

Rubric for Unit 3 Paper

Superior written essays will mention and explain the following elements when responding to the assignment question:

Section One – Problem Statement:

1. Provide an introduction to the case study selected for the final assignment due in Week 8.
2. Provide a detailed background of the subject-company or enterprise.
3. Provide a description of the problem situation in which the subject company or enterprise finds itself.
4. Provide sufficient detail of the subject and its situation to provide the basis for identifying the problem it faces.

Section Two – Statement of Cause(s):

5. Provide analysis of what the root cause of the company/enterprise’s problem
6. Provide sufficient descriptive detail to provide adequate information for a subsequent discussion of proposed solutions/recommendations.

Grading Criteria

Provided an introduction to the case study selected for the final assignment due in Week 8	10-points
Provide a detailed background of the subject-company or enterprise	20-points
Provide a description of the problem situation in which the subject company or enterprise finds itself	10-points
Provide sufficient detail of the subject and its situation to provide the basis for identifying the problem it faces	20-points
Provide analysis of what the root cause of the company/enterprise’s problem. The paper: (A) Provided sufficient descriptive detail to provide adequate information for a subsequent discussion of proposed solutions/recommendations; and (B) Supported its observations with research and logic.	30-points
Overall Mechanics/Professionalism: Paper is well organized, contains no writing and spelling errors, and is fully consistent with graduate-level writing style as expected and required for the assignment.	5 points
APA Style and Format: Follows the APA style (i.e., scholarly tone, paraphrasing, citations, sources, reference and title pages, line-spacing, section/paragraph headings, indentations, and alignment of tables and figures) accurately and consistently throughout the paper.	5 points
TOTAL	100-points

Rubric for Unit 6 Paper

Superior written essays will mention and explain the following elements when responding to the assignment question:

Section One – Possible Alternatives:

Provide a narrative that comprehensively explores the possible solutions to the problem identified in the student's Week 3 written assignment by:

1. Briefly restate the problem statement and cause(s) of the problem discussed in Week 3's written assignment.
2. Provide a narrative that states alternative solutions to the problem and logically connects the problem/cause to the alternatives being suggested.

Section Two – Recommended Plan of Action:

3. Provide an analysis and evaluation of each alternative and;
4. Provide a final recommendation.
5. Provide a high level implementation plan stating what steps should be taken

Provided a restatement of the problem and cause(s) discussed in Week 3's written assignment.	10-points
Provided a narrative that states alternative solutions to the problem and logically connects the problem/cause to the alternatives being suggested	25-points
Provide an analysis and evaluation of each alternative.	25-points
Provided a final recommendation.	15-points
Provided a high level implementation plan stating what steps should be taken..	15-points
Overall Mechanics/Professionalism: Paper is well organized, contains no writing and spelling errors, and is fully consistent with graduate-level writing style as expected and required for the assignment.	5 Points
APA Style and Format: Follows the APA style (i.e., scholarly tone, paraphrasing, citations, sources, reference and title pages, line-spacing, section/paragraph headings, indentations, and alignment of tables and figures) accurately and consistently throughout the paper.	5 Points
TOTAL	100-points

Final Paper Rubric

Superior written essays will mention and explain the following elements when responding to the assignment question:

The paper should contain the following five sections:

1. Section One – Problem Statement: This section should provide an introduction to the case study you have selected for the final assignment. It should introduce the case and provide detailed background of the subject-company or enterprise. It should also provide a description of the problem situation in which the subject company or enterprise finds itself. There should be sufficient detail of the subject and its situation to provide the basis for identifying the problem it faces. **10-points**
2. Section Two – Literature Review: This brief section provides a review of the research sources used by the student. Most of the research has already been conducted by the student, in preparing the prior two written assignments, Written Assignments 3 and 6. In this section, the student takes the research performed for prior assignments, and composes a coherent review. **15-points**
3. Section Three – Case Elements: From the Problem Statement, the third section will logically follow. This section of the paper should provide analysis of what the root cause of the company/enterprise's problem is. The root cause should be described in such detail as to provide sufficient information for a discussion (in this section) of proposed solutions/recommendations. **20-points**
4. Section Four – Recommended Action Plan: From Case Elements section, the fourth section will select, from the alternatives discussed in Section Three, the best alternative and present it as the recommended solution. This section will provide a narrative as to why the recommended solution is the best alternative, with supporting logic and research. A high level action plan which provides a description of implementation steps concludes this section. **20-points**
5. Section Five – Case Conclusion: This section discusses the importance of the case study. This discussion takes the form of highlighting the issues discussed as well as their relevance and importance to the business world. **10-points**
6. APA Style and Format: Follows the APA style (i.e., scholarly tone, paraphrasing, citations, sources, reference and title pages, line-spacing, section/paragraph headings, indentations, and alignment of tables and figures) accurately and consistently throughout the paper. **5-points**
7. Overall Mechanics/Professionalism: Paper is well organized, contains no writing and spelling errors, and is fully consistent with graduate-level writing style as expected and required for the assignment. **5-Points**
8. Presentation/Interview – student was able to effectively summarize the case and discuss all above points. **15-points**