**My Grades**

**Content**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Item Name** | **Details** |  | **Last Student Activity** | **Last Instructor Activity** | **Grade** | **Points Possible** | **Comments** |
| **Weighted Total** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Grading Criteria:** None **Description:** The weighted sum of all grades for a user based on item or category weighting. |  |  |  | - | 0 |  |
| **Total** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Grading Criteria:** Running Total of all grades **Description:** The unweighted sum of all grades for a user. |  |  |  | 565.00 | 600 |  |
| **Weighted Total** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Grading Criteria:** None **Description:** The weighted sum of all grades for a user based on item or category weighting. |  |  |  | - | 0 |  |
| **Total** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Grading Criteria:** Running Total of all grades **Description:** The unweighted sum of all grades for a user. |  |  |  | 565.00 | 600 |  |
| **Session 1** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Jun 25, 2012 2:48 AM | Jun 25, 2012 2:48 AM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8420043_1&course_id=_360492_1&outcomeDefinitionId=_911463_1&linkRefId=72388afa-79ca-462e-b0a0-5f2c5748fb86&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Good participation in the first week.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 2** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Jul 2, 2012 3:49 PM | Jul 2, 2012 3:49 PM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8431956_1&course_id=_360492_1&outcomeDefinitionId=_911464_1&linkRefId=be5299b9-e2b0-4880-9a77-1f489e3a6994&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Good participation in week 2.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 3** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Jul 9, 2012 7:31 PM | Jul 9, 2012 7:31 PM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8447095_1&course_id=_360492_1&outcomeDefinitionId=_911465_1&linkRefId=bad69a76-6a89-4ca9-9d57-323819f7fdd4&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Very good participation in week 3. Thanks for your contribution to discussion.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 4** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Jul 17, 2012 4:45 PM | Jul 17, 2012 4:45 PM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8458536_1&course_id=_360492_1&outcomeDefinitionId=_911466_1&linkRefId=d239c68d-e264-444a-a4f3-01c3d72d8c3b&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | OK participation in discussion during week 4.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 5** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Jul 23, 2012 3:07 PM | Jul 23, 2012 3:07 PM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8465846_1&course_id=_360492_1&outcomeDefinitionId=_911467_1&linkRefId=85097a91-5bb6-406e-a355-e9f76ef6f6e6&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Good participation during week 5.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 6** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Jul 30, 2012 12:24 AM | Jul 30, 2012 12:24 AM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8475582_1&course_id=_360492_1&outcomeDefinitionId=_911468_1&linkRefId=da69efb7-f2b5-47be-b6f5-917e8bce9f22&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Good participation during week 6.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 7** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Aug 7, 2012 5:06 AM | Aug 7, 2012 5:06 AM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8490698_1&course_id=_360492_1&outcomeDefinitionId=_911469_1&linkRefId=26ceb98b-4512-4375-a279-a662d90d2826&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Good work on the discussion board this during week 7. Thanks for your contributions. Excellent citations/references.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 8** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Aug 13, 2012 2:41 PM | Aug 13, 2012 2:41 PM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8503055_1&course_id=_360492_1&outcomeDefinitionId=_911470_1&linkRefId=f4912c61-a04a-431d-b2e2-00a317ec949e&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Good participation during week 8. Good use of reference material to support your arguments.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 9** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Aug 20, 2012 12:05 AM | Aug 20, 2012 12:05 AM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8511893_1&course_id=_360492_1&outcomeDefinitionId=_911471_1&linkRefId=60597fa1-af47-4474-b9d0-bd7447b1e865&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Good participation in week 9. Thanks for the references on patents. Good interaction with the class.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Session 10** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** Discussion **Description:** |  | Aug 27, 2012 12:52 AM | Aug 27, 2012 12:52 AM | [**10.00**](https://courses.northwestern.edu/webapps/discussionboard/do/discussiongrades?attempt_id=_8522633_1&course_id=_360492_1&outcomeDefinitionId=_911472_1&linkRefId=91bf57cd-1e0c-46ed-ab05-8f1675400cbd&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 10 | Week 10 looks good.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Draft – Case Study Collection Mid-Course Check-In** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** |  |  |  | - | 0 |  |
| **Final - Case Study Collection Mid-Course Check-In (due Sunday, July 8, 2012 at 11:55 p.m. Central Time)** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** | Jul 8, 2012 | Jul 8, 2012 11:58 AM | Jul 13, 2012 8:33 PM | [**50.00**](https://courses.northwestern.edu/webapps/mdb-sa-bb_bb60/gradebookItem?attempt_id=_8444856_1&course_id=_360492_1&outcomeDefinitionId=_911474_1&linkRefId=_3066395_1&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 50 | The five organizations chosen as exemplary cases make good sense, and you have a very good start on completing the final case collection assignment. OK to drop Best Buy, and it seems you have developed much of the argument you will be using. To provide structure in the final paper, create sections with headings for each of the companies.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Draft – Dashboard and Executive Summary** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** |  |  |  | - | 0 |  |
| **Final – Dashboard and Executive Summary (due Sunday, July 15, 2012 at 11:55 p.m. Central Time)** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** | Jul 15, 2012 | Jul 15, 2012 8:41 PM | Jul 21, 2012 7:10 PM | [**90.00**](https://courses.northwestern.edu/webapps/mdb-sa-bb_bb60/gradebookItem?attempt_id=_8456092_1&course_id=_360492_1&outcomeDefinitionId=_911476_1&linkRefId=_3066421_1&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 100 | It is not clear what values are being displayed on the Membership Status image. Forget the traffic light; use a color coded box instead. Likewise with the Monthly Involvement meter. The meter takes up a lot of space showing just one number; consider a simple color-coded box as an alternative. The other graphics are easy to understand. The executive summary is well written. Suitability to purpose: 25 of 25 Presentation: 40 of 50 Executive summary: 25 of 25  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Draft - Survey Design and Implementation Topic** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** |  |  |  | - | 0 |  |
| **Final – Survey Design and Implementation Topic (due Sunday, July 22, 2012 at 11:55 p.m. Central Time)** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** | Jul 22, 2012 |  | Jul 7, 2012 4:39 PM | 0.00 | 0 |  |
| **Draft - Case Study Collection Final Assignment** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** |  |  |  | - | 0 |  |
| **Final – Case Study Collection Final Assignment (due Sunday, August 12, 2012 at 11:55 p.m. Central Time)** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** | Aug 12, 2012 | Aug 11, 2012 12:17 PM | Aug 23, 2012 5:03 AM | [**190.00**](https://courses.northwestern.edu/webapps/mdb-sa-bb_bb60/gradebookItem?attempt_id=_8499765_1&course_id=_360492_1&outcomeDefinitionId=_911480_1&linkRefId=_3066436_1&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 200 | Introduction. 25 of 25 points Literature Review and Methods. 45 of 50 points (citation formatting issue) Results. 50 of 50 points Conclusion 25 of 25 points Exposition 45 of 50 points A well written paper. Excellent introduction. Good organization. An extensive and most useful reference list. OK selection of cases. Sufficient detail in the presentation of results. I especially liked the section on SportVU. Note that APA author/date citations need dates. A few minor issues with exposition: Page 2, line 3, "titled" should be "entitled" Page 2, five lines from bottom, "prospective" should be "respective" Page 2, four lines from bottom, avoid use of "etc." by writing "entrepreneurship, and data collection." Page 5, line 3, omit "their" from "their vast amounts" because a firm is singular not plural... if you do not omit "their," then replace it with "its" Page 5, lines 7 and 8, change "data and information" to "data" Page 5, line 11, suggest using "these data" in place of "this data" Page 5, line 15, "is over 240 job listings" should be "are over 240 job listings" Page 5, 5 lines from bottom, "unique from other" should be "unique among" Page 5, second to last line, "metric focused" should be "metric-focused" Page 7, line 8, "for innovating the use of" should be "for its innovative use of" Page 8, second line from bottom, change "their" to "its" Always proofread papers. Whenever possible, have someone else proofread for you as well. Edit, write, and rewrite. Make the most of these opportunities to present your ideas by writing well.  [View Full Comment](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course) |
| **Draft - Survey Design and Implementation** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** |  |  |  | - | 0 |  |
| **Final – Survey Design and Implementation (due Sunday, August 26, 2012 at 11:55 p.m. central time)** | [Details](https://courses.northwestern.edu/webapps/gradebook/do/student/viewGrades?course_id=_360492_1&callback=course)  **Category:** SafeAssignment **Description:** | Aug 26, 2011 | Aug 25, 2012 5:34 PM | Aug 28, 2012 9:55 AM | [**135.00**](https://courses.northwestern.edu/webapps/mdb-sa-bb_bb60/gradebookItem?attempt_id=_8520941_1&course_id=_360492_1&outcomeDefinitionId=_911482_1&linkRefId=_3069255_1&courseMembershipId=_8300338_1&cancelGradeUrl=/webapps/gradebook/do/student/viewGrades) | 150 | Sampling 50 of 50 points Survey Instrument 45 of 50 points Analysis Plan 40 of 50 points As you indicate, sampling is not an issue given the target population. So this part of the survey is under control. The survey instrument is not unduly long. The item stems are short and clear. The five-point scale response alternatives should present no special problem for respondents. Generally, in terms of both form and content, the survey looks very good. But missing from the survey are items relating to respondent characteristics or demographics. The primary area that needs work here is analysis. You address the issue of missing data, saying that it will not be an issue, but you say nothing about methods of analysis. How will you analyze these data? Will item response data be utilized to see if there are general trends or underlying dimensions running through the data? Many items relate to satisfaction. Will there be an attempt to combine these items into scale scores? What about group differences in satisfaction or respondent views of helpfulness, assuming that data are collected relating to respondent characteristics? Also, what about all those open-ended questions? What techniques of content analysis and qualitative data analysis will be employed? |