

### BBA 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>Identification of the various aspects of a firm's global strategy</b>	No identification of aspects of a firm's global strategy	Identifies some of the aspects of a firm's global strategy but misses one or two major ones	Identifies most relevant aspects of a firm's global strategy; may miss a few minor ones	Clearly and accurately identifies all relevant aspects of a firm's global strategy
<b>Identification of cultural factors in international settings using a cultural framework</b>	No Identification of cultural factors	Identifies some surface cultural factors without utilizing a cultural framework	Identifies some relevant cultural factors utilizing a cultural framework	Identifies most relevant cultural factors utilizing a cultural framework
<b>Develops Strategic Options</b>	Development of strategic options missing, incorrect, or superficial	Attempts to develop strategic options but analysis is incomplete	Correctly develops appropriate number of strategic options	Insightfully develops appropriate number of strategic options