**Business Information Management II – Completing and Evaluating a Business**

**Cost-Benefit Analysis Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
| Required | Poster or flipchart | Poster or | Poster or | Poster or |
| Elements | contains many | flipchart | flipchart | flipchart |
|  | costs and benefits | contains a few | displays very | contains |
|  | as well as project | costs/benefits | little in the way | approximately |
|  | name/member | and project | of costs or | one each of |
|  | names in the | name/member | benefits. | costs or |
|  | center with | names in the |  | benefits. |
|  | additional creative | center. |  |  |
|  | items. |  |  |  |
|  |  |  |  |  |
| Appearance | The poster is | The poster is | The poster has | The poster is |
|  | exceptionally well- | attractive and | creative | unattractive and |
|  | designed in terms | neat. | elements, but | has an |
|  | of layout and |  | looks slightly | unprofessional |
|  | professional |  | unprofessional. | appearance. |
|  | appearance. |  |  |  |
|  |  |  |  |  |
| Mechanics | No grammatical or | 1 grammatical | 2-3 grammar or | More than 3 |
|  | punctuation errors. | or punctuation | punctuation | grammar or |
|  |  | error. | error. | punctuation |
|  |  |  |  | errors. |
|  |  |  |  |  |
| Cooperative effort | Group worked | Group worked | Group had | Group did not |
|  | exceptionally well | well together but | some difficulty | work well |
|  | together to | lacking some | working | together thus |
|  | develop a | costs/benefits. | together and | resulting in very |
|  | significant number |  | produced a less | little product. |
|  | costs and benefits. |  | than average |  |
|  |  |  | amount of |  |
|  |  |  | costs/benefits. |  |
|  |  |  |  |  |
| Identification of | All costs/benefits | 1-2 | 3-4 | 5 or more |
| Costs/benefits | correctly identified | costs/benefits | costs/benefits | costs/benefits |
|  | as tangible or | incorrectly | incorrectly | incorrectly |
|  | intangible | identified as | identified as | identified as |
|  |  | tangible or | tangible or | tangible or |
|  |  | intangible | intangible | intangible |
|  |  |  |  |  |

Total Score \_\_\_\_\_\_\_\_

Maximum 100 Points