

Rubric

Your Score

-- / 100

1. Evaluation of the company's current financial plan and recommendations for improvement

0

30% of total grade

Mastery

Comprehensively evaluated the company's current financial plan from a creative and innovative perspective, included fully relevant charts and/or graphs of company's financial data, and made a comprehensive, creative, and innovative connection between recommendations for improvement and company's current financial state

30

Meets Expectations

Partially evaluated the company's current financial plan, included mostly relevant charts and/or graphs of company's financial data, and made a partial connection between recommendations for improvement and company's current financial state

25.5

Not Met

Narrowly evaluated the company's current financial plan, included some relevant charts and/or graphs of company's financial data, and made a narrow connection between recommendations for improvement and company's current financial state; or did not evaluate the company's current financial plan, did not include relevant charts or graphs of company's financial data, or did not make a connection between recommendations for improvement and company's current financial state

0

2. Strategies for achieving sustainable competitive advantage

0

30% of total grade

Mastery

Thoroughly evaluated strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance from a creative and innovative perspective

30

Meets Expectations

Somewhat evaluated strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance

25.5

Not Met

Narrowly evaluated strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance or did not evaluate strategies for achieving sustainable competitive advantage in the marketplace and increasing financial performance

0

3. Plan to implement the selected strategies

40% of total grade

0

Mastery

Created a thorough, creative, and innovative plan to implement strategies

40

Meets Expectations

Created a thorough plan to implement strategies

34

Not Met

Created a narrow plan to implement strategies or did not create a plan to implement strategies

0