

## Merck and River Blindness Case Study Rubric for BUS4474

|  | <b>5<br/>Exceeds Expectations</b>   | <b>3-4<br/>Meets Expectations</b>  | <b>0-2<br/>Below Expectations</b>  |
|--|---|--|--|
| <b>Quality of Information</b>                | Information clearly related to the main topic. It includes several supporting details and/or examples.  | Information clearly related to the main topic. It provides 1-2 supporting details and/or examples.   | Information has little or nothing to do with the main topic. No details and/or examples are given.                 |
| <b>Mechanics</b>                             | 0-1 grammatical, spelling, or punctuation errors  | 2-4 grammatical, spelling, or punctuation errors   | 5 or more grammatical, spelling, or punctuation errors   |
| <b>Considers and identifies stakeholders</b> | Identifies and prioritizes the impacts on all relevant stakeholders, their various perspectives; and identifies who should be involved in the decision-making.                  | Accurately identifies some key stakeholders, but demonstrates no, or insufficient, awareness of whether, or how, they should, or can, be involved in the decision-making.          | Fails to identify relevant stakeholders and who should be involved in the decision-making.                         |
| <b>Chooses a course of action</b>            | Formulates a decision; articulates a plan for implementing that decision; and evidences an understanding of the ecological, social, and economic implications of that decision. | Formulates a decision that articulates a plan for implementing it, but does not demonstrate an understanding of the ecological, social and economic consequences of that decision. | Does not identify and/or explain any appropriate decision or a course of action from among alternatives available. |
| <b>Analysis</b>                              | Uses <u>inductive</u> or <u>deductive</u> reasoning to make inferences regarding premises; addresses implications and consequences.   | Uses logical reasoning to make inferences regarding premises; addresses implications and consequences.   | Uses superficial reasoning or unreasonable inferences regarding solutions.   |