

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

<b>Points: 175</b>		<b>Assignment 1: Not All Companies Are Viewed as Equal</b>			
<b>Criteria</b>	<b>Unacceptable Below 60% F</b>	<b>Meets Minimum Expectations 60-69% D</b>	<b>Fair 70-79% C</b>	<b>Proficient 80-89% B</b>	<b>Exemplary 90-100% A</b>
1. Prepare an argument explaining the major reasons why you support either the consumer or the industry. Weight: 35%	Did not submit or incompletely prepared an argument explaining the major reasons why you support either the consumer or the industry.	Insufficiently prepared an argument explaining the major reasons why you support either the consumer or the industry.	Partially prepared an argument explaining the major reasons why you support either the consumer or the industry.	Satisfactorily prepared an argument explaining the major reasons why you support either the consumer or the industry.	Thoroughly prepared an argument explaining the major reasons why you support either the consumer or the industry.
2. Explain the role capitalism plays in corporate decision making. Weight 20%	Did not submit or incompletely explained the role capitalism plays in corporate decision making.	Insufficiently explained the role capitalism plays in corporate decision making.	Partially explained the role capitalism plays in corporate decision making.	Satisfactorily explained the role capitalism plays in corporate decision making.	Thoroughly explained the role capitalism plays in corporate decision making.
3. Discuss if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Justify your response. Weight 20%	Did not submit or incompletely discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Did not submit or incompletely justified your response.	Insufficiently discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Insufficiently justified your response.	Partially discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Partially justified your response.	Satisfactorily discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Satisfactorily justified your response.	Thoroughly discussed if you believe it is possible for a company to cater to both its best interest and that of the consumer conjointly or if one always has to prevail. Thoroughly justified your response.
4. 2 references Weight: 10%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; some references high-quality choices.	Meets number of required references; all references high-quality choices.
5. Clarity, writing mechanics, and formatting requirements Weight: 15%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present