| **Criteria** | **Ratings** | **Pts** |
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| This criterion is linked to a Learning OutcomeContent/Substance |

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| **40 pts****In an exemplary manner – All key elements of the assignment are covered in a substantive way. Effectively identifies project stakeholders. Effectively explain project’s requirements collection method or timetable. Logically persuades decision makers. Analysis effectively provides data and justification for the project.** | **35.6 pts****In a proficient manner – Most key elements of the assignment are covered in a substantive way. Adequately identifies project stakeholders. Mostly explains project’s requirements collection method or timetable. Logically persuades decision makers. Analysis provides data and adequate justification for the project.** | **27.6 pts****Minimally acceptable effort: Key elements of the assignment are not covered in a substantive way. Inadequately adequately identifies project stakeholders. Does not adequately explain project’s requirements collection method or timetable. Logic is not persuasive to project decision makers. Analysis provides inadequate data and justification for the project.** |

 | 40 pts |
| This criterion is linked to a Learning OutcomeOrganization/Development |

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| **20 pts****In an exemplary manner – Paper’s central theme and purpose is immediately clear. Transitions are present, logical, and maintain the flow throughout the paper. Subsequent sections effectively develop and support the central theme. Conclusions and recommendations follow logically from the body of the paper. The tone is appropriate to the content and assignment. Sentences are well constructed, strong, and varied. Words used are precise and unambiguous.** | **17.8 pts****In an proficient manner – Paper’s central theme and purpose is mostly clear. Transitions are present, logical, and maintain the flow throughout the paper. Subsequent sections mostly develop and support the central theme. Most conclusions and recommendations follow logically from the body of the paper. The tone is appropriate to the content and assignment. Sentences are mostly well constructed, strong, and varied. Words used are precise and unambiguous.** | **13.8 pts****Minimally acceptable effort: Paper’s central theme and purpose is not clear. Transitions are present, logical, and mostly maintain the flow throughout the paper. Subsequent sections mostly develop and support the central theme. Few conclusions and recommendations follow logically from the body of the paper. The tone is not appropriate to the content and assignment. Sentences are not well constructed, strong, nor varied. Words used are often in precise and ambiguous.** |

 | 20 pts |
| This criterion is linked to a Learning OutcomeWriting Mechanics |

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| **20 pts****In an exemplary manner – Assignment—including tables and graphs, headings, title page, and reference page— is consistent with effective writing formatting guidelines and meets course-level requirements. Intellectual property is recognized with in-text citations and a reference page. Rules of English grammar, usage, and punctuation are followed. Spelling is correct.** | **17.8 pts****In an proficient manner – Assignment—including tables and graphs, headings, title page, and reference page— is mostly consistent with effective writing formatting guidelines and meets course-level requirements. Intellectual property is recognized with in-text citations and a reference page. Rules of English grammar, usage, and punctuation are mostly followed. Spelling is mostly correct.** | **13.8 pts****Minimally acceptable effort: Assignment—including tables and graphs, headings, title page, and reference page— is not consistent with effective writing formatting guidelines and does not meet course-level requirements. Intellectual property is not recognized with in-text citations and a reference page. Rules of English grammar, usage, and punctuation are not always followed. Many spelling mistakes.** |

 | 20 pts |
| This criterion is linked to a Learning OutcomeCreativity/Reasoning/Style |

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| **20 pts****In an exemplary manner: Great creativity, strong examples, substantiated and strong reasoning** | **17.8 pts****In a proficient manner: Shows some insight, personal examples, creativity, some reasoning in positions** | **13.8 pts****Minimally acceptable effort: Limited creativity, mostly definitional** |

 | 20 pts |
| Total Points: 100 |