**BUS623.W4A1.02.2019**

**Description**:

**Total Possible Score**: 9.00

| Analyzes Beefsteak's Company Profile and Business Model | Total: 2.00 |
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Distinguished - Thoroughly analyzes Beefsteak's company profile and business model.

Proficient - Analyzes Beefsteak's company profile and business model. Minor details are missing.

Basic - Partially analyzes Beefsteak's company profile and business model. Relevant details are missing.

Below Expectations - Attempts to analyze Beefsteak's company profile and business model; however, significant details are missing.

Non-Performance - The analysis of the Beefsteak's company profile and business model is either nonexistent or lacks the components described in the assignment instructions.

| Constructs a Recruiting Strategy Using the Three-Sequential Stages | Total: 3.00 |
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Distinguished - Constructs a thorough recruiting strategy using the three-sequential stages.

Proficient - Constructs a recruiting strategy using the three-sequential stages. Minor details are missing.

Basic - Constructs a partial recruiting strategy using the three-sequential stages. Relevant details are missing.

Below Expectations - Attempts to construct a recruiting strategy using the three-sequential stages; however, significant details are missing.

Non-Performance - The construction of a recruiting strategy using the three-sequential stages is either nonexistent or lacks the components described in the assignment instructions.

| Discusses the Benefits of Diversity in Recruiting, Beefsteak's Brand, Contemporary Human Capital Topics, and Predictive Analysis and Creates a Selection Strategy for Both Managerial and Staff Positions | Total: 2.00 |
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Distinguished - Thoroughly discusses the benefits of diversity in recruiting, Beefsteak's brand, contemporary human capital topics, and predictive analysis, and creates a comprehensive selection strategy for both managerial and staff positions.

Proficient - Discusses the benefits of diversity in recruiting, Beefsteak's brand, contemporary human capital topics, and predictive analysis, and creates a selection strategy for both managerial and staff positions. Minor details are missing.

Basic - Minimally discusses the benefits of diversity in recruiting, Beefsteak's brand, contemporary human capital topics, and predictive analysis, and creates a partial selection strategy for both managerial and staff positions. Relevant details are missing.

Below Expectations - Attempts to discuss the benefits of diversity in recruiting, Beefsteak's brand, contemporary human capital topics, and predictive analysis and create a selection strategy for both managerial and staff positions; however, significant details are missing.

Non-Performance - The discussion of the benefits of diversity in recruiting, Beefsteak's brand, contemporary human capital topics, and predictive analysis and creation of a selection strategy for both managerial and staff positions are either nonexistent or lack the components described in the instructions.

| Written Communication: Control of Syntax and Mechanics | Total: 0.50 |
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Distinguished - Displays meticulous comprehension and organization of syntax and mechanics, such as spelling and grammar. Written work contains no errors and is very easy to understand.

Proficient - Displays comprehension and organization of syntax and mechanics, such as spelling and grammar. Written work contains only a few minor errors and is mostly easy to understand.

Basic - Displays basic comprehension of syntax and mechanics, such as spelling and grammar. Written work contains a few errors which may slightly distract the reader.

Below Expectations - Fails to display basic comprehension of syntax or mechanics, such as spelling and grammar. Written work contains major errors which distract the reader.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

| Written Communication: APA Formatting | Total: 0.50 |
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Distinguished - Accurately uses APA formatting consistently throughout the paper, title page, and reference page.

Proficient - Exhibits APA formatting throughout the paper. However, layout contains a few minor errors.

Basic - Exhibits limited knowledge of APA formatting throughout the paper. However, layout does not meet all APA requirements.

Below Expectations - Fails to exhibit basic knowledge of APA formatting. There are frequent errors, making the layout difficult to distinguish as APA.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

| Written Communication: Page Requirement | Total: 0.50 |
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| Distinguished - The length of the paper is equivalent to the required number of correctly formatted pages. | |
| Proficient - The length of the paper is nearly equivalent to the required number of correctly formatted pages. | |
| Basic - The length of the paper is equivalent to at least three quarters of the required number of correctly formatted pages. | |
| Below Expectations - The length of the paper is equivalent to at least one half of the required number of correctly formatted pages. | |
| Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions. | |

| Written Communication: Resource Requirement | Total: 0.50 |
| --- | --- |
| Distinguished - Uses more than the required number of scholarly sources, providing compelling evidence to support ideas. All sources on the reference page are used and cited correctly within the body of the assignment. | |
| Proficient - Uses the required number of scholarly sources to support ideas. All sources on the reference page are used and cited correctly within the body of the assignment. | |
| Basic - Uses less than the required number of sources to support ideas. Some sources may not be scholarly. Most sources on the reference page are used within the body of the assignment. Citations may not be formatted correctly. | |
| Below Expectations - Uses an inadequate number of sources that provide little or no support for ideas. Sources used may not be scholarly. Most sources on the reference page are not used within the body of the assignment. Citations are not formatted correctly. | |
| Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions. | |