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| **Critical Elements** | **Distinguished**  | **Proficient**  | **Emerging**  | **Not Evident**  |
| **Macroeconomic Variables** | Provides a **comprehensive** analysis of macroeconomic variables as related to industry performance(9-10) | Provides a **good** analysis of macroeconomic variables as related to industry performance(8) | **Briefly** analyzes macroeconomic variables as related to industry performance(7) | **Fails to identify** or analyze macroeconomic variables as related to industry performance(0-6) |
| **Short-Term Outlook**  | **Provides an in-depth analysis** of the short term outlook based on the previously analyzed data(14-15) | **Provides a good analysis** ofthe short term outlook based on the previously analyzed data(12-13) | **Briefly analyzes** the short term outlook based on the previously analyzed data(11) | **Fails to analyze** the short term outlook based on the previously analyzed data(0-10) |
| **Monetary and Fiscal Policy** | **Highlights key points** including the current monetary and fiscal policy related to the macroeconomic variables.Presents **a well-defined** context from a **multiple perspectives**(14-15) | **Highlights** key points of current monetary and fiscal policy related to the macroeconomicvariables **from multiple perspectives**(12-13) | **Briefly highlights** key points of the current monetary and fiscal policy related to the macroeconomic variables(11) | **Fails to** highlight key points related to current monetary and fiscal policy related to the macroeconomic variables(0-10) |
| **Incorporation of scholarly resources** | Incorporates **at least six** properly cited scholarly resources that **reflect depth and breadth of research.**(14-15) | Incorporates **at least four** properly cited scholarly resources that **reflect depth of research.**(12-13) | Incorporates **at least two** properly cited scholarly resources.(11) | Does not incorporate **at least two** properly cited scholarly resources(0-10) |
| **Comprehensive final product** | Addresses **all** of the main elements of the final product **directly** and includes **additional elements** that logically enrich and extend.(14-15) | Addresses **all** of the main elements of the final product listed above **directly**.(12-13) | Addresses **all** of the main elements of the final product listed above either **directly or indirectly.**(11) | Does not address all of the main elements of the project listed above.(0-10) |
| **Evidence of higher order thinking** | **Evaluates or synthesizesmultiple** course concepts in a way that demonstrates **creative thinking.**(18-20) | Logically and accurately **analyzes or evaluatesmultiple** course concepts.(16-17) | Logically and accurately **analyzes or evaluates** at least **one** course concept.(14-15) | **Does not** logically and accurately **analyze or evaluate** at least **one** course concept.(0-13) |
| **Mechanics** | **No** errors related to organization, grammar, and style(9-10) | Errors of grammar, organization, and style are **marginal** and **rarelyinterrupt the flow**(8) | Errors of grammar, organization, and style are **limited** enough that the paper is still **able to be understood**(7) | Errors of grammar, organization, and style makethe paper **difficult to understand**(0-6) |