**Unit 1 DOING Activity - GRADING RUBRIC**

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| **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. |

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| **QUESTION**  **(50 Points)** | **Exceeds Expectations** | **Fully Meet Expectations** | **Meets Most Expectations** | **Meets Some Expectations** | **Meets Few Expectations** |
| *Step 1* | (5 Points) | (4 Points) | (3 Points) | (2 Points) | (0-1 Points) |
| *Critique the mission statement* | 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 |
| *Step 2* | (5 Points) | (4 Points) | (3 Points) | (2 Points) | (0-1 Points) |
| *Critique the vision statement* | 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 |
| *Step 3A* | (10 Points) | (9 Points) | (7-8 Points) | (5-6 Points) | (0-4 Points) |
| *Conduct a SWOT analysis: Strengths* | 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 3rd 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 |
| *Step 3B* | (10 Points) | (9 Points) | (7-8 Points) | (5-6 Points) | (0-4 Points) |
| *Conduct a SWOT analysis: Weaknesses* | 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 3rd 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 |
| *Step 3C* | (10 Points) | (9 Points) | (7-8 Points) | (5-6 Points) | (0-4 Points) |
| *Conduct a SWOT analysis: Opportunities* | 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 3rd 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 |
| *Step 3D* | (10 Points) | (9 Points) | (7-8 Points) | (5-6 Points) | (0-4 Points) |
| *Conduct a SWOT analysis: Threats* | 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 3rd 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 |