

### Unit 1 DOING Activity - GRADING RUBRIC

Scoring Standard	Definition
<b>Exceeds Expectations</b>	Performance far exceeds all of the assignment or exam requirements
<b>Fully Meets Expectations</b>	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.
<b>Meets Most Expectations</b>	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.
<b>Meets Some Expectations</b>	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.
<b>Meets Few Expectations</b>	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>Critique the mission statement</i>	Clearly and expertly critiques the mission statement AND Clearly and expertly specifies how well the mission statement takes into account factors discussed in lecture	Adequately critiques the mission statement AND Adequately specifies how well the mission statement takes into account factors discussed in lecture	Weaker critique of the mission statement OR Weaker specification of how well the mission statement takes into account factors discussed in lecture	Weak to poor critique of the mission statement OR Weak to poor specification of how well the mission statement takes into account factors discussed in lecture	Very poor critique of the mission statement OR Very poor specification of how well the mission statement takes into account factors discussed in lecture
<i>Step 2</i>	(5 Points)	(4 Points)	(3 Points)	(2 Points)	(0-1 Points)
<i>Critique the vision statement</i>	Clearly and expertly critiques the vision statement AND Clearly and expertly specifies how well the vision statement takes into account factors discussed in lecture	Adequately critiques the vision statement AND Adequately specifies how well the vision statement takes into account factors discussed in lecture	Weaker critique of the vision statement OR Weaker specification of how well the vision statement takes into account factors discussed in lecture	Weak to poor critique of the vision statement OR Weak to poor specification of how well the vision statement takes into account factors discussed in lecture	Very poor critique of the vision statement OR Very poor specification of how well the vision statement takes into account factors discussed in lecture

	into account factors discussed in lecture			factors discussed in lecture	
<i>Step 3A</i>	(10 Points)	(9 Points)	(7-8 Points)	(5-6 Points)	(0-4 Points)
<i>Conduct a SWOT analysis: Strengths</i>	Clearly and expertly describes 3 strengths relative to the mission and vision	Adequately describes 3 strengths relative to the mission and vision	Weaker description of 3 strengths OR Adequate description of 2 strengths and weak description of a 3 <sup>rd</sup> strength	Weak to poor description of 3 strengths OR Adequate description of only 2 strengths	Very poor description of 3 strengths OR Weak to poor description of only 1 or 2 strengths
<i>Step 3B</i>	(10 Points)	(9 Points)	(7-8 Points)	(5-6 Points)	(0-4 Points)
<i>Conduct a SWOT analysis: Weaknesses</i>	Clearly and expertly describes 3 weaknesses relative to the mission and vision	Adequately describes 3 weaknesses relative to the mission and vision	Weaker description of 3 weaknesses OR Adequate description of 2 weaknesses and weak description of a 3 <sup>rd</sup> weakness	Weak to poor description of 3 weaknesses OR Adequate description of only 2 weaknesses	Very poor description of 3 weaknesses OR Weak to poor description of only 1 or 2 weaknesses
<i>Step 3C</i>	(10 Points)	(9 Points)	(7-8 Points)	(5-6 Points)	(0-4 Points)
<i>Conduct a SWOT analysis: Opportunities</i>	Clearly and expertly describes 3 opportunities relative to the mission and vision	Adequately describes 3 opportunities relative to the mission and vision	Weaker description of 3 opportunities OR Adequate description of 2 opportunities and weak description of a 3 <sup>rd</sup> opportunity	Weak to poor description of 3 opportunities OR Adequate description of only 2 opportunities	Very poor description of 3 opportunities OR Weak to poor description of only 1 or 2 opportunities
<i>Step 3D</i>	(10 Points)	(9 Points)	(7-8 Points)	(5-6 Points)	(0-4 Points)
<i>Conduct a SWOT analysis: Threats</i>	Clearly and expertly describes 3 threats relative to the mission and vision	Adequately describes 3 threats relative to the mission and vision	Weaker description of 3 threats OR Adequate description of 2 threats and weak description of a 3 <sup>rd</sup> threat	Weak to poor description of 3 threats OR Adequate description of only 2 threats	Very poor description of 3 threats OR Weak to poor description of only 1 or 2 threats