

Global Context of Business Rubric

Global Context of Business Goal: Our student will utilize global knowledge to make effective business decisions.

Learning Objective: Students will develop an understanding of global factors, such as political, economic, social, cultural, technological, legal, and environmental factors, and apply that understanding to make a business decision.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Capstone 4	Advancing 3	Developing 2	Benchmark 1
Recognize the role of cultural diversity in business decision making	Identifies cultural diversity as a factor in business decisions and provides specific examples of <u>how</u> cultural frameworks, values and/or practices could impact business decisions.	Identifies cultural diversity as a factor in business decisions and provides specific examples of cultural dimensions, values and/or practices.	Identifies cultural diversity as a factor that affects business, but does not display knowledge of specific beliefs, values, or cultural frameworks.	Fails to recognize that cultural diversity impacts business.
Understanding Global Factors (e.g., social institutions, economic, political, legal, technological, etc.)	Identifies the most relevant factors in the global environment that impact businesses, explains the importance or relevance of these factors, and provides specific examples of how each of the identified factors affect business.	Identifies multiple factors (at least two) in the global environment that impact businesses and provides at least one specific example of how the factors affect business.	Identifies one factor in the global environment that impacts business, but does not display knowledge of how the factor impacts business.	Fails to recognize that any factors in the global environment affect business or identifies irrelevant factors.
Applying knowledge to global business contexts. Make or evaluate business decisions/practices/policies with an understanding of other cultures, institutions and business practices.	Applies knowledge or understanding of the most relevant factors in the global environment to the formulation or evaluation of business decisions (e.g., evidence of tailoring to a particular cultural/institutional context(s)).	Applies knowledge or understanding of multiple relevant factors in the global environment to the formulation or evaluation of business decisions (e.g., evidence of tailoring to a particular cultural/institutional context(s)).	Identifies one factor in the global environment and utilizes it to formulate or evaluate a business decision.	Fails to apply knowledge of factors in the global environment to the formulation or evaluation of decisions.