* Content: in content we are looking for clear and concise explanation of the confines of the paper. We are looking for students to use writing techniques congruent with that of the MBA program.

APA is next and you need to have a full compliment of citations and references in each and every paper. the rule of thumb for this class would be 2 to 3 citations per page and at least one reference as per each page written. 00 points

Formatting is next and we want to make sure that all paragraphs are indented and that all references are also indented on the second and subsequent lines. Each paper should also be margined correctly and the gaps between paragraphs should be uniform and minimal. For the last point each paper has to be as beautiful as possible and as per the latest APA manual. THIS SECTION SEEMS TO BE THE BIGGEST PROBLEM FOR STUDENTS SO FOLLOW THE INSTRUCTIONS TO THE LETTER.

Last are mechanics and this is the easiest of all and we expect papers with minimal mistakes in grammar and spelling. Don't forget you are writing at an MBA level for this paper and all papers AND ON ALL PAPERS WE WANT A COVER PAGE ON ALL PAPERS! COMMENTS ABOUT HOW YOU DID HERE.

**THIS THE SCALE THE SCHOOL IS GRADING ON**

|  | **Level 1 - Unsatisfactory**  | **Level 2 - Needs Improvement**  | **Level 3 - Satisfactory**  | **Level 4 - Good**  | **Level 5 - Excellent**  |
| --- | --- | --- | --- | --- | --- |
| Analysis  | **Points:** Points Range: 0 (0%) - 23 (23%) Presents an account containing little analysis or relevant argument; interpretation is not well supported. Course concepts and analytical tools are not applied appropriately.**Feedback:**  | **Points:** Points Range: 24 (24%) - 27 (27%) Presents an account that is descriptive but contains little analysis or relevant arguments; interpretation is not well supported. Course concepts and analytical tools are not applied appropriately.**Feedback:**  | **Points:** Points Range: 28 (28%) - 31 (31%) Presents an analysis containing relevant arguments; interpretation is not thoroughly supported and not compelling. Course concepts and analytical tools are sometimes applied appropriately.**Feedback:**  | **Points:** Points Range: 32 (32%) - 35 (35%) Presents a thorough analysis with effective arguments; interpretation is both reasonable and compelling. Course concepts and analytical tools are often applied appropriately.**Feedback:**  | **Points:** Points Range: 36 (36%) - 40 (40%) Presents an insightful and thorough analysis with strong arguments and evidence; interpretation is both reasonable and compelling. Course concepts and analytical tools are always appropriately applied.**Feedback:**  |
| Research  | **Points:** Points Range: 0 (0%) - 23 (23%) Demonstrates lack of or incomplete application of research findings and/or course content.**Feedback:**  | **Points:** Points Range: 24 (24%) - 27 (27%) Demonstrates limited application of relevant research findings and/or course content.**Feedback:**  | **Points:** Points Range: 28 (28%) - 31 (31%) Demonstrates application of fairly adequate research findings and/or course content.**Feedback:**  | **Points:** Points Range: 32 (32%) - 35 (35%) Demonstrates good application of relevant research findings and/or course content.**Feedback:**  | **Points:** Points Range: 36 (36%) - 40 (40%) Demonstrates excellent application of relevant and compelling research findings and/or course content.**Feedback:**  |
| Writing Mechanics  | **Points:** Points Range: 0 (0%) - 5 (5%) Writing lacks clarity and conciseness. Serious problems with sentence structure and grammar. Numerous major and/or minor errors in punctuation and spelling.**Feedback:**  | **Points:** Points Range: 6 (6%) - 6 (6%) Writing lacks clarity and/or conciseness. Contains minor problems with sentence structure and some grammatical errors as well as several minor errors in punctuation and spelling.**Feedback:**  | **Points:** Points Range: 7 (7%) - 7 (7%) Writing is mostly clear and concise. Sentence structure and grammar are strong and mostly correct. There may be 3 or 4 minor errors in punctuation and/or spelling**Feedback:**  | **Points:** Points Range: 8 (8%) - 8 (8%) Writing is clear and concise. Sentence structure and grammar are strong. There may be 1-2 minor punctuation errors and/or spelling errors.**Feedback:**  | **Points:** Points Range: 9 (9%) - 10 (10%) Writing is clear and concise. Sentence structure and grammar are excellent. Correct use of punctuation. No spelling errors.**Feedback:**  |
| APA Guidelines  | **Points:** Points Range: 0 (0%) - 5 (5%) Shows evidence of little to no use of APA format.**Feedback:**  | **Points:** Points Range: 6 (6%) - 6 (6%) Reflects incomplete knowledge of APA format. Source documentation may contain major errors.**Feedback:**  | **Points:** Points Range: 7 (7%) - 7 (7%) Documents sources using APA format with several minor errors.**Feedback:**  | **Points:** Points Range: 8 (8%) - 8 (8%) Documents sources using APA format with a few minor errors.**Feedback:**  | **Points:** Points Range: 9 (9%) - 10 (10%) Documents sources using APA format accurately and consistently |