

## BBA-ACC Informed Decision-Making Rubric

<b>Criteria</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>
<b>Assesses External Environment</b>	Analysis is completely inadequate; several opportunities and threats missing from analysis	Considers some external factors in analysis but misses one or two major ones	Includes most relevant external factors in analysis but may miss a few minor ones	Analyzes the external environment clearly and completely by identifying all important opportunities and threats
<b>Assesses Internal Environment</b>	Analysis is completely inadequate; several strengths and weaknesses missing from analysis	Considers some internal factors in analysis but misses one or two major ones	Includes most relevant internal factors in analysis; may miss a few minor ones	Analyzes the internal environment clearly and completely by identifying all strengths and weaknesses
<b>Analyses of global and cultural factors</b>	No analysis of impact of relevant global and cultural factors	Considers some global and cultural factors but misses one or two major ones	Includes most relevant global and cultural factors in analysis; may miss a few minor ones	Analyzes the impact of global and cultural factors clearly and accurately
<b>Develops and Evaluates Strategic Options</b>	Development and evaluation of strategic options missing, incorrect, or superficial	Attempts to develop and evaluate strategic options but analysis and defense are incomplete	Correctly develops, evaluates, and defends a limited number of strategic options	Thoughtfully develops, evaluates, and defends a suitable number of strategic options