

## DDBA 8161: Organizational Strategy: Building Competitive Advantage Discussion Posting and Response Rubric

|   | <b>Exemplary<br/>(23–25 points)</b>   | <b>Acceptable<br/>(18–22 points)</b>  | <b>Minimal Acceptance<br/>(0–17 points)</b>   |
|---|---|---|---|
| <b>Initial Posting</b><br><br><b>25 points maximum</b>                | <p>Initial post is original, thought provoking, in-depth, and demonstrates quality research and in depth reflection</p> <p>Posting stimulates critical inquiry and further discussion</p> <p>Arguments are logically presented and well-supported. When appropriate, insight gained from personal experience is used in combination with scholarly resources as support.</p> <p>Initial post is made in a timely manner (allowing adequate time for colleagues to respond).</p> | <p>Initial post is acceptable but does not consistently demonstrate higher-order thinking.</p> <p>More support from scholarly resources or personal experience is needed. The logic of the arguments presented could be improved.</p> <p>Initial post is made late in the timeline of the week (allowing limited time for colleagues to respond).</p> | <p>Initial post is vague, incomplete, or demonstrates a low level of thinking.</p> <p>Initial post is made so that colleagues have inadequate time to respond.</p>  |
| <b>Follow-Up Response(s) Postings</b><br><br><b>25 points maximum</b> | <p>Response demonstrates a critical and thoughtful understanding of the topic and brings the Discussion to a higher level of inquiry and investigation.</p> <p>Response demonstrates meaningful defense of viewpoint.</p> <p>Responds to two or more colleagues in a</p>  | <p>Response demonstrates a basic understanding of the topic and brings the Discussion to a higher level of inquiry.</p> <p>Some demonstration of defense of argument is present.</p> <p>Responds to two or more colleagues but posts responses late (after Day 5) in the timeline of the week.</p>  | <p>Response demonstrates a lack of understanding of the topic.</p> <p>No higher-order thinking is demonstrated.</p> <p>Responds to one colleague very late in the timeline of the week or does not post a response.</p> |

|  |   |  |   |
|--|---|--|---|
|  | timely manner (allowing ample time for colleagues to read and benefit from the postings).   |  |   |
| <b>Adherence to Grammar and Style Guidelines<br/>10 points maximum</b> | <b>Exemplary (9–10 points)</b><br><br>Clear, unambiguous writing that includes proper sentence structure, idea development, paragraph development, and grammar. | <b>Acceptable (7–8 points)</b><br><br>Relatively clear writing that includes proper sentence structure, reasonable idea and paragraph development, and few grammatical errors. | <b>Minimal Acceptance (0–6 points)</b><br><br>Unclear, poorly developed writing that lacks proper sentence structure and idea and paragraph development. Numerous grammatical errors. |