>Description of how artifact helps create, reinforce, change, and/or otherwise manage culture</i>	Clearly and expertly describes how use of this artifact helps create, reinforce, change, and/or otherwise manage culture	Adequately describes how use of this artifact helps create, reinforce, change, and/or otherwise manage culture	Weaker description of how use of this artifact helps create, reinforce, change, and/or otherwise manage culture	Weak to poor description of how use of this artifact helps create, reinforce, change, and/or otherwise manage culture	Very poor description of how use of this artifact helps create, reinforce, change, and/or otherwise manage culture
<i>Step 5</i>	(5 Points)	(4 Points)	(3 Points)	(2 Points)	(0-1 Points)
<i>Identification of alternative artifact</i>	Identifies artifact AND Provides strong, clear physical description of the artifact	Identifies artifact AND Provides adequate description of the artifact	Identifies artifact AND Provides weaker description of the artifact	Identifies artifact AND Provides weak to poor description of the artifact	Weak identification of Artifact OR Very weak description of the artifact
<i>Step 6</i>	(10 Points)	(9 Points)	(7-8 Points)	(5-6 Points)	(0-4 Points)
<i>Description of how alternative artifact could help create, reinforce, change, and/or otherwise manage culture</i>	Clearly and expertly describes how use of this artifact could help create, reinforce, change, and/or otherwise manage culture	Adequately describes how use of this artifact could help create, reinforce, change, and/or otherwise manage culture	Weaker description of how use of this artifact could help create, reinforce, change, and/or otherwise manage culture	Weak to poor description of how use of this artifact could help create, reinforce, change, and/or otherwise manage culture	Very poor description of how use of this artifact could help create, reinforce, change, and/or otherwise manage culture
<i>Step 7</i>	(5 Points)	(4 Points)	(3 Points)	(2 Points)	(0-1 Points)
<i>Describe how artifact could help organization achieve its vision</i>	Clearly and expertly describes how use of this artifact could help the organization achieve its vision	Adequately describes how use of this artifact could help the organization achieve its vision	Weaker description of how use of this artifact could help the organization achieve its vision	Weak to poor description of how use of this artifact could help the organization achieve its vision	Very poor description of how use of this artifact could help the organization achieve its vision