**Business Information Management II – Completing and Evaluating a**

**SWOT Analysis Rubric**

**Assignment #1**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** |  |  | **5 or less** |
| Required Elements | SWOT analysis | One of the 4 | Two of the 4 |  |  | More than 2 of |
|  | document | SWOT | SWOT |  |  | the 4 SWOT |
|  | contains at | elements | elements |  |  | elements |
|  | least 5 of each | contains less | contain less |  |  | contain less |
|  | of the SWOT | than 5 criteria | than 5 criteria. |  |  | than 5 criteria |
|  | elements. |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Mechanics | No | 1-2 | 3-4 |  |  | More than 4 |
|  | grammatical, | grammatical, | grammatical, |  |  | grammatical, |
|  | spelling or | spelling or | spelling or |  |  | spelling or |
|  | punctuation | punctuation | punctuation |  |  | punctuation |
|  | errors. | errors. | errors. |  |  | errors. |
|  |  |  |  |  |  |  |
| Cooperative effort | Group worked | Group worked | Group had |  |  | Group did not |
|  | exceptionally | well together to | some difficulty |  |  | work well |
|  | well together to | develop | working |  |  | together which |
|  | develop all | adequate | together and |  |  | contributed to |
|  | details of the | details of the | produced less |  |  | many missing |
|  | SWOT | SWOT | than adequate |  |  | elements. |
|  | analysis. | analysis. | results. |  |  |  |
|  |  |  |  |  |  |  |
| Project-related | Every element | 1-2 elements | 3-4 elements |  |  | More than 4 |
| SWOT elements | very specific to | too general and | not project |  |  | elements not |
|  | the project. | not specific to | related. |  |  | project related. |
|  |  | project. |  |  |  |  |
|  |  |  |  |  |  |  |
| Grasp of SWOT | All criteria | 1-2 criteria are | 3-4 criteria are |  |  | More than 4 |
|  | under each | not correctly | not correctly |  |  | criteria are not |
|  | SWOT element | classified as | classified as |  |  | correctly |
|  | demonstrate | S, W, O, or T. | S, W, O, or T. |  |  | classified as |
|  | clear |  |  |  |  | S, W, O, or T. |
|  | understanding |  |  |  |  |  |
|  | of SWOT. |  |  |  |  |  |
|  |  |  |  |  |  |  |

Total Score \_\_\_\_\_\_\_\_

Maximum 100 Points