

International Business Management

Final Evidence Rubric

	Performance Level			
Evaluation Criteria	Highly Competent 100%-86%	Competent 85%-70%	Needs improvement 69%-0%	%
1. Section 1: Read and learn!	20-14	14-8	8-0	
	The student answers all five questions and shows excellent understanding on the matter.	The student answers from 4 to 3 questions and shows good understanding on the matter.	The student answers less than 3 questions and shows poor understanding on the matter.	
2. Section 2. Search for sourcing opportunities in Europe / Asia	The student develops a complete and correct executive brief and includes a full diagram with all aspects mentioned. The selection of the continent/industry is original and relevant.	The student develops a complete executive brief and includes a diagram with some aspects mentioned. The selection of the continent/industry is congruent.	The student develops a poor executive brief and includes a diagram with few aspects mentioned. The selection of the continent/industry is irrelevant.	
3. Section 3. Select a Mexican sourcing company	The checklist of Mexican sourcing companies includes an excellent selection of a real Mexican company that provides the necessary elements to develop an accurate checklist.	The checklist of Mexican sourcing companies includes a good selection of a real Mexican company that provides the some elements to develop a proper checklist.	The checklist of Mexican sourcing companies includes an incorrect selection of a real Mexican company that doesn't provide the necessary elements to develop an accurate checklist.	

Section 4. Find a European or Asian partner	The student designs a complete and detailed executive summary with several aspects of the real company. The environment analysis, and the labor costs and efficient logistics comparison/analysis are correct and relevant.	The student designs an executive summary with some aspects of the real company. The environment analysis, and the labor costs and efficient logistics comparison/analysis are clear.	The student designs a limited executive summary with few aspects of the real company. The environment analysis, and the labor costs and efficient logistics comparison/analysis are inadequate.	
Section 5. Blueprint of an international supply - chain strategy	The student develops an insightful and creative blueprint of an International supply-chain strategy written in professional business English. The blueprint doesn't have mistakes and includes every aspect.	The student develops a precise blueprint of an International supply-chain strategy written in professional business English. The blueprint has a few mistakes and includes some aspects.	The student develops an incomplete blueprint of an International supply-chain strategy written in professional business English. The blueprint has several mistakes and includes a few aspects.	
TOTAL				100%