

Rubric: MGMT 485 Capstone Project Grading Rubric--APPLIED LEARNING & QUAL PROBLEM SOLVING<sup>1</sup>



Team Name: \_\_\_\_\_

Semester/Year: \_\_\_\_\_

Ratings Total: \_\_\_\_\_

Instructor/Rater: \_\_\_\_\_

Criteria	Unsatisfactory 1	Below expectation 2	Meets expectation 3	Above expectation 4	Outstanding 5	Score
<b>1. Research and Analytical Skills in the Gathering and Processing of Info/Data:</b> Skill and completeness in gathering the pertinent industry, company, and environmental information as well as its assessment.	Less than adequate research in a number of areas.	One or two significant areas in the internal/external analysis missing.	Basic assessment and analysis of all internal/external environments.	Basic coverage of all areas and in depth coverage of two or more areas.	Exemplary coverage in most areas of the analysis.	
<b>2. Information Organization:</b> In this area the project would reflect using standard tools to capture and organize information collected (EFE & IFE).	Missing basic tools or very poorly prepared.	The basic tools are not well done or have poor logic.	Used basic IFE and EFE tools (and CPM if assigned) and captured primary factors.	There is excellent thought put into evaluating factors.	Tools have been used in creative ways to compare competitors.	
<b>3. Strategy Making:</b> In this area the team should be using the information gathered and organized to generate potential strategies.	Copied things like SWOT from outside sources with little to no understanding of how it connects with current IFE and EFE.	While basic tools have been used there is less than adequate narrative explaining the tool outcomes.	Basic tools have been used suitable for doing the project (e.g. SWOT and 1-2 other tools).	Employed several additional strategy making methodologies (SPACE, GSM, BCG, IEM, etc.).	Not only employed multiple strategy making tools but has excellent narrative supporting the outcomes.	
<b>4. Strategy Ranking and Choice:</b> In this area the project team has used tools or methods to sort/rank potential strategies, culling and/or identifying the best strategies.	No decision making tool or one in which the logic is not valid.	Decision making tool with inadequate discussion of choice rationale.	Presenting a basic tool (such as QSPM or other decision making tool) to rank strategies and adequate discussion of choice rationale.	Using some decision making tool plus a worthwhile or creative narrative supporting the strategy choice.	Found additional ways to support the choice of strategies.	
<b>5. Implementation Rationale:</b> In this area the project team articulates the use of various implementation tools in executing the strategy.	A poor or nonexistent use of implementation tools.	Left out key implementation tools or has unanswered conflicts in strategy execution.	Used most of the strategic implementation tools to show how the strategy would be executed.	All implementation tools reasonably required have been used.	Some unique additional implementation ideas such as a pro forma budgets if not required.	
<b>6. Strategy Evaluation:</b> In this area the project team describes the methods by which the strategy will be assessed in the future.	Missing or very slight attempt to discuss the area of evaluation.	Left out key potential ways in which to measure strategy execution.	Rather simplistic but not very comprehensive ways in which to assess the success of chosen strategies.	Comprehensive measures of strategic success.	Devised some unique measures of strategic success.	
<b>7. Overall Evaluation:</b> While this measure does not take into consideration the possible weighting effects of some key measured aspects in the strategic management process, it does represent a crude average assessment for this particular team's efforts.	The report overwhelming inadequate and shows little team effort considering the frequent feedback.	The report is inadequate in at least one area.	Overall an adequate strategic analysis.	The team not only prepared an adequate report but in some areas excelled.	One of the best reports for the capstone class.	

<sup>1</sup> Undergraduate Rubric available for the MGMT 485 course. As of 12 November, 2012, this Rubric will be formally delivered in MGMT 485—Business Policy and Strategy.

