

TERM PAPER RUBRIC

Term Paper Rubric	Unacceptable	Acceptable	Excellent
Executive Summary	Does not give good overview of paper 0-1	Adequate summary of topic 2-4	Clear, concise summary of paper 5
Literature Review	Poor sources such as Wikipedia, or websites promoting product or services 0-3	Has good sources but lacks solid incorporation of material 4-8	Solid incorporation of 5 or more credible sources with at least 2 academic sources 9-10
Implementation	No clear implementation plan, confusing steps, lack of integration 0-3	Implementation plan exists but materials could be more clearly integrated 4-8	Extensive integration of materials, clear guide for how a company could implement new program 9-10
Cost Analysis	Limited cost analysis. Few if any actual dollar costs 0-1	Includes limited financial & non financial costs. 2-4	Thorough analysis of financial & non financial costs of project. Use of various ratios covered in the book 5
Benefit Analysis	Vague description of benefits 0-1	Includes limited benefits 2-4	Thorough analysis of benefits. Incorporates financial & non financial benefits 5
Conclusion	No summary 0	Brief summary 1-4	Solid summary, full integration of course materials 5
References	Lacking 5 or more sources, Not in APA format 0-1	5 sources or more but lacking academic sources. Proper APA format 2-4	5 or more sources 2 or more academic sources, Proper APA format 5
Writing skills	Novice sentence structure, poor grammar, poor spelling 0-1	Good grammar, spelling and sentence structure with limited errors 2-4	Excellent grammar, spelling and structure. Proper APA format 5