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

**Assessment 1 & 2**

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| --- | --- | --- | --- | --- | --- |
|  | Excellent 100% | Good 85% | Satisfactory 65% | Inadequate 15% | Unacceptable 5% |
| The Can It Work report of the good idea | 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. |
| Why would they adopt the good idea content | Exceptionally well presented and argued. Ideas are detailed, well developed, and supported with specific evidence and facts, as well as examples and specific details. | Well-presented and argued. Ideas are detailed, developed and supported with evidence and details, mostly specific. | Content is generally sound. Ideas are present but not particularly developed or supported. The analysis uses some evidence, but it is usually of a generalized nature. | Content is confusing and/or difficult to follow. Ideas are unclear and undersupported. The analysis is based on little to no evidence. | Content is poorly conceived and/or impossible to follow. |
| Research used for measuring the value impact & disruption on the business | 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: Grading Criteria**

In support of the grading criteria within the Grading Rubric for Analytic Writing of the Can It Work Report for assignments 1 and 2 (above) the following guidelines are provided.

* References from your first version of the Can It Work template (provided) would be helpful in structuring your report and when expressing your comprehension of each topic.
* Completed spider maps as required by the Spreadsheet exercise, as provided along with video clips of how to fill them in will be very helpful to illustrate why your good idea would be adopted by virtue of identifying the strategic problems, a root cause problem and the operational pain that can be reduced via its adoption.
* A completed tipping point template of the sector in question with one tipping point conclusion along with any references of mega trends & economic drivers used would also greatly assist in the grading of your report
* The Can It Work equation along with your conclusion statement used to justify moving to the next stage is critical when assessing your ability to determine if your grasp of the value methodologies
* A high-level process map illustrating a typical day in the life scenario will demonstrate you have a clear grasp of the operational implications of addressing the hot spots of operational pain that the problems generate from the perspective of the critical stakeholders that any adoption would be dependent upon