

Current Business Position	Inadequately discusses current business position based on the topics with numerous omissions and/or misconceptions that might impede comprehension or not attempted.	Vaguely discusses the current business position based on the topics with several omissions and/or misconceptions; and/or possibly relies on sources that are neither academic nor validated. Citations minimally support writing.	Proficiently discusses the current business position based on the topics. Some or most citations of sources lend authority to the writing, although possibly through direct quotations, rather than paraphrasing.	Comprehensively and thoughtfully discusses the current business position based on the topics. Skillfully paraphrases more than the required number of scholarly/authoritative sources. Relies on direct quotations only where most needed to maintain meaning.
Identified Problem Data Needs	Inadequately discusses the data needs based on the identified problem with numerous omissions and/or misconceptions that might impede comprehension or not attempted.	Vaguely discusses the data needs based on the identified problem with several omissions and/or misconceptions.	Proficiently discusses the data needs based on the identified problem with few misconceptions.	Comprehensively and thoughtfully discusses the data needs based on the identified problem.
Use of case givens	Inadequately identifies and examines the given information and how it informs business decisions with numerous omissions and/or misconceptions that might impede comprehension; or not attempted.	Vaguely identifies and examines the given information and how it informs business decisions with several omissions and/or misconceptions.	Proficiently identifies and examines the givens in the case and how they inform business decisions with few misconceptions.	Comprehensively and skillfully identifies and examines the case givens and how they inform business decisions.
Narrated or tabulated Organizational Data	Inadequately examines the organizational data and how it informs business decisions with numerous omissions and/or misconceptions that might impede comprehension; or not attempted.	Vaguely examines the organizational data and/or how it informs business decisions with several omissions and/or misconceptions.	Proficiently examines the organizational data and how it informs business decisions with few misconceptions.	Comprehensively and skillfully examines the organizational data and how it informs business decisions.
Data-driven Recommendations	Minimally discusses the data-driven recommendations to solve the identified problem with numerous omissions and/or misconceptions that might impede comprehension; or not attempted.	Inadequately discusses the data-driven recommendations to solve the identified problem with several omissions and/or misconceptions.	Proficiently discusses the data-driven recommendations to solve the identified problem with few misconceptions.	Comprehensively and thoughtfully discusses the data-driven recommendations to solve the identified problem.