

MSA Business Acumen and Strategic Decision Making Rubric

Criteria	Level 1	Level 2	Level 3	Level 4
Assesses Financial Performance	Analysis is completely inadequate; several critical factors missing from analysis	Considers some critical factors in analysis but misses one or two major ones	Includes most relevant critical factors in analysis; may miss a few minor ones	Analyzes the financial performance clearly and completely; identifies all important critical factors
Assesses Competitive Position	Analysis of competitive position, competitive advantage, and competitive sustainability is superficial or extremely incomplete	Analysis of competitive position, advantage, and sustainability misses one or two major considerations	Satisfactorily analyzed competitive position, advantage, and sustainability; May have missed a few minor considerations	Completely and correctly analyzes competitive position, competitive advantage, and competitive sustainability
Demonstrates Proficiency in Accounting Knowledge and Concepts	Unable to prepare a complete set of projected financial statements; internal consistency not maintained	Prepares an internally consistent set of forecasted financial statements but does not support several of the critical assumptions	Prepares an internally consistent set of forecasted financial statements with adequate support for critical assumptions	Prepares an internally consistent set of forecasted financial statements with extensive support for all critical assumptions
Develops Strategic Investment Options	Development of strategic investment options missing, incorrect, or superficial	Attempts to develop strategic investment options but analysis and defense are incomplete	Correctly develops, analyzes, and defends a limited number of strategic investment options	Thoughtfully develops, analyzes, and defends a suitable number of strategic investment options