

Task Rubric – A Report for Potential Investors

Expectations*	Criteria	Level 1	Level 2	Level 3	Level 4
Knowledge/Understanding					
The student:					
1	– accurately describes current market conditions (e.g., legal, cultural, and economic factors; existing competition) in the selected international location	– describes current market conditions with limited accuracy	– describes current market conditions with some accuracy	– describes current market conditions with considerable accuracy	– describes current market conditions with a high degree of accuracy
Thinking/Inquiry					
The student:					
2	– effectively interprets the needs and wants of the new consumers	– interprets the needs and wants of the new consumers with limited effectiveness	– interprets the needs and wants of the new consumers with some effectiveness	– interprets the needs and wants of the new consumers with considerable effectiveness	– interprets the needs and wants of the new consumers with a high degree of effectiveness
3	– effectively analyses modifications to the existing product or service	– analyses modifications to the existing product or service with limited effectiveness	– analyses modifications to the existing product or service with some effectiveness	– analyses modifications to the existing product or service with considerable effectiveness	– analyses modifications to the existing product or service with a high degree of effectiveness
Communication					
The student:					
4	– clearly communicates the potential of the proposed expansion for success (e.g., uses businesslike, convincing tone; persuasive arguments; relevant facts and figures)	– communicates the potential of the proposed expansion for success with limited clarity	– communicates the potential of the proposed expansion for success with some clarity	– communicates the potential of the proposed expansion for success with considerable clarity	– communicates the potential of the proposed expansion for success with a high degree of clarity
Application					
The student:					
5	– provides an effective rationale for the international expansion	– provides a rationale of limited effectiveness	– provides a somewhat effective rationale	– provides a rationale of considerable effectiveness	– provides a highly effective rationale

*The expectations that correspond to the numbers given in this chart are listed on page 9.

Note: A student whose overall achievement at the end of a course is below level 1 (that is, below 50%) will not obtain a credit for the course.