

The top row lists each trait from the learning objective rubric.
 The first column shows the possible scores given to each student.
 The data inside the table lists the number and percentage of students recording each score for each trait.
 The percentage of student scoring below expectations for each trait highlighted in green.
 The bottom two rows show the percent of students meeting or exceeding expectations for each trait and the percentage of student overall scores meeting or exceeding expectations highlighted in yellow.

Trait 1: Research Competitive Environment & Company Strategy	Trait 2: Profitability Analysis	Trait 3: Profitability Analysis
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California State University East Bay
College of Business and Economics

		(6-8) Exceeds Expectations	(3-5) Meets Expectations	(0-2) Below Expectations
Trait #1	<i>Research Business Products, Mgmt, Competitive Environment & Company Strategy</i>	Comprehensive research and write-up on the selected company's business, its industry's economic characteristics and the company's key strategies. Provides superior insights into the selected company's competitive strength.	Adequate research and write-up on the selected company's business, its industry's economic characteristics and the company's key strategies. Provides adequate insights into the selected company's competitive strength.	Deficient research and write-up on the selected company's business, its industry's economic characteristics and the company's key strategies. Deficient in providing insights into the selected company's competitive strength.
Trait #2	<i>Profitability Analysis</i>	Profitability analysis covering time series, cross section and all levels is comprehensive, thorough and extremely well done. Analysis leads to insightful conclusions on its profitability when compared to industry and competitors.	Profitability analysis covering time series, cross section and all levels is complete and adequate. Analysis leads to adequate conclusions on its profitability when compared to industry and competitors.	Profitability analysis covering time series, cross section and all levels is incomplete and poorly done. Analysis leads to poor conclusions on its profitability when compared to industry and competitors.
Trait #3	<i>Risk Analysis</i>	Risk analysis covering time series, cross section and all types of risk is comprehensive, thorough and extremely well done. Analysis leads to insightful conclusions on its risk when compared to industry and competitors.	Risk analysis covering time series, cross section and all types of risks is complete and adequate. Analysis leads to adequate conclusions on its profitability when compared to industry and competitors.	Risk analysis covering time series, cross section and all types of risk is incomplete and poorly done. Analysis leads to poor conclusions on its profitability when compared to industry and competitors.
Trait #4	<i>Application of Valuation Model</i>	Computing free cash flows and applying the Cash-Flow-Based model to determine a firm's value are extremely well done. Valuation results lead to insightful recommendation on investment.	Computing free cash flows and applying the Cash-Flow-Based model to determine a firm's value are done adequately. Valuation results lead to good recommendation on investment.	Computing free cash flows and applying the Cash-Flow-Based model to determine a firm's value are poorly done. Valuation results lead to poor recommendation on investment.

End of Report