

## Business Research Assignment: Grading Rubric

CATEGORY	Excellent 20 – 25 points	Proficient 14 - 19	Developing 13 - 18	Weak 12 & below
<b>A. BSP company profiles</b>  <b>ACRL Standard(s): 1,2</b>	<p>Response clearly describes at least two factors that might impact Toyota's growth and profits.</p> <p>Response describes at least two positive signs for Toyota and explains why these are positive signs.</p> <p>Well-developed response.</p>	<p>Response describes at least one factor that might impact Toyota's growth and profits.</p> <p>Response describes at least one positive signs for Toyota and explains why these are positive signs. Response is adequate, but could be developed further.</p> <p>.</p>	<p>Response describes at least one factor that might impact Toyota's growth and profits or one positive signs for Toyota and explain but does not explain why these are positive signs. Response is brief and not well-developed.</p>	<p>Response is about Toyota but does not describe any factors that might impact Toyota's growth and profits or further explanation about positive signs.</p> <p>Response is brief and lacks development.</p>
<b>B. Scholarly or trade articles</b>  <b>ACRL Standard(s): 5</b>	<p>All sources are accurately formatted in Chicago style with no errors. At least three articles are specifically on topic.</p>	<p>All sources are documented in Chicago style but include one error (e.g., capitalization is incorrect). At least two articles are on topic.</p>	<p>All sources are documented in Chicago edition style but include more than one error (e.g., capitalization is incorrect, author name is not Chicago style)</p>	<p>Sources are not properly documented using Chicago style.</p> <p>Includes 3 or more errors.</p>
<b>C. Industry research</b>  <b>ACRL Standard(s): 1,2</b>	<p>Response clearly describes 2-3 business trends in the biofuels industry. Response includes investment recommendation and explanation on whether or not to invest in this sector.</p> <p>Well-developed response.</p> <p>.</p>	<p>Response describes 1-2 business trends in the biofuels industry. Response includes investment recommendation but lacks explanation on whether or not to invest in this sector.</p> <p>Response is adequate, but could be developed further.</p>	<p>Response describes 1 business trend in the biofuels industry. Response includes investment recommendation but lacks explanation on whether or not to invest in this sector.</p> <p>Response is brief and not well-developed.</p>	<p>Response is about biofuels industry but omits discussion of trends, investment recommendation and explanation of investment recommendation.</p> <p>Response is brief and lacks development.</p>
<b>D. Mergent report</b>  <b>ACRL Standard 4</b>	<p>Response includes 4-5 business ratios for Toyota, 5 or more competitors and includes industry averages automotive industry. Data is saved in Excel.</p>	<p>Response includes 3-4 business ratios for Toyota, 5 or more competitors but omits industry averages automotive industry. Data is saved in Excel.</p>	<p>Response includes 3-4 business ratios for Toyota, fewer than 5 competitors and omits industry averages automotive industry. Data is saved in Excel.</p>	<p>Response does not include business ratios but instead may include financial or other company information about Toyota and its competitors. Data is saved in Excel.</p>