Concept Briefing Assignment

Description of Grading Approach

Purpose

Describe the major requirements, quality problems and penalties applied in review and grading of the Concept Briefing report.

Key Assumptions

1. Concept Briefing is worth 25% of total course grade.
2. Concept Briefing “grade” is on a 0-100 point scale.
3. Total points assigned to any individual report are based on the overall report quality, less any deductions for problems, issues and/or defects within the report.

Report quality is determined on an individual basis, and is based on the original thought, insight, critical thinking, use of selected research, sources, supporting examples in the report, and total value provided for the reader.

<table>
<thead>
<tr>
<th>Report Requirement or Content</th>
<th>Description of Problem, Issue, or Defect (Indicates general, known, significant quality problems, but does not comprise an exhaustive list)</th>
<th>Point Deduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission</td>
<td>• Late submission</td>
<td>Half grade (5 points) per day late. More than 7 days late, not reviewed or graded.</td>
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<tr>
<td>Word Count</td>
<td>• Exceeds maximum length.</td>
<td>Up to full grade (10 points), based on actual length</td>
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</tbody>
</table>
| References: | • In-text References | • Incomplete, inaccurate or inconsistent citations.  
• Current APA style not used, or uses a mix of both styles.  
• In-text and source references do not correspond or match.  
• Source(s) listed in Ref. section are not used or cited within report text.  
• Reference entries not formatted correctly (no hanging indent, incomplete, inconsistent with style manual, not in alphabetical order by primary author's last name.) | Up to half grade (5 points) |
| Completeness | • Section(s) is/are missing required components. Abstract does not have objectives, summary of examples, or summary of report’s key purpose, findings, issues.  
• Introduction does not include report objectives.  
• Definition is not complete, accurate or consistent with examples and explanation.  
• Purpose and Implications not clearly identified, are inconsistent or not relevant with topic definition, examples.  
• Conclusion incomplete, or irrelevant or not related to topic’s explanations. | Up to full grade (10 points) |
| Writing and content | • Quality problems with writing – not succinct, clear, grammatically correct.  
• Abbreviations, if used, are not explained accurately or are used inconsistently.  
• Uses incorrect verb tense, person; does not use present tense, 3rd person.  
• Low use of own original thought, insights or commentary on research.  
• Inaccurate, incomplete or misrepresentation of definition and key principles of topic. | Up to half grade (5 points) |
| Research         | • Minimum number (3) of primary sources not used.  
|                 | • Low quality sources used – too many secondary sources (dictionaries, etc.), personal or non-authoritative sources used (personal web pages, etc.).  
|                 | • High use of paraphrased or quoted research, with low/little supporting explanation or own original ideas in report content. | Up to half grade (5 points) |
| Examples        | • Minimum number (3) of examples not used.  
|                 | • Low quality, incomplete or inaccurate examples used.  
|                 | • Low/no supporting explanation of examples or not relevant to the topic. | Up to half grade (5 points) |
| Format          | • Specified document sections or format not used.  
|                 | • Specified file naming standard not used.  
|                 | • Inaccurate or incomplete header / footer format, page numbers, font style/size, page breaks. | Up to 3 points |
| Overall reviewer feedback on quality | • Severe quality issues, incomplete sections and/or references.  
|                 | • Does not demonstrate understanding of, research into or use of primary sources to explain the assigned topic. | Overall score for the CB assignment is based on the quality of the report (excellent; good; meets; does not meet requirements), less deductions for problems or defects. |