

# Rubric: Strategic Integration and Critical Thinking-Graduate-[May 2019]<sup>2</sup>

College of Business



Student Name or Initials: \_\_\_\_\_

Date: \_\_\_\_\_

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

Rating Total: \_\_\_\_\_

Criteria	Unsatisfactory 1	Below Expectations 2	Meets Expectations 3	Above Expectations 4	Outstanding 5	Score
<b>Data collection: Skills in gathering specified data and complementing them with other relevant information.</b>	The student's work is clearly inadequate and riddled with errors and mistakes.	Key pieces of information that are needed to complete the assignment are either missing or incorrectly identified.	Overall, the student correctly identifies and collects key pieces of information the completion of the assignment requires.	The student goes beyond specified data to complement them with relevant facts regarding the firm and its environment.	The student's coverage of factual data leads to a highly convincing narrative on the firm's strategic circumstances.	
<b>Quality of analysis and its presentation: Appropriate demonstration of knowledge in specific required components of the assignment.</b>	The student shows little understanding of the requirements of the assignment.	The student's work contains errors or mistakes that lead to a major misunderstanding of the firm's circumstances.	Overall, the student carries out the tasks specified by the instructor without major errors.	The student's work is mostly error-free and easy to understand thanks to effective presentation.	The student's work is exemplary both in the quality of analysis and in the presentation of it.	
<b>Degree of integration: Demonstrated understanding of inherent ties among the firm's financial metrics and strategic/operational practices.</b>	The student demonstrates little understanding of the connection between financial metrics and strategic/operational choices.	The student vaguely alludes to the connection between financial metrics and strategic/operational choices.	The student discusses how financial metrics and operational practices are related in general terms.	The student attempts to make specific connections among financial metrics and strategic/operational choices.	The student makes creative links among financial metrics and strategic/operational choices to assess the firm's circumstances.	
<b>Evaluation of strategic implications and problem identification: Use of required analyses in deriving strategic implications and identifying problems.</b>	The student fails to derive any strategic implication or identify problems based on the required tasks.	Strategic implications or problems identified by the students do not appear to be supported by the required analyses.	The students uses the specific tasks specified by the instructor to derive general strategic implications.	The student tries to uncover specific strategic implications by combining and reformulating key pieces of the assignment.	The student's work is exemplary in both uncovering specific, actionable insights and generating a holistic understanding of the firm based on the tasks.	

<sup>2</sup> Rubric revised May, 2019