

DCOBA Graduate General Learning Goal # 3:

Our students will produce creative responses to business situations.

Objective: Our graduates will demonstrate the capability to critically analyze business situations and develop creative solutions to opportunities and problems.

Student Name: _____

Rubric Item	Exceeds Expectation (3)	Meets Expectation (2)	Not Meet Expectation (1)	N/A
Solution Development				
Student identifies multiple distinct solutions.				
Proposed solutions are appropriate.				
Student collects the specific data needed to solve the problem.				
Projects Outcomes				
Student demonstrates coherent thought processes.				
Student projects multiple outcomes associated with identified solutions.				
Thorough Analysis				
Student gathers and examines relevant inputs.				
Student correctly identifies the root cause(s) of the problem.				
Solutions are Broad-based				
Student develops business-based solutions.				
Evaluates Proposed Solutions				
Student identifies appropriate criteria to evaluate proposed solution(s).				
Student selects the most promising solution.				