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| **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 |