

▼ Introduction

3.5 points

Criteria Description

5. Target 3.5 points

Description of the background of the company, including the key data, variables, and purpose for the analysis, is thorough and includes substantial supporting details.

4. Acceptable 3.05 points

Description of the background of the company, including the key data, variables, and purpose for the analysis, is complete and includes relevant supporting details.

3. Approaching 2.77 points

Description of the background of the company, including the key data, variables, and purpose for the analysis, is included but lacks relevant supporting details.

2. Insufficient 2.59 points

Description of the background of the company, including the key data, variables, and purpose for the analysis, is incomplete or incorrect.

1. Unsatisfactory 0 points

Description of the background of the company, including the key data, variables, and purpose for the analysis, is not included.

Criteria Description

5. Target

17.5 points

Analysis of the required descriptive and inferential statistical tests, including applicable charts, tables, graphs, and a brief summary of the results are thorough and include substantial supporting details.

4. Acceptable

15.23 points

Analysis of the required descriptive and inferential statistical tests, including applicable charts, tables, graphs, and a brief summary of the results are complete and include relevant supporting detail.

3. Approaching

13.83 points

Analysis of the required descriptive and inferential statistical tests, including applicable charts, tables, graphs, and a brief summary of the results are included but lack relevant supporting details.

2. Insufficient

12.95 points

Analysis of the required descriptive and inferential statistical tests, including applicable charts, tables, graphs, and a brief summary of the results are incomplete or incorrect.

1. Unsatisfactory

0 points

Analysis of the required descriptive and inferential statistical tests, including applicable charts, tables, graphs, and a brief summary of the results are not completed.

Criteria Description

5. Target

17.5 points

Interpretation of the findings to improve business decision making, increase profitability, including a discussion of the industry and impact of the health viability and success of the company, is thorough and includes substantial supporting details.

4. Acceptable

15.23 points

Interpretation of the findings to improve business decision making, increase profitability, including a discussion of the industry and impact of the health viability and success of the company, is complete and includes relevant supporting details.

3. Approaching

13.83 points

Interpretation of the findings to improve business decision making, increase profitability, including a discussion of the industry and impact of the health viability and success of the company, is included but lacks relevant supporting details.

2. Insufficient

12.95 points

Interpretation of the findings to improve business decision making, increase profitability, including a discussion of the industry and impact of the health viability and success of the company, is incomplete or incorrect.

1. Unsatisfactory

0 points

Interpretation of the findings to improve business decision making, increase profitability, including a discussion of the industry and impact of the health viability and success of the company, is not included.

Criteria Description

5. Target

10.5 points

Reflection of how to apply concepts from the course to real-world experiences, including an examination of the Christian worldview perspective on the implications of using statistics ethically to improve business decision making and promote human flourishing, is thorough and includes substantial supporting details.

4. Acceptable

9.14 points

Reflection of how to apply concepts from the course to real-world experiences, including an examination of the Christian Worldview perspective on the implications of using statistics ethically to improve business decision making and promote human flourishing, is complete and includes relevant supporting details.

3. Approaching

8.3 points

Reflection of how to apply concepts from the course to real-world experiences, including an examination of the Christian worldview perspective on the implications of using statistics ethically to improve business decision making and promote human flourishing, is included but lacks relevant supporting details.

2. Insufficient

7.77 points

Reflection of how to apply concepts from the course to real-world experiences, including an examination of the Christian worldview perspective on the implications of using statistics ethically to improve business decision making and promote human flourishing, is incomplete or incorrect.

1. Unsatisfactory

0 points

Reflection of how to apply concepts from the course to real-world experiences, including an examination of the Christian worldview perspective on the implications of using statistics ethically to improve business decision making and promote human flourishing, is not included.

Criteria Description

Communicates reason for writing and demonstrates awareness of audience.

5. Target

4.9 points

The thesis, position, or purpose is persuasively developed throughout and skillfully directed to a specific audience.

4. Acceptable

4.26 points

The thesis, position, or purpose is clearly communicated throughout and clearly directed to a specific audience.

3. Approaching

3.87 points

The thesis, position, or purpose is adequately developed. An awareness of the appropriate audience is demonstrated.

2. Insufficient

3.63 points

The thesis, position, or purpose is discernable in most aspects but is occasionally weak or unclear. There is limited awareness of the appropriate audience.

1. Unsatisfactory

0 points

The thesis, position, or purpose is not discernible. No awareness of the appropriate audience is evident.

Criteria Description

Advances position or purpose throughout writing; conclusion aligns to and evolves from development.

5. Target

5.6 points

The thesis, position, or purpose is coherently and cohesively advanced throughout. The progression of ideas is coherent and unified. A convincing and unambiguous conclusion aligns to the development of the purpose.

4. Acceptable

4.87 points

The thesis, position, or purpose is logically advanced throughout. The progression of ideas is coherent and unified. A clear and plausible conclusion aligns to the development of the purpose.

3. Approaching

4.42 points

The thesis, position, or purpose is advanced in most aspects. Ideas clearly build on each other. Conclusion aligns to the development of the purpose.

2. Insufficient

4.14 points

Limited advancement of thesis, position, or purpose is discernable. There are inconsistencies in organization or the relationship of ideas. Conclusion is simplistic and not fully aligned to the development of the purpose.

1. Unsatisfactory

0 points

No advancement of the thesis, position, or purpose is evident. Connections between paragraphs are missing or inappropriate. No conclusion is offered.

Criteria Description

Selects and integrates evidence to support and advance position/purpose; considers other perspectives.

5. Target

3.5 points

Comprehensive and compelling evidence is included. Multiple other perspectives are integrated effectively.

4. Acceptable

3.05 points

Specific and appropriate evidence is included. Other perspectives are integrated.

3. Approaching

2.77 points

Relevant evidence that includes other perspectives is used.

2. Insufficient

2.59 points

Evidence is used but is insufficient or of limited relevance. Simplistic explanation or integration of other perspectives is present.

1. Unsatisfactory

0 points

Evidence to support the thesis, position, or purpose is absent. The writing relies entirely on the perspective of the writer.

Criteria Description

Includes spelling, capitalization, punctuation, grammar, language use, sentence structure, etc.

5. Target

3.5 points

No mechanical errors are present. Skilled control of language choice and sentence structure are used throughout.

4. Acceptable

3.05 points

Few mechanical errors are present. Suitable language choice and sentence structure are used.

3. Approaching

2.77 points

Occasional mechanical errors are present. Language choice is generally appropriate. Varied sentence structure is attempted.

2. Insufficient

2.59 points

Frequent and repetitive mechanical errors are present. Inconsistencies in language choice or sentence structure are recurrent.

1. Unsatisfactory

0 points

Errors in grammar or syntax are pervasive and impede meaning. Incorrect language choice or sentence structure errors are found throughout.

Criteria Description

Uses appropriate style, such as APA, MLA, etc., for college, subject, and level; documents sources using citations, footnotes, references, bibliography, etc., appropriate to assignment and discipline.

5. Target

3.5 points

No errors in formatting or documentation are present. Selectivity in the use of direct quotations and synthesis of sources is demonstrated.

4. Acceptable

3.05 points

Appropriate format and documentation are used with only minor errors.

3. Approaching

2.77 points

Appropriate format and documentation are used, although there are some obvious errors.

2. Insufficient

2.59 points

Appropriate format is attempted, but some elements are missing. Frequent errors in documentation of sources are evident.

1. Unsatisfactory

0 points

Appropriate format is not used. No documentation of sources is provided.

Total 70 points