

Bus 101/102 Final Take home exam rubric

Weighting	Criteria		Excellent A	Good B	Satisfactory C	Unsatisfactory D	Very Poor E
Content, focus, analysis, and critical thinking 60%	Focus and details 10% Range 2.0 -0.0 marks		Extremely clear focus on topic at hand with the question completely answered	Fair focus on topic at hand with most parts of the question answered	Some focus on the topic at hand, with some components of the question answered.	The essay is poorly focused on the topic with the question only being marginally answered.	The essay does not answer the question
	Content knowledge 20% Range 4.0 -0.0 marks		Advanced level of theoretical framing and macro understanding of the topic displayed via accurate definitions and excellent use of relevant examples to illustrate applied understanding of the topic. Information such as facts and statistics in analysis are accurate	Good level of theoretical framing and understanding of the topic displayed via definitions and good use of relevant examples to illustrate applied understanding of the topic. Information is accurate.	Base level of theoretical framing and understanding of the topic displayed via definitions although depth and nuance are lacking. Examples used although these don't always show linkage to theory. Most information is accurate.	The answer does not demonstrate a sufficient understanding of the topic. Definitions of concepts are not accurate or relevant and examples do not show an applied understanding of the topic area. Information is missing or inaccurate	The answer does not demonstrate any understanding of the topic.
	Argument and analysis/critical thinking 30% Range 6.0 -0.0 marks		Exceptionally well-argued with exceptional analysis and a high level of critical thinking showcased. High level of linking between theory and application showing how and why points are relevant to the argument.	Well-argued with a good level of analysis and some high level of critical thinking displayed. Linking between theory and application evidenced showing how and why points are relevant to the argument.	The argument is attempted but not necessarily informed and supported by critical analysis. Linking between theory and application is attempted but doesn't successfully show how and why points are relevant to the argument.	Little argument development is evidenced. Little evidence of critical analysis that is informed and supported by theoretical framing and application. Linking between theory and application was inadequate.	No argument is provided. Critical analysis was not provided. Linking between theory and application was not provided.
Organisation and readability 40%	Organisational and essay structure: 30%	Introductory Statement 10% Range 2.0 -0.0 marks	The introduction is inviting, states the main topic and provides a brief promise statement. Information is presented in a logical order	The introduction states the main topic and provides a brief promise statement	An introductory statement is included but only contains one of either main topic or promise statement	An introductory statement was attempted.	No introductory statement provided.
		Body 10% Range 2.0 -0.0 marks	The essay contains strong academic paragraphs that follow a TEE+ or PEEL structure with achieving an excellent balance of theory, example, and critical analysis	The essay contains academic paragraphs that attempt to follow a TEE+ or PEEL structure with achieving but the balance of theory, example, and critical analysis was not met with the descriptive elements being too long and the critical analysis too short.	The essay is organised into academic paragraphs with components of theory, example and analysis. They did not follow TEE+ or PEEL and did not achieve a good balance between descriptive and analytical components	Academic paragraphs were very limited in execution and key ideas were only loosely connected around a main idea in each paragraph	No Academic paragraphs provided.
		Concluding Statement 10% Range 2.0 -0.0 marks	The concluding statement wraps up the essay and links back to the question	The concluding statement wraps up the essay	A concluding statement is provided that tries to close the essay	A concluding statement was provided but it does not close the essay	No concluding statement was provided.
	Proficiency and professionalism 10% Range 2.0 -0.0 marks		Excellent performance with proficient and professional writing achieved. Grammar, spelling, word choices, and readability choices were error free with the end result being highly polished and driven.	Some minor improvements recommended to achieve a proficient and professional result. There were some minor occasional errors in one or two of the following areas: Grammar, spelling, word choices, and readability. Could benefit from additional editing and polishing to ensure a professional result.	Some major improvements recommended to achieve a proficient and professional result. There were consistent errors in one or more of the following areas: Grammar, spelling, word choices, and readability could benefit from additional editing and polishing to ensure a professional result.	Significant improvements required to achieve a professional and proficient result. Grammar, spelling, word choices, and readability require further development. Much improvement in writing mastery recommended.	Written English expression requires major and extensive improvements to achieve a professional and proficient result. Grammar, spelling, word choices, and readability contain many systemic issues. Substantial improvement in writing mastery required,