

Unit 1 Trends in the World of Business

Directions Use this rubric for self-assessment and peer assessment.

Content Criteria	Unacceptable (1–3 points)	Satisfactory (4–6 points)	Exemplary (7 points)	Weight	Score
Describe globalization and the factors that have promoted globalization.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Describe the effect of globalization on businesses and the job market.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Create a timeline showing the technological innovations that have promoted globalization.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Describe how technology has changed the business environment.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Explain how technological change has created new businesses and affected existing businesses and jobs.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Describe how diversity creates advantages for businesses.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Create a chart using information from the U.S. Census Bureau that compares the U.S. population today with projections for the population in 2050.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Describe the results of your interview with an adult family member.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Describe how technology, globalization, and diversity have affected the business and career in which you are interested.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Explain what the investigation and its results mean to you.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	7	
Writing Process Criteria	Unacceptable (1–3 points)	Satisfactory (4–5 points)	Exemplary (6 points)	Weight	Score
Organization	Incoherent and/or disorganized	Coherent and well organized	Exceptional	6	
Detail	Few or no details provided	General details provided	Appropriate specific details provided	6	
Grammar	Many errors	Few errors	No errors	6	
Style	Inconsistent style	Consistent style	Flawless style	6	
Neatness	Scrawled and illegible	Neatly handwritten or typed	Creatively designed and executed	6	
TOTAL				100	