

MGT325 GROUP Quality Case Study – Task 2 Assessment Rubric

Key components	Level 5 <i>Excellent (85-100%)</i> EXCEEDS EXPECTATIONS	Level 4 <i>Good (75-84%)</i> MEETS EXPECTATIONS WELL	Level 3 <i>Good (65-74%)</i> MEETS EXPECTATIONS	Level 2 <i>Passable (50-64%)</i> JUST MEETS EXPTIONS	Level 1 <i>Poor (0-50%)</i> DOESN'T MEET EXPECTATIONS	Grade <i>Out of 100</i>
1. EXECUTIVE SUMMARY	Exceptional summary of the key elements of the business' current quality situation, opportunities for improvement and recommendations .	Clear summary of the key elements of the business' current quality situation, opportunities for improvement and recommendations.	Adequate summary of key elements of the business' current quality situation, opportunities for improvement and recommendations.	Partial summary of the key elements of the business' current quality situation, opportunities for improvement and recommendations.	Poor summary of the key elements of the business' current quality situation, opportunities for improvement and recommendations.	Out of 10
2. INTRODUCTION	Excellent introduction outlining the purpose of the case study and what is the nature of the business.	Good introduction outlining the purpose of the case study and what is the nature of the business.	Sound introduction outlining the purpose of the case study and what is the nature of the business.	Basic introduction outlining the purpose of the case study and what is the nature of the business.	Inadequate introduction outlining the purpose of the case study and what is the nature of the business.	Out of 15
3. BACKGROUND	Outstanding and complete background to the firm explaining its stakeholders, primary activities, culture, values and goals, quality stance	Clear and informative background to the firm explaining most its stakeholders, primary activities, culture, values and goals, quality stance	Sound and adequate background to the firm explaining some its stakeholders, primary activities, culture, values and goals, quality stance	Partial background to the firm partially explaining its stakeholders, primary activities, culture, values and goals, quality stance	Poor background to the firm with negligible explanation of its stakeholders, primary activities, culture, values and goals, quality stance	
4. QUALITY ASSESSMENT	Comprehensive assessment of the firm's current quality approaches considering management/organisational, service/process, customer, and workforce practices.	Constructive assessment of the firm's current quality approaches considering most of management/organisational, service/process, customer, and workforce practices.	Adequate assessment of the firm's current quality approaches considering some of management/organisational, service/process, customer, and workforce practices.	Partial assessment of the firm's current quality approaches with basic consideration of management/organisational, service/process, customer, and workforce practices.	Poor assessment of the firm's current quality approaches with negligible consideration of management/organisational, service/process, customer, and workforce practices.	Out of 15
5. Identification of Quality Opportunities	Identification of exceptional, insightful and creative opportunities to improve quality practices, acknowledging the interconnected business system and explaining why they are important.	Identification of constructive and interesting opportunities to improve quality practices, acknowledging the interconnected business system and explaining why they are important.	Identification of sound and appropriate opportunities to improve quality practices, some acknowledgement of the interconnected business system and attempt to explain why they are important.	Identification of basic and obvious opportunities to improve quality practices, minimal acknowledgement of the interconnected business system and minimal attempt to explain why they are important.	Poor or negligible identification of opportunities to improve quality practices, no acknowledgement of the interconnected business system and no attempt to explain why they are important.	Out of 15
6. Conclusion	of current quality situation and issues, basic opportunities for improvement and obvious performance implications for the firm.	Good summary of current quality situation, important issues, sound opportunities for improvement and considered performance implications for the firm.	Adequate summary of current quality situation and issues, sound opportunities for improvement and basic performance implications for the firm.	Basic summary of current quality situation and issues, basic opportunities for improvement and obvious performance implications for the firm.	Poor or negligible summary of current quality situation and issues, basic opportunities for improvement and obvious performance implications for the firm.	Out of 15
7. RECOMMENDATIONS	Outstanding recommendations fully consistent with the firms' situation, well supported by the	Constructive recommendations consistent with the firms' situation, supported and	Sound recommendations mostly consistent with the firms' situation, generally	Partial recommendations somewhat consistent with the firms' situation, partially supported and somewhat	Inadequate or inappropriate recommendations, inconsistent with the firms' situation, not	Out of 10

	analysis and practicable for implementation.	reasonably practicable for implementation	supported and practicable for implementation.	practicable for implementation.	supported or practicable for implementation.	
8. REFERENCES	Exceptional use of 10 or more references from academic peer-reviewed journal articles from business and management literature . Fully consistent in-text with reference list, complete records, Harvard formatting of reference list	Good use of 7 to 10 academic peer-reviewed journal articles from business and management literature . Mostly consistent in-text with reference list, mostly complete records, good Harvard formatting of reference list	Adequate use of 5 to 7 academic peer-reviewed journal articles from business and management literature . Some consistency in-text with reference list, generally complete records, mostly Harvard formatting of reference list	Use of 3 – 5 academic peer-reviewed journal articles from business and management literature . Partially consistent in-text with reference list, some records, some Harvard formatting of reference list	Less than 3 academic peer-reviewed journal articles OR journals NOT from business and management literature . Inconsistent in-text with reference list, incomplete records, poor Harvard formatting of reference list	Out of 10
9. FORMATTING, STYLE, LANGUAGE AND GRAMMAR	Complete and accurate format with distinct sections with numbering, headings and subheadings as indicated in the assignment formatting guide. Excellent English professional communication, grammar and spelling, cohesive and fluent style.	Distinct sections with numbering, headings and subheadings as indicated in the assignment formatting guide. Very good English communication, grammar and spelling, clear and logical style.	Clear sections, headings and subheadings as indicated in the assignment formatting guide. Adequate English communication, grammar and spelling, satisfactory style.	Some sections, headings and subheadings as indicated in the assignment formatting guide. Basic English communication, grammar and spelling, elementary style.	Unclear sections, headings and subheadings not as indicated in the assignment formatting guide. Poor English communication, grammar and spelling, ineffective style.	Out of 10

COMMENTS: