

BSBA Ethical Reasoning Rubric

Performance Criteria	Below Expectations	Meets Expectations	Exceeds Expectations
1. Relevant Facts	Little to no identification of the relevant facts 1	Somewhat detailed identification of the relevant facts 2	Detailed identification of the relevant facts 3
2. Ethical Issue	Weak explanation of the ethical issue 1	Somewhat detailed and clear explanation of the ethical issue 2	Detailed and clear explanation of the ethical issue 3
3. Stakeholders	Little to no identification of affected stakeholders 1	Somewhat detailed identification of the affected stakeholders 2	Detailed identification of the affected stakeholders 3
4. Consequences	Incomplete discussion of the consequentialist approach 1	Moderate discussion of the consequentialist approach 2	Complete discussion of the consequentialist approach 3
5. Obligations	Incomplete discussion of the deontological approach 1	Moderate discussion of the deontological approach 2	Complete discussion of the deontological approach 3
6. Integrity	Incomplete discussion of the virtue ethics approach 1	Moderate discussion of the virtue ethics approach 2	Complete discussion of the virtue ethics approach 3

7. Persuasiveness	Weak argument that you have selected the most appropriate action 1	Somewhat convincing argument that you have selected the most appropriate action 2	Thorough and convincing argument that you have selected the most appropriate action 3
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