MB107 PAPER FEEDBACK   NAME_____

This feedback has been generated to help you understand your grade on this paper and the expectations of the Department of Management and Business in terms of writing. You might recall that the Department has clear standards and expectations for written assignments in MB107, identified in the *Assessment Criteria Rubric*. That **rubric** is summarized (on the reverse) with notations specific to your own paper. Below, you'll also find a **summary** of your paper's assessment in narrative form, along with your paper's **grade.**

Remember that there are five key criteria for assessment of each paper: (1) structure and organization, (2) mechanics, (3) professionalism, (4) substance, and (5) MB107 content. Criteria 1-4 will be worth 25-50% of a paper's grade, depending on the assignment, and Criteria 5 (MB107 content) will be worth 50-75% of a paper's grade (i.e., course-specific content in writing is heavily weighted). Different MB107 content may be emphasized in certain assignments, so only those relevant to this assignment are assessed.

In addition, you'll find a collection of **writing samples** from your peers available on Blackboard. These have been shared with you and your classmates with the author's permission. They are provided to give you a sense of what "good" writing looks like in MB107. They may not be perfect, but they offer a guideline, an example, and a benchmark against which you can consider your own writing and how it can be improved.

I (and the Department) view written communication skills as an essential part of education in management and business. We are committed to helping students enhance their writing skills as a prelude to professional success. This feedback is one piece of that support. Please read it, use it, and apply it to your own writing!

Grading Summary

Weighting and Grade on Criteria 1-4 (25-50%): _____% _____

Weighting and Grade on Criteria 5 (50-75%): _____% _____

OVERALL GRADE: _____

EVALUATION CRITERIA		FAILURE/FAR BELOW AVERAGE	PASSING/POOR QUALITY WORK (SLIGHTLY BELOW AVG)	SATISFACTORY WORK/AVERAGE	SUPERIOR/SLIGHTLY ABOVE AVERAGE	DISTINGUISHED/ EXEMPLARY WORK
1 STRUCTURE AND ORGANIZATION	**Introduction**					
	Logical Flow					
	Conclusion					
2 MECHANICS	**Grammar and Spelling**					
	Vocabulary and Word Choice					
	Sentence Structure					
	Writing Style					
3 PROFESSIONALISM	**Headings**					
	Style and Format					
	Exhibits/Appendices					
	Documentation					
	Deadlines					
4 SUBSTANCE	**Development of Argument/Analysis**					
	Supporting Evidence					
	Reflective Thought					
	Comprehensive and Thorough Discussion					
5 BOM 5CONTENT	**Strategy**					
	Macro-Environmental Analysis					
	Five Forces (Structural Analysis of Industry)					
	SWOT					
	Marketing					
	Financials					
	Key Issues					
	Strategic Recommendation					

Note: Rubric adapted from the Skidmore College Expository Writing Network (http://www.skidmore.edu/ academics/writingbrd/INDEX.html), the University of Rhode Island's College of Business Administration (http://www.cba.uri.edu/about/accreditation/reports/2008/Appendix%2015%20Writing%20Rubric.pdf), the Walker College of Business (http://www.business.appstate.edu/about/docs/Assessment 2BSBA.pdf), and readings in the MB107 coursepack.