



COMP1113 Principles of e-Business - Midterm Assessment Rubric

Name _____ Student # _____

Criteria	Meets Expectations (1.5)	Approaches Expectations (1)	Does Not Meet Expectations (0)
Introduction	The name and brief background of the company is included. Information is relevant to the assignment and provides a brief overview of what the essay will cover. A working link to the company website is provided.	One of the company name, a brief background, or working link to the company website is missing. Information is mostly relevant to the assignment and somewhat provides a brief overview of what the essay will cover.	The name and brief background of the company are not included. Information is irrelevant to the assignment or does not provide a brief overview of what the essay will cover. A working link to the company website is not provided.
	Meets Expectations (1)	Approaches Expectations (0.5)	Does Not Meet Expectations (0)
Topic 1 Identification	The topic from the textbook aligns with the chosen company and the page number is provided.	The topic from the textbook aligns with the company chosen; however, the page number is not provided.	The topic from the textbook does not align with the chosen company and the page number is not provided.
Topic 2 Identification	The topic from the textbook aligns with the chosen company and the page number is provided.	The topic from the textbook aligns with the company chosen; however, the page number is not provided.	The topic from the textbook does not align with the chosen company and the page number is not provided.
Topic 3 Identification	The topic from the textbook aligns with the chosen company and the page number is provided.	The topic from the textbook aligns with the company chosen; however, the page number is not provided.	The topic from the textbook does not align with the chosen company and the page number is not provided.
	Meets All Expectations (3)	Meets Most Expectations (2)	Approaches Expectations (1)
Topic 1 Reasoning	How and why the company does a good job with the topic is clear. The paragraph is to the point, well-organized, and conveys appropriate detail of information related to both the topic and the company.	How and why the company does a good job with the topic is mostly clear. The paragraph is mostly to the point, organized, and conveys appropriate detail of information related to both the topic and the company; however, one or more part(s) is(are) lacking and can be approved upon.	It is not clear how and why the company does a good job with the topic. The paragraph is not to the point, organized, or convey appropriate detail of information related to the topic and the company. Several parts are lacking and can be approved upon.
Topic 1 Reasoning	How and why the company does a good job with the topic is clear. The paragraph is to the point, well-organized, and conveys appropriate detail of information related to both the topic and the company.	How and why the company does a good job with the topic is mostly clear. The paragraph is mostly to the point, organized, and conveys appropriate detail of information related to both the topic and the company; however, one or more part(s) is(are) lacking and can be approved upon.	It is not clear how and why the company does a good job with the topic. The paragraph is not to the point, organized, or convey appropriate detail of information related to the topic and the company. Several parts are lacking and can be approved upon.
Topic 1 Reasoning	How and why the company does a good job with the topic is clear. The paragraph is to the point, well-organized, and conveys appropriate detail of information related to both the topic and the company.	How and why the company does a good job with the topic is mostly clear. The paragraph is mostly to the point, organized, and conveys appropriate detail of information related to both the topic and the company; however, one or more part(s) is(are) lacking and can be approved upon.	It is not clear how and why the company does a good job with the topic. The paragraph is not to the point, organized, or convey appropriate detail of information related to the topic and the company. Several parts are lacking and can be approved upon.
	Meets Expectations (1.5)	Approaches Expectations (1)	Does Not Meet Expectations (0)
Conclusion	The conclusion is strong and appropriate in length. A summary of the essay is provided.	A summary of the essay is provided; however, the conclusion is not appropriate in length.	A summary of the essay is not provided; therefore, the conclusion is not appropriate in length.