**Grading Rubric Module 3 GEB2930fw Business Capstone**

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| **Levels of Achievement** | | | | |
|  | **No Pass** | **Competence** | **Proficiency** | **Mastery** |
| **Spelling and Grammar**  **(10 Pts)** | Paper is not submitted or more than 10 errors in English grammar and mechanics observed. No introduction paragraph, thesis, or conclusion paragraph included. Proper writing mechanics were not used. | 6-10 errors in English grammar and mechanics. Missing 2 or more of the following: introduction paragraph with thesis, and conclusion paragraph. Proper writing mechanics somewhat used. | 3-5 errors in English grammar and mechanics, and/or missing 1 or more of the following: introduction paragraph with thesis, and conclusion paragraph. Proper writing mechanics mostly used. | 0-2 errors in English grammar and mechanics. Included an introduction paragraph with thesis, and conclusion paragraph. Used proper writing mechanics including proper grammar, sentence structure, transitions, and punctuation. |
| Points: 0-3 | Points: 4-6 | Points: 7-8 | Points: 9-10 |
| **Paper Length, Title Page**  **(10 Pts)** | Paper is not submitted. | Paper is less than 1 page in length, and/ or no APA title page provided. | Paper is between 1-2 pages in length and/or no APA title page provided. | Paper is at least 2 pages in length. APA formatted title page provided. |
| Points: 0-3 | Points: 4-6 | Points: 7-8 | Points: 9-10 |
| **Audience and Tone**  **TS: Communication**  **(20 Pts)** | Writing is inappropriate, does not use audience-specific tone. | Writing is somewhat exhibits audience-specific tone. Did not fully speak from the correct point of view. | Writing is mostly exhibits audience-specific tone. Did not fully speak from the correct point of view. | Writing exhibits appropriate, audience-specific tone and spoke from a “consultant” point of view. |
| Points: 0-9 | Points: 10-13 | Points: 14-17 | Points: 18-20 |
| **SWOT Analysis**  **TS: Critical Thinking**  **(20 Pts)** | Content was not included or incomplete, and/or extremely inaccurate | Content shows a basic understanding of key ideas, yet includes some inaccuracies. | Content meets criteria with minimal errors, is accurate and shows a clear understanding through appropriate examples and explanations. | Content meets or exceeds criteria, is accurate and shows an extraordinary understanding through rich examples and explanations. |
| Points: 0-9 | Points: 10-13 | Points: 14-17 | Points: 18-20 |
| **Discussed SWOT**  **TS: Critical Thinking**  **(20 Pts)** | Content was not included or incomplete, and/or extremely inaccurate | Content shows a basic understanding of key ideas, yet includes some inaccuracies. | Content meets criteria with minimal errors, is accurate and shows a clear understanding through appropriate examples and explanations. | Content meets or exceeds criteria, is accurate and shows an extraordinary understanding through rich examples and explanations. |
| Points: 0-9 | Points: 10-13 | Points: 14-17 | Points: 18-20 |
| **Next Steps**  **TS: Critical Thinking**  **(20 Pts)** | Content was not included or incomplete, and/or extremely inaccurate. | Content shows a basic understanding of key ideas, yet includes some inaccuracies. | Content meets criteria with minimal errors, is accurate and shows a clear understanding through appropriate examples and explanations. | Content meets or exceeds criteria, is accurate and shows an extraordinary understanding through rich examples and explanations. |
| Points: 0-9 | Points: 10-13 | Points: 14-17 | Points: 18-20 |