

Rubric for Analysis of Business Problems

Date: _____

Rater: _____

Course: _____

Student: _____

TRAIT	Unacceptable	Acceptable	Exemplary
Problem Identification	Has no or a vague idea of what the problems are.	Identifies at least one main problem facing the organization.	Clearly identifies all pertinent problems facing the organization.
Facts and Data Generation/Collection	Identifies few potentially relevant facts, collects some data on them.	Identifies a number of potentially relevant facts, collects some data on them.	Identifies a number of potentially relevant facts, collects extensive data on each of them.
Analysis of the Data	Confusing/inadequate interpretation of facts and data.	Proper interpretation of facts, inadequate distinction between relevant and irrelevant data.	Proper interpretation of facts and data collected, separates relevant from irrelevant data.
Integration of Facts and Data	Fails to apply frameworks covered in class to integrate the data and facts.	Uses some frameworks covered in class to integrate the data and interpret the relevant facts.	Use the most appropriate frameworks covered in class to integrate the data and interpret the relevant facts.
Coming up with Alternative Solutions to the Problem	Identifies some alternatives, poor articulation of their potential consequences and trade-offs.	Clarifies at least two alternatives and predicts their associated consequences.	Clarifies a number of alternatives and evaluates the pluses and minuses of each alternative in terms of costs and consequences.
Making Recommendations	Recommendations fail to address the main problems.	Recommendations address the main problems but are not feasible given the current state of the organization.	Recommendations address the main problems and are feasible given the current state of the organization.