

## Assessment Rubric for Business Programs’ Outcomes Assessment: AY 07/08

Rubric used to rate the Project Report for BUS101 with respect to six (6) Learning Outcomes identified in the Business Management and Business Transfer Outcomes Assessment Plans. These outcomes are listed in the BM / BT OA Plans and are identified in both as LO 1, 2, 4, 5, 9 & 10.

	<b>Needs Improvement 1 – 2 points</b>	<b>Satisfactory 3 – 4 points</b>	<b>Excellent 5 – 6 points</b>	<b>Rating</b>
<b>Communication Skills</b>				
1. Report is clear & well organized	<ul style="list-style-type: none"> <li>✓ Topic was not identified or developed and source material was minimally appropriate</li> <li>✓ Report was minimally focused with few ideas explained, but lacked logical presentation; some unnecessary redundancy</li> </ul>	<ul style="list-style-type: none"> <li>✓ Topic was identified, developed and supported with appropriate source material</li> <li>✓ Report was mostly focused with some ideas explained and presented, little redundancy</li> </ul>	<ul style="list-style-type: none"> <li>✓ Topic was clearly identified, well developed and supported with appropriate source material</li> <li>✓ Report was focused with major ideas clearly explained and logically presented, little or no redundancy</li> </ul>	
2. Report was written using correct standard American English	<ul style="list-style-type: none"> <li>✓ Report contained many grammatical spelling errors</li> <li>✓ Paragraphing was incorrect &amp; ineffective</li> <li>✓ Incorrect punctuation used throughout</li> </ul>	<ul style="list-style-type: none"> <li>✓ Report contained some grammatical spelling errors</li> <li>✓ Paragraphing was sometimes correct &amp; effective</li> <li>✓ Incorrect punctuation used occasionally</li> </ul>	<ul style="list-style-type: none"> <li>✓ Report contained few or no grammatical spelling errors</li> <li>✓ Paragraphing was correct &amp; effective</li> <li>✓ Correct punctuation used</li> </ul>	
<b>Critical Thinking Skills</b>				
3. Report contained information from at least 4 relevant sources	<ul style="list-style-type: none"> <li>✓ Fewer than four sources were used and were mostly unrelated to the identified topic of the report</li> </ul>	<ul style="list-style-type: none"> <li>✓ Three or four sources, only some of which were clearly related to the identified topic, were used in the report</li> </ul>	<ul style="list-style-type: none"> <li>✓ Four or more sources which were clearly related to the identified topic were used in the report</li> </ul>	
4. Essential topic-related information was extracted from researched sources	<ul style="list-style-type: none"> <li>✓ Information extracted from the sources was mostly irrelevant to the topic of inquiry</li> </ul>	<ul style="list-style-type: none"> <li>✓ Information extracted from the sources was mostly relevant to the topic of inquiry</li> </ul>	<ul style="list-style-type: none"> <li>✓ Information extracted from the sources was relevant to the topic of inquiry</li> </ul>	

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	<b>Needs Improvement 1 – 2 points</b>	<b>Satisfactory 3 – 4 points</b>	<b>Excellent 5 – 6 points</b>	<b>Rating</b>
5. Information extracted from relevant sources was critically evaluated	✓ Researched information was presented with little or no attention paid to its relevance to the topic or its quality	✓ Researched information was somewhat evaluated with respect to its relevance to the topic and its quality	✓ Researched information was clearly evaluated with respect to its relevance to the topic and its quality	
6. Business theory and research was applied in order to analyze the issues presented in the report	✓ Little or no information about business theories and research obtained in class was applied to the presentation and analysis of the topic of inquiry	✓ Some information about business theories and research obtained in class was applied to the presentation and analysis of the topic of inquiry	✓ Extensive information about business theories and research obtained in class was applied to the presentation and analysis of the topic of inquiry	
<b>Computer Fluency Skills</b>				
7. Report was produced using a computer	✓ Word processing software was not used to produce the report	✓ Word processing software was used to create and produce the report but full attention was not paid to the editing features (e.g. spell check)	✓ Word processing software was used to create, appropriately edit and produce the report	
8. Topics were researched using the Internet and information obtained was appropriately evaluated	✓ Little or no evidence of having used the Internet to obtain source material and/or, any material obtained from Internet sites is of questionable quality	✓ One or two supporting sources were obtained from Internet sites, which appear to be of reasonable quality	✓ At least two supporting sources were obtained from Internet sites which are clearly reputable	
<b>Total:</b>				

Instructor Comments: