Rubric Name: Executive Proposal Rubric

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| **Criteria** | **Level 4** | **Level 3** | **Level 2** | **Level 1** |
| Documentation and Formatting | 10 pointsHas professional-looking format and provide at least 3 references that are cited properly using the APA standard.  No spelling or grammatical errors | 7 pointsHas professional-looking format and provide at least 3 references that are cited properly using the APA standard.  Has some spelling or grammatical errors. | 2 pointsFormatting are not professional-looking or doesn't have at least 3 APA-style reference or has major spelling or grammatical errors. | 0 pointsNo submission. |
| Software Research | 30 pointsEffectively describes the purpose of the software that will allow the Senior Management to understand the organizational need and make the appropriate decisions to purchase.Research is supported with documentation and evidence.   | 20 pointsDescribes the software to Senior Management but not enough to understand an organizational need and make the appropriate decisions to enforce. And/or is not sufficiently supported with documentation and evidence.  And/or the description is somewhat unclear. | 7 pointsDescribes the software in a manner that is unclear to the Senior Management. The research Is not sufficiently supported with documentation and evidence.  Senior management would not have enough detail to make appropriate decisions.  | 0 pointsNo submission. |
| Software Analysis | 30 pointsEffectively provides analysis results that demonstrate the effectiveness of the software to meet to meet the organizations objectives | 20 pointsProvides analysis results that demonstrate the purpose of the software but does not demonstrate effectiveness to meet the organization’s objectives. | 7 pointsProvides analysis results that fail to demonstrate the purpose of the software and does not demonstrate effectiveness to meet the organization’s objectives. | 0 pointsNo submission. |
| Executive Proposal | 30 pointsEffectively explains the benefit of the software. Cost of the software and any costs. Includes all key points of the analysis and allows the senior management to understand the organizational need enough to make an appropriate choice. | 20 pointsDescribes software in a manner that allows the Senior Management to understand the purpose of the software but not enough to make a decision to purchase. Key information is left out or not made clear. | 10 pointsDescribes the software in a manner that is unclear and/or insufficient. Proposal is difficult to follow or does not include key information and details. | 0 pointsNo submission. |
| **Overall Score** | **Level 415 or more** | **Level 311 or more** | **Level 27 or more** | **Level 10 or more** |
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