## Data Mining for Business – Ethics Paper Rubric

## Harvard University

**Student:**

**Evaluator:**

**Date:**

Please enter a check mark in the observed box related to the group’s presentation.

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| Criteria | Reflective Question | Beginner | Developing | Proficient | Demonstrated Ability | Masterful | 0-25  Pts |
| **Organization** of content– Logical ordering of ideas and focus | Was the paper well organized? |  |  |  |  |  |  |
| **Proofing** – Correct grammar & usage that is appropriate for audience; suitable business and graduate level English language usage | Was the content delivered clearly? |  |  |  |  |  |  |
| **Documentation & Support** – Statements of fact documented, and logically supported | Was no more than 25% of in class articles used? Is there a logical argument made as a personal framework? |  |  |  |  |  |  |
| **Philosophical/Ethical Perspective–** Primary source philosophical references per syllabus and in class lecture to support the perspectives | Did the essay mention or bring in known primary philosophical and ethical frameworks? |  |  |  |  |  |  |
| **Business Perspective–** Recognize the business intersection with ethics? Is the business use case involve data | Was there a business focus in addition to ethics? Did the business examples include non-lecture material? |  |  |  |  |  |  |
| **Broad sophistication-** Demonstration of opposing viewpoints and counter arguments. Effort made to address and overcome these obstacles. | Opposing viewpoints considered? Drawbacks to primary source philosophical frameworks considered? |  |  |  |  |  |  |