

4.5: Unit 4 Activity and Grading Rubric

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	Criterion
	Use at least 4 scholarly/peer-reviewed publications should be used to support your content. References should come from scholarly sources (i.e. textbooks, scholarly articles, etc.). Any in-text citations MUST be cited in APA format using the APA Manual 6th edition. You should also include a References page, also in APA format, at the end of your paper to cite any sources used.

	The paper uses at least three scholarly sources to support your content, but it does not meet the minimum requirement for 4 sources.
	Three or more popular sources (i.e. newspapers, internet sites, magazines, etc.) make up a majority of the references to support your content. The paper lacks credible, scholarly sources and does not meet the minimum number of sources required.
	The paper includes one or two sources. The paper lacks the use of credible, scholarly sources and may focus on using popular sources. The number of sources used does not meet the minimum requirement (4 sources) and the resources used may not fully support the content of your paper.
	The paper fails to cite referenced sources, or does not include any research or sources to support ideas. The paper is based off of non-original content.
	Your paper addresses the instructions of the activity prompt with the use of supporting evidence and specific details and explanation. You effectively address all of the following requirements: Identify and assess any specific resources that will help support your operation management plan. Discuss promotional techniques you can use that will help create value in the consumer's mind. Explain how any potential partnerships or other business relationships gives your product an edge of the competition.
	The content addresses only some of the questions presented in the instructions section and reflects minimal original thought and /or critical analysis relative to the business.
	The content is vague and is weakly supported by researched evidence. The essay lacks critical analysis relative to the business.
	The content does not address the required elements; ideas presented are not supported by research or critical analysis.
	There is a lack of critical analysis for the operation management plan, and/or the essay does not address the business content from the Unit 1 Activity.
	The content contains a maximum of two grammatical, citation, and punctuation errors. The ideas are concise and presented in a logical manner that is easy for the reader to follow.
	The content contains three or four grammatical, citation, punctuation, and/or spelling errors. The sentence structure flows in a concise, logical manner.

	The paper contains more than four grammatical, citation, punctuation and/or spelling errors that distract the reader from the comprehension of ideas being presented.
	The paper demonstrates poor writing skills, reflected by lack of syntax and proper grammar, which makes ideas difficult to communicate. Ideas are not presented in a logical manner that is easy to follow.
	The paper contains numerous grammatical, citation, punctuation, and/or spelling errors.
	The paper should properly formatted (paragraph style, margins, etc.), using the APA Manual, 6th edition. The content is typed in MS Word format, labeled with the student's name and the activity title/unit number, and a reference section to cite any outside sources used.
	The paper meets most of the requirements for formatting, using the APA Manual, 6th edition, though may contain some errors.
	The paper lacks proper formatting, based on the APA Manual, 6th edition, and it may use another style of formatting (i.e. MLA, Chicago, etc.).
	The paper is typed in a format other than MS Word. A style of formatting other than APA may be used, or there are numerous formatting errors that distract the reader's comprehension.
	The formatting does not comply with the APA Manual, 6th edition and is not created in MS Word.

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