|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **3** | **2** | **1** |
|  **Information /** **Details** | * You provided clear details & explanations in all responses
* Response provided specific examples & proper terms/ language in your explanation
* Evidence of careful & thorough research
 | * You provided details & explanations in your responses but some explanations are too ***general***
* You may have stated the obvious
* Some evidence of research
 | * Your responses were ***too general*** or you stated the obvious
* Language /terms used in explanations is too general
* Lacking research
 |
| **Critical Thinking** | * Thoughtful responses analyzing a variety facts
* You thought of perceptive implications

(cause/effect) of a business’s actions * You have extended your thinking in Opportunities & Threats PART I; # 4 & Part 2; #5
 | * Your response may have stated facts/

generalizations* You have thought of some **cause/effect** implications of a business’ actions

 * You may have stated the obvious for Opportunities & Threats; PART 2 # 4 & 5
 | * You have provided general or unclear responses

 * You have not extended your thinking beyond what was stated in the article or the business resources
 |
| **Use of examples to support an opinion** | * You used concrete/ logical/creative examples to support ***all*** opinions
 | * You used concrete examples to support ***most*** of your opinions
 | * Incomplete
* You have not used examples to support your opinions
 |