



MIS 350 Journal Guidelines and Rubric

Overview: Your journal can be used as a resource for future business intelligence techniques, tools, and knowledge. It can also serve as a useful resource as you complete final project and your capstone project.

Prompt: Take a moment to reflect on the information you have learned this week. Then, write a one- to two-paragraph journal assignment that addresses the following:

- What did you learn this week?
- How can you use this new knowledge in a business environment?

Rubric

Guidelines for Submission: Your journal assignment should be one to two paragraphs and between 100 and 200 words in length.

Critical Elements	Exemplary	Proficient	Needs Improvement	Not Evident	Value
Length of Journal Assignment		The journal assignment is one to two paragraphs and 100–200 words in length (100%)	The journal assignment is less than 100 words (55%)	No journal assignment exists (0%)	25
What Was Learned	Learner clearly expresses what was learned and provides detailed examples (100%)	Learner clearly expresses what was learned (85%)	Explanation of what was learned is vague or unclear (55%)	Does not address what was learned (0%)	25
Business Application of Knowledge	Learner clearly expresses how they will apply the new knowledge to their work or to a business environment, and provides detailed examples (100%)	Learner clearly expresses how they will apply the new knowledge to their work or to a business environment (85%)	Expression of application of new knowledge is vague or does not apply to a business environment (55%)	Does not apply new knowledge to work or business environment (0%)	25
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format (100%)	Submission has no major errors related to citations, grammar, spelling, syntax, or organization (85%)	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas (55%)	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas (0%)	25
Total					100%