**BUS411 Rubric**

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|  | ***Deficient*** | ***Proficient*** | ***Exemplary*** |
|  | ***0-7 points*** | ***8-13 points*** | ***13-15 points*** |
| ***Introduction and Thesis***  ***Statement*** | Unclear or incomplete | Introduction with a partially developed thesis. | Clear, well-developed, introduction and thesis. |
|  | ***0-20 points*** | ***21-26 points*** | ***27-30 points*** |
| ***Supporting***  ***Evidence/***  ***Analysis*** | Lacks specific, credible, and relevant support. Development of position / argument is inadequate or missing. | Adequately supported with a limited spectrum of specific, credible, and relevant evidence. Development of position/argument is thoughtful and persuasive but lacks some detail. | Well-supported with a broad spectrum of specific, credible, and relevant evidence. Position / argument is well-developed, very thoughtful, and persuasive |
|  | ***0-6 points*** | ***7-8 points*** | ***9-10 points*** |
| ***Clarity & Organization*** | Lacks organization, logic and clarity. Transitions  seldom or never used to connect ideas. | Generally organized, logical and clearly articulated. Transitions often smoothly connect ideas. | Paragraph formation is clear. Fully organized, logical and clearly articulated. Transitions smoothly connect ideas. |
|  | ***0-14 points*** | ***15-17 points*** | ***18-20 points*** |
| ***Professional Communication*** | Does not demonstrate proficiency in spelling, grammar, punctuation, capitalization, and sentence structure. | Some spelling, grammar, punctuation, capitalization, and/or sentence structure errors. | Polished and demonstrates a high level of proficiency in spelling, grammar, punctuation, capitalization, and sentence structure. |
|  | ***0-7 points*** | ***8-13 points*** | ***13-15 points*** |
| ***Conclusion*** | No conclusion included. | Some attempt at a conclusion, but it is not well written. | Well written and fully developed conclusion. |
|  | ***0-6 points*** | ***7-8 points*** | ***9-10 points*** |
| ***APA*** | Paper has no APA formatting, or paper has an APA cover, but no references or in text citations. Less than the required number of credible references provided. | Paper lacks one element of APA (cover, references or in text citations), but has at least one credible reference. | Paper has all elements of APA formatting (cover, references and in text citations) with the required number of credible references. |