

Unit 8 Discussion Grading Rubric			
Assignment Criteria	Points Possible	Possible Earned	Comments
Explained how the “Award Winning” company can benefit from using the BSC method as a strategic control system based on the information in the business case.	3		
Explained why the “Award Winning” company was successful from the financial perspective of the BSC method.	3		
Explained why the “Award Winning” company was successful from the customer perspective of the BSC method.	3		
Explained why the “Award Winning” company was successful from the business process perspective of the BSC method.	3		
Explained why the “Award Winning” company was successful from the learning and growth perspective of the BSC method.	3		
Conducted a SWOT analysis of the business case and identify any potential weaknesses, challenges, or risks the “Award Winning” company may face in the future. Explain how the BSC method can be used to help mitigate the weaknesses, challenges, or risks.	4		
Participation			
Made two substantial response posts.	3		
Debated the facts about the application of the BSC methodology to help control strategy implementation.	3		
Clarity / Organization (50%) <i>You are expected to meet the following requirements with ease in a 400 level course. Penalties will be calculated as a percentage up to 50% of the grade and will apply if the following criteria are not met.</i>			
Used 500 words minimum.	-		
Applied expository writing style .	-		
Applied proper APA style referencing format.	-		
No spelling and grammatical mistakes.	-		

Appropriate language.	-		
Professional use of abbreviations and acronyms.	-		
Professionalism / Netiquette (100%) <i>You are required to be professional. A grade of zero will be issued if issues arise.</i>			
Respect and consideration toward peers/instructors.	-		
Late Penalty (-20%)			
Total	25		