

Strategy Rubric

Excellent

- **Understanding:** Comprehensive understanding of concepts like SWOT analysis, Porter's Five Forces, KPIs, and data strategy.
- **Application:** Real-world application with detailed examples and strategic decision-making insights.
- **Data Strategy:** Strong grasp of advanced data strategies like embedded ML and Generative AI.
- **Culture and Governance Insight:** Insightful understanding of corporate culture and data governance.
- **Communication:** Clear articulation of complex concepts.

Good

- **Understanding:** Solid understanding of SWOT, Porter's Five Forces, and KPIs.
- **Application:** Applies basic concepts to real-world scenarios but lacks depth.
- **Data Strategy:** Understands data's role but may not fully grasp advanced data technologies.
- **Culture and Governance Insight:** Recognizes the role of corporate culture but lacks detailed strategies.
- **Communication:** Effective communication but lacks the precision of the "Excellent" category.

Average

- **Understanding:** Surface-level understanding of SWOT, Porter's Five Forces, and KPIs.
- **Application:** Examples are generic or not aligned with strategic paradigms.
- **Data Strategy:** Rudimentary understanding of data's role in strategy.
- **Culture and Governance Insight:** Acknowledges importance but lacks articulation of impact.
- **Communication:** Struggles with clarity and occasionally uses incorrect terminology.

Poor

- **Understanding:** Minimal understanding of concepts, incorrect or simplistic explanations.
- **Application:** Unable to apply concepts to real-world settings.
- **Data Strategy and Tools:** Confusion about data technologies and governance.
- **Culture and Governance Insight:** Overlooks the role of corporate culture in data science practices.
- **Communication:** Unclear or incorrect use of language.