

## R1 – Rubrics for Team Project

<b>Criteria</b>	<b>Significantly Absent 1</b>	<b>Not Yet Competent 2</b>	<b>Competent 3</b>	<b>Skilled 4</b>	<b>Score</b>
Thorough and appropriate research techniques	Techniques have no validity and are totally inconsistent and subjective	Techniques have resulted in few valid results (less than 80%) and are riddled with subjective and inconsistent interpretations	Techniques have resulted in at least 90% of the findings being relevant, factual and reflective of logical and consistent research methods	Techniques have resulted in at least 95 - 100% of the findings being relevant, factual and reflective of logical and consistent research methods.	
Appropriate Identification of areas of focus	There is no clearly identified area of focus in what business segments will be targeted.	There is an area of focus or areas but these are not based on the initial research and seem illogical.	Area or areas of focus are, for the most part, based on facts and are appropriate for project's scope	Area or areas of focus are clearly based on factual research and are in line with project's scope.	
Evidence of comparative analyses with appropriate benchmarks	There is no evidence of incorporating comparative data.	Comparative data are used but are incomplete or not appropriate comparisons.	Comparative data are included and are mostly complete using appropriate comparisons.	Comparative data are selected using appropriate benchmarks and data are complete and factual.	
Incorporation Of relevant economic, industry and business trends	Almost no inclusion of relevant trends for the industry segment	Limited incorporation of relevant trends to the industry or trend information is not relevant or factual	Trend data are factual but not totally comprehensive in including economic, general business and industry segment trends.	Trend data are factual and comprehensive including economic, business and industry segment trends.	
Appropriate identification and prioritization of problems	Identification and prioritization of problems are completely absent.	Key problems are not identified and/or proper prioritization is absent.	All major and most secondary problems are identified and properly prioritized.	All major and all secondary problems are identified and prioritization is based on relevant facts/business needs.	
Realistic and targeted recommendations based on logical sequence of research and analysis stages	Recommendations are not based on factual information including identified resources and do not reflect sound research.	Some recommendations are reflective of logical research and analysis but less than 80%.	At least 90% of the recommendations are logical and reflective of sound research and analysis of data.	At least 95% of the recommendations are logical and reflective of sound research and analysis of data.	
Clear communication of project stages, key findings from each phase, recommendations, Implementation suggestions	Final presentation and report is confusing, poorly written, unclear and lacks implementation suggestions.	Final presentation has segments that are confusing, disconnected and poorly written with some implementations missing.	Presentation is mostly clear, presented in a logical sequence, well written with most implementation suggestions provided in detail.	Presentation is clearly presented in a logical sequence, well written and all recommendations are thoroughly described in detail.	