**Apply Rubrics**

**Introduction to Business Planning Paper**

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| --- | --- | --- | --- | --- | --- |
|  | **1 Unsatisfactory 0.00%** | **2 Less Than Satisfactory 74.00%** | **3 Satisfactory 75.00%** | **4 Good 85.00%** | **5 Excellent 100.00%** |
| **50.0 %HCA 620 Introduction to Business Planning Paper Rubric** |  | | | | | |
| **10.0 %** **Background** | The background information has been minimally addressed. | The background information included is mostly complete but lacks specific information to assist the audience to understand the topic's importance. | The background information included is appropriate providing sufficient information to assist the audience to understand the topic's importance. | The background information included is complete, clear and relevant providing specific and useful information to assist the audience to understand the topic's importance. | The background information included is comprehensive, relevant and interesting, and provides specific information to assist the audience to understand the topic's importance in a manner that is fresh and engaging. |  |
| **40.0 %** **Compare and contrast a minimum of four typical business plans.** | Less than three business plans are compared and contrasted. Strengths and weaknesses are not presented. Content includes little or none of the assignment criteria. Major points are unclear. No support is evident. | Less than four business plans are compared and contrasted. Strengths and weaknesses are presented with few supporting details. Assignment content omits some required criteria. Major points lack clarity. Little or no effective support is evident. | Four business plans are sufficiently compared and contrasted. Strengths and weaknesses are presented with sufficient supporting details. Comparisons and contrasts are superficial Most of the required assignment content is present. Major points are addressed and adequately clear. Some support is evident and relevant. | More than four business plans are thoroughly compared and contrasted. Strengths and weaknesses are presented with numerous supporting details. Comparisons and contrasts are meaningful. Analyzes and evaluates the strengths and weaknesses. Analysis is direct, competent, and appropriate. Claims and ideas of the criteria are supported. All of the required assignment content is present. Major points are clear and effectively addressed. Support is comprehensive and relevant. | More than four business plans are comprehensively compared and contrasted. Strengths and weaknesses are presented with numerous supporting details. Comparisons and contrasts are insightful. Thoughtfully analyzes and evaluates the strengths and weaknesses. Demonstrates a deep understanding of various business plan models by supporting ideas with details and examples. All of the required assignment content is present. Major points are exceptionally clear and thoroughly addressed. Significant and best possible support is evident, relevant, and convincing. |  |
| **30.0 %Organization and Effectiveness** |  | | | | | |
| **20.0 %** **Sources** | No outside academic sources were used to support major points. | Few relevant sources beyond assigned readings were used to support major points. Important relevant sources were neglected. Quoted material and paraphrasing were overused. | Sources were adequate, relevant and extended beyond assigned readings. Quoted material and paraphrasing are included to support major points and writer's idea development. | Sources are academic, current, and relevant to support major points. Quoted material and paraphrasing is used effectively and consistently to support the major points and writer's idea development. | Sources are academic, comprehensive, current, and relevant. Quoted material and paraphrasing expertly support, extend, and inform ideas but do not substitute for the writer's own idea development. Sources are well evaluated to support major points. |  |
| **10.0 %** **Thesis Development and Purpose** | Paper lacks any discernible overall purpose or organizing claim. | Thesis and/or main claim are insufficiently developed and/or vague; purpose is not clear. | Thesis and/or main claim are apparent and appropriate to purpose. | Thesis and/or main claim are clear and forecast the development of the paper. It is descriptive and reflective of the arguments and appropriate to the purpose. | Thesis and/or main claim are comprehensive. The essence of the paper is contained within the thesis. Thesis statement makes the purpose of the paper clear. |  |
| **20.0 %Format** |  | | | | | |
| **10.0 %** **Mechanics of Writing (includes spelling, punctuation, grammar, language use)** | Surface errors are pervasive enough that they impede communication of meaning. Inappropriate word choice and/or sentence construction are used. | Frequent and repetitive mechanical errors distract the reader. Inconsistencies in language choice (register), sentence structure, and/or word choice are present. | Some mechanical errors or typos are present, but are not overly distracting to the reader. Correct sentence structure and audience-appropriate language are used. | Prose is largely free of mechanical errors, although a few may be present. A variety of sentence structures and effective figures of speech are used. | Writer is clearly in command of standard, written, academic English. |  |
| **5.0 %** **Paper Format (Use of appropriate style for the major and assignment)** | Template is not used appropriately, or documentation format is rarely followed correctly. | Appropriate template is used, but some elements are missing or mistaken. A lack of control with formatting is apparent. | Appropriate template is used. Formatting is correct, although some minor errors may be present. | Appropriate template is fully used. There are virtually no errors in formatting style. | All format elements are correct. |  |
| **5.0 %** **Research Citations (In-text citations for paraphrasing and direct quotes, and reference page listing and formatting, as appropriate to assignment and style)** | No reference page is included. No citations are used. | Reference page is present. Citations are inconsistently used. | Reference page is included and lists sources used in the paper. Sources are appropriately documented, although some errors may be present | Reference page is present and fully inclusive of all cited sources. Documentation is appropriate and citation style is usually correct. | In-text citations and a reference page are complete and correct. The documentation of cited sources is free of error. |  |
| **100 %** **Total Weightage** |  | | | | |  |