

Group Number:

"3-03"

Note: Grading is based on the quality of the Executive Briefing including the writing and whether or not all required elements of the assignment were provided and fully supported.

Marking will reflect the number and severity of the infractions.

GENERAL	Marks								
	Group	Max.							
<b>Followed ALL submission instructions.</b> <i>Includes submitting the proper file format, following the file name protocol, and placing the finalized, complete document in the correct Dropbox in D2L. Submitting only one document (no multiple submissions). Providing your group's logo, and is the name on your logo consistent with the written group name?</i>	2	2	One mark off for each error.						
<b>WRITING</b>									
<b>Followed ALL formatting instructions.</b> <i>Includes all page, text, and logo formatting instructions. Excludes formatting of references which is separately marked under both Citations and References.</i>	4	5	0 Missing 5	1-2 Missing 4	3-4 Missing 3	5-6 Missing 2	7+ Missing 1		
<b>Followed ALL content instructions.</b> <i>ALL topics (and sub-topics where applicable) are covered and addressed, not just listed.</i>	6	10	0 Missing 10	1-2 Missing 9	3-4 Missing 8	5-6 Missing 7	7-8 Missing 6	8+ Missing 5	
<b>Spelling, typographical, and hyphenation errors or omissions.</b> <i>Includes using the proper, and correct, names of all companies mentioned? Canadian spellings used.</i>	3	5	None 5	1-2 4	3-4 3	5-6 2	7+ 1		
<b>Citations</b> <i>Proper formatting, and use, of in-line text citations (APA 7). There is a matching (corresponding) listing in References pages for each in-line text citation.</i>	0	4	One mark off for each error.						
<b>References</b> <i>Proper formatting of references (APA 7). There is a matching (corresponding) in-line text citation for each listing.</i>	0	4	One mark off for each error.						
<b>Subtotal: WRITING</b>	15	30							
<b>READABILITY</b>									
<i>This includes the following: Has it been written for the reader? Does it flow, and use transitional phrases for clarity? Have you mistakenly written it like a bulleted list in paragraph form? Do the sentences make sense and are they properly written (grammar, acronyms, punctuation, and appropriate business language)? Is the writing clear, succinct, and in active voice? Can the reader easily understand the points you are making? Did you answer the question that the assignment posed? Can the reader make a decision based on what you have written, and how you have written, your executive summary? Did you use the proper/legal name of all the companies mentioned? Did you use the language of the assignment including key words?</i>	16	30	Excellent ≥ 25 Very Good 20-24 Satisfactory 15-19 Poor to Very Poor ≤ 14						
<b>Total:</b>	31	60	52%						

Note: Failure to submit the Executive Briefing on time (meeting the deadline) and/or uploading to Group Pages instead of the Dropbox is subject to a 25% penalty. The 25% will be deducted from the total marks obtained above.

In addition, failure to provide the assignment in the proper file format (not following the assignment's instructions), is also subject to a 25% penalty. The 25% will be deducted from the total marks obtained above.

If either, or both, of the penalties is/are applicable, your grade for this assignment is found here:

See your term paper for comments.