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Grid ViewList View

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
1. Explain as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career. Weight: 16%	0 (0.00%) - 30.912 (11.04%) Did not submit or incompletely explained as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career.	31.36 (11.20%) - 35.392 (12.64%) Partially completed the assignment or explain as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career.	35.84 (12.80%) - 39.872 (14.24%) Satisfactorily explained as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career.	40.32 (14.40%) - 44.8 (16.00%) Thoroughly explained as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career.
2. Discuss whether communication will become more complex, or less complex, and why. Weight: 16%	0 (0.00%) - 30.912 (11.04%) Did not submit or incompletely discussed whether communication will become more complex, or less complex, and why,	31.36 (11.20%) - 35.392 (12.64%) Partially answered whether communication will become more complex, or less complex, and why.	35.84 (12.80%) - 39.872 (14.24%) Satisfactorily answered whether communication will become more complex, or less complex, and why.	40.32 (14.40%) - 44.8 (16.00%) Thoroughly answered whether communication will become more complex, or less complex, and why.
3. Address what role technology will play in the communication of thoughts and ideas. Weight: 16%	0 (0.00%) - 30.912 (11.04%) Did not complete the assignment or did not address what role technology will play in the communication of thoughts and ideas.	31.36 (11.20%) - 35.392 (12.64%) Partially addressed what role technology will play in the communication of thoughts and ideas.	35.84 (12.80%) - 39.872 (14.24%) Satisfactorily addressed what role technology will play in the communication of thoughts and ideas.	40.32 (14.40%) - 44.8 (16.00%) Thoroughly addressed what role technology will play in the communication of thoughts and ideas.
4. Discuss how the information gap between generations, cultures, income levels, and education can be resolved. Weight: 16%	0 (0.00%) - 30.912 (11.04%) Did not complete the assignment or did not discuss how the information gap between generations, cultures, income levels, and education can be resolved.	31.36 (11.20%) - 35.392 (12.64%) Partially discussed how the information gap between generations, cultures, income levels, and education can be resolved.	35.84 (12.80%) - 39.872 (14.24%) Satisfactorily discussed how the information gap between generations, cultures, income levels, and education can be resolved.	40.32 (14.40%) - 44.8 (16.00%) Thoroughly discussed how the information gap between generations, cultures, income levels, and education can be resolved.
5. Include a statement of your personal philosophy on the future of integrated business communication. Weight: 16%	0 (0.00%) - 30.912 (11.04%) Did not complete the assignment or did not include a statement of personal philosophy on the future of integrated business communication.	31.36 (11.20%) - 35.392 (12.64%) Partially included a statement of personal philosophy on the future of integrated business communication.	35.84 (12.80%) - 39.872 (14.24%) Sufficiently included a statement of personal philosophy on the future of integrated business communication.	40.32 (14.40%) - 44.8 (16.00%) Thoroughly included a statement of personal philosophy on the future of integrated business communication.
6. Clarity Weight: 10%	0 (0.00%) - 19.32 (6.90%) Did not complete the assignment or explanations are unclear and not	19.6 (7.00%) - 22.12 (7.90%) Explanations generally unclear and not well organized. (Many issues)	22.4 (8.00%) - 24.92 (8.90%) Explanations generally clear and/or organized. (Minor issues)	25.2 (9.00%) - 28 (10.00%) Explanations very clear and well organized. (Added helpful details.)



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