**Grading Rubric for Analytic Writing of the Can It Work Report**

**Assessment 3**

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| --- | --- | --- | --- | --- | --- |
|  | Excellent 100% | Good 85% | Satisfactory 65% | Inadequate 15% | Unacceptable 5% |
| The Value Proposition report | Clearly presents a main idea appropriate to the topic/assignment and supports it throughout the paper. | There is a main idea appropriate to the topic/assignment and it is supported throughout most of the paper. | There is a main idea that is sufficiently well connected to the topic/assignment, but it is only weakly supported throughout the paper. | There is a vague sense of a main idea or the main idea is not connected to the topic/assignment and/or it is weakly supported throughout the paper. | No main idea. |
| Understanding of core concepts of determining adoption and value | Demonstrates and applies solid understanding of core course concepts. Analysis is insightful and well-reasoned. | Demonstrates and applies understanding of core course concepts. Analysis is thoughtful but may sometimes lack depth or reasoning may not be completely sound. | Demonstrates and applies basic understanding of core course concepts. Analysis often lacks depth and/or reasoning is often unsound.  . | Demonstrates and applies limited understanding of core course concepts. Analysis is superficial or poorly reasoned. | Demonstrates and applies no understanding of core course concepts. Little to no analysis or analysis is very poor. |
| Research used for measuring impact on each actor or role of the good idea solution set | Uses appropriate respected business resources. Sources are exceptionally well integrated, and they support claims argued in the paper very effectively. References are appropriately cited  In APA style. | Uses appropriate respected business resources. Sources are well integrated and support the paper’s claims. | Some references used in the paper may not qualify as appropriate business case resources. Sources support some claims made in the paper but might not be well-integrated within the paper’s argument. | The paper does not use adequate research or if it does, the sources are not well-integrated. | Little to no research content. |
| Quality of writing and organization | Writing is clear, concise, and unambiguous. Organization is careful and logical. Essay is generally free of spelling and grammar errors. | Writing is generally clear, with some minor problems. Essay is generally well-organized with room for improvement. There are occasional errors in grammar or spelling | Writing is often unclear and may sometimes impede understanding. Essay is disorganized and lacks structure. There are repeated spelling and grammar mistakes | Quality of writing impedes understanding. Essay is incoherent. There are grammar and spelling mistakes throughout. Overall tone may be careless or inappropriate | Quality of writing prohibits understanding. |

**Comments:**