

Name IBS210 - Task 3 Rubric 2021

Description

Rubric Detail

Criteria	Levels of Achievement				
	High Distinction	Distinction	Credit	Pass	Fail
<p><b>Application of international business theory</b></p> <p><b>Weight 25.00%</b></p>	<p><b>85.00 to 100.00 %</b></p> <p>Clear application of several international business theories. Submission does not teach theories but rather applies them in a fluid and fluent manner.</p>	<p><b>75.00 to 84.00 %</b></p> <p>Clear application of a few international business theories. Theories are applied in a coherent manner.</p>	<p><b>65.00 to 74.00 %</b></p> <p>Application of one or two international business theories. Theories are applied, but the application is somewhat confusing at times.</p>	<p><b>50.00 to 64.00 %</b></p> <p>Use of one or two international business theories. Theories are mostly taught, not applied.</p>	<p><b>0.00 to 49.00 %</b></p> <p>Fails to apply international business theories from course to submission.</p>
<p><b>Identification of forces that influence international business decisions</b></p> <p><b>Weight 25.00%</b></p>	<p><b>85.00 to 100.00 %</b></p> <p>Clear and critical identification of several forces that influence international business decisions. Submission offers unique perspective.</p>	<p><b>75.00 to 84.00 %</b></p> <p>Clear identification of several forces that influence international business decisions. Submission offers a clear perspective or point-of-view.</p>	<p><b>65.00 to 74.00 %</b></p> <p>Identification of several forces that influence international business decisions. Submission does not, however, offer a unique or clear point-of-view.</p>	<p><b>50.00 to 64.00 %</b></p> <p>Identification of one or two forces that influence international business decisions. Submission fails to offer a unique or clear point-of-view.</p>	<p><b>0.00 to 49.00 %</b></p> <p>Submission fails to identify forces that influence international business decisions.</p>

Criteria	Levels of Achievement				
	High Distinction	Distinction	Credit	Pass	Fail
<p><b>Analysis and application of strategies for foreign market participation</b></p> <p><b>Weight 25.00%</b></p>	<p><b>85.00 to 100.00 %</b></p> <p>Clear and critical analysis and application of strategies for foreign market participation. Submission offers unique and persuasive perspective.</p>	<p><b>75.00 to 84.00 %</b></p> <p>Clear analysis and application of strategies for foreign market participation. Submission offers a clear point-of-view.</p>	<p><b>65.00 to 74.00 %</b></p> <p>Includes analysis and application of strategies for foreign market participation. Submission does not offer a clear point-of-view.</p>	<p><b>50.00 to 64.00 %</b></p> <p>Includes some analysis and application of strategies for foreign market participation, but the analysis is either confusing or flawed.</p>	<p><b>0.00 to 49.00 %</b></p> <p>Submission fails to analyse or apply strategies for foreign market participation.</p>
<p><b>Written Communication</b></p> <p><b>Weight 25.00%</b></p>	<p><b>85.00 to 100.00 %</b></p> <p>No errors in spelling, grammar, punctuation, etc. Unique and professional formatting and design.</p>	<p><b>75.00 to 84.00 %</b></p> <p>Very few errors in spelling, grammar, punctuation, etc. Unique formatting and design.</p>	<p><b>65.00 to 74.00 %</b></p> <p>Numerous errors in spelling, grammar, punctuation, etc. Formatting and design are appropriate.</p>	<p><b>50.00 to 64.00 %</b></p> <p>Numerous errors in spelling, grammar, punctuation, etc. Formatting and design are coherent, but lack professionalism.</p>	<p><b>0.00 to 49.00 %</b></p> <p>Excessive errors in spelling, grammar, punctuation, etc. Lack of formatting and design.</p>

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