**Business Operations and Organizational Structures**

**Rate the Mission Statement Assignment #1 Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| CATEGORY |  | **20** | **15** |  | **10** | **5 or less** |  |
| **Content** |  | Covers topic in- | Includes essential |  | Includes essential | Content is minimal |  |
|  |  | depth with details | knowledge about the |  | information about | OR there are several |  |
|  |  | and examples. | topic. Subject |  | the topic but there | factual errors. |  |
|  |  | Subject knowledge is | knowledge appears |  | are 1-2 factual |  |  |
|  |  | excellent. | to be good. |  | errors. |  |  |
|  |  |  |  |  |  |  |  |
| **Organization** |  | Content is well | Uses headings or |  | Content is logically | There was no clear |  |
|  |  | organized using | bulleted lists to |  | organized for the | or logical |  |
|  |  | headings or bulleted | organize, but the |  | most part. | organizational |  |
|  |  | lists to group related | overall organization |  |  | structure, just lots of |  |
|  |  | material. | of topics appears |  |  | facts. |  |
|  |  |  | flawed. |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Attractiveness** |  | Makes excellent use | Makes good use of |  | Makes use of font, | Use of font, color, |  |
|  |  | of font, color, | font, color, graphics, |  | color, graphics, | graphics, effects etc. |  |
|  |  | graphics, effects, | effects, etc. to |  | effects, etc. but | but these often |  |
|  |  | etc. to enhance the | enhance to |  | occasionally these | distract from the |  |
|  |  | presentation. | presentation. |  | detract from the | presentaion content. |  |
|  |  |  |  |  | presentation content. |  |  |
|  |  |  |  |  |  |  |  |
| **Originality** |  | Product shows a | Product shows some |  | Uses other people's | Uses other people's |  |
|  |  | large amount of | original thought. |  | ideas (giving them | ideas, but does not |  |
|  |  | original thought. | Work shows new |  | credit), but there is | give them credit. |  |
|  |  | Ideas are creative | ideas and insights. |  | little evidence of |  |  |
|  |  | and inventive. |  |  | original thinking. |  |  |
|  |  |  |  |  |  |  |  |
| **Presentation** |  | Well-rehearsed with | Rehearsed with fairly |  | Delivery not smooth, | Delivery not smooth |  |
|  |  | smooth delivery that | smooth delivery that |  | but able to maintain | and audience |  |
|  |  | holds audience | holds audience |  | interest of the | attention often lost |  |
|  |  | attention. | attention most of the |  | audience most of the |  |  |
|  |  |  | time. |  | time. |  |  |
|  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_**

**Maximum 100 Points**