

2010 Thesis Assessment Rubric

I. Background

1. Name of Student

2. The thesis uses which of these methods?

- Case Study
- Descriptive (Literature Review)
- Statistical Analysis (not regression)
- Regression
- Survey (original data collected)
- Content Analysis
- Dynamic model
- Mathematical Programming (eg., iThink)
- Financial Analysis
- Other - Please continue to question 2.

3. If you marked other for the previous question, please explain

II. Graduates are Effective in Written Communication

Level I - level of competence consistent with "C" work.

Level II - level of competence consistent with "B" work.

Level III - level of competence consistent with "A" work.

Level IV - indicates truly exceptional work at a level above what we would even expect in an "A" thesis.

4. Facility with standard literary economics and business forms of writing (e.g., Turabian citation format, research proposal, graphical presentation of theory, etc.)

- Level 1 - Gets in the way of reading for content
- 1.5
- Level 2 - beginning to be comfortable with appropriate conventions, style is inconsistent or uneven
- 2.5
- Level 3 - effective prose style, follows relevant scholarly conventions
- 3.5
- Level 4 - mastery of the genre, including elegant style

III. Graduates can Access Existing Knowledge

Level I - level of competence consistent with "C" work.

Level II - level of competence consistent with "B" work.

Level III - level of competence consistent with "A" work.

Level IV - indicates truly exceptional work at a level above what we would even expect in an "A" thesis.

5. Literature: be able to locate relevant published research in economics or business

- Level 1 - ability to find books and non-peer reviewed literature
- 1.5
- Level 2 - ability to find literature relevant to the topic
- 2.5
- Level 3 - ability to find literature that reflects progression of thinking on the topic
- 3.5
- Level 4 - ability to identify literature from the seminal work to current research
- NA

IV. Graduates Display Command of Existing Knowledge in Business and Economics

Level I - level of competence consistent with "C" work.

Level II - level of competence consistent with "B" work.

Level III - level of competence consistent with "A" work.

Level IV - indicates truly exceptional work at a level above what we would even expect in an "A" thesis.

6. Competency in the language of business and economics: explain key economic or business concepts

- Level 1 - knowledge of frequently used concepts and ability to define them
- 1.5
- Level 2 - ability to use appropriate concepts in context
- 2.5
- Level 3 - strong vocabulary based on classroom and textbook learning- can correctly apply what was taught.
- 3.5
- Level 4 - wide vocabulary of both economic and business concepts demonstrating acquisition of new concepts outside of classroom and textbook learning
- NA

7. Ability to effectively use the three “languages” of economics: intuitive explanation, equations (mathematical, econometric analysis), and graphical analysis when appropriate

- Level 1 - explanations reflect competence in applying appropriate economics and business concepts
- 1.5
- Level 2 - explanations reflect mastery in applying appropriate economics and business concepts
- 2.5
- Level 3 - explanations reflect mastery in applying appropriate economics and business concepts and analyses convey a high degree of insight and creativity
- 3.5
- Level 4 - ability to effectively use the three “languages” of economics: intuitive explanation, equations (mathematical, econometric analysis), and graphical analysis when appropriate.
- NA

8. Be able to talk about a recent controversy in business or economic or popular literature when appropriate

- Level 1 - able to describe the issue
- 1.5
- Level 2 - able to describe the issue and major opposing arguments
- 2.5
- Level 3 - able to fully articulate compelling arguments from various perspectives
- 3.5
- Level 4 - able to describe issue, identify major opposing arguments and explain reasoning behind these arguments when appropriate
- NA

V. Graduates are able to interpret existing economic and business knowledge

Level I - level of competence consistent with "C" work.

Level II - level of competence consistent with "B" work.

Level III - level of competence consistent with "A" work.

Level IV - indicates truly exceptional work at a level above what we would even expect in an "A" thesis.

9. Be able to explain and evaluate economic and/or business principles raised in the popular press when appropriate

- Level 1 - ability to apply appropriate business and economics concepts correctly
- 1.5
- Level 2 - demonstrates mastery of appropriate business and economics concepts
- 2.5
- Level 3 - demonstrates mastery and a high degree of insight and creativity in application of appropriate business and economics concepts
- 3.5
- Level 4 - ability to use concepts that have been self-identified and self taught
- NA

10. Some appreciation of history as well: roots and origins of ideas, fields and strands of literature, when appropriate

- Level 1 - understanding of economics reflects only recent events and current ideas
- 1.5
- Level 2 - understanding of economics reflects post-war economy and ideas
- 2.5
- Level 3 - understanding of major economic/business ideas since Adam Smith
- 3.5
- Level 4 - understanding of the development of major ideas and relationship to historic context, knowledge of critiques
- NA

VI. Graduates are able to interpret and manipulate economic and business data

Level I - level of competence consistent with "C" work.

Level II - level of competence consistent with "B" work.

Level III - level of competence consistent with "A" work.

Level IV - indicates truly exceptional work at a level above what we would even expect in an "A" thesis.

11. Find economic or business data and data sources online and in print format

- Level 1 - able to find data in standard sources, may not be complete or consistent
- 1.5
- Level 2 - able to find data in standard sources appropriate for the problem
- 2.5
- Level 3 - able to combine data from various sources to perform analysis
- 3.5
- Level 4 - able to collect or develop original data
- NA

12. Select and apply appropriate analysis tool

- Level 1 - data analysis incomplete for supporting conclusions
- 1.5
- Level 2 - competence in data collection and analysis
- 2.5
- Level 3 - ability to collect data, apply appropriate methods and understand limitations of analysis
- 3.5
- Level 4 - thorough evidence collection, creative analysis, and evaluation of technique appropriate to the problem
- NA

13. Qualitative and/or quantitative reasoning: understand results

- Level 1 - incomplete understanding of results and their limitations
- 1.5
- Level 2 - able to adequately describe and assess results
- 2.5
- Level 3 - advanced understanding of results, and connection to literature base
- 3.5
- Level 4 - able to describe results of analysis, implications, and connections to literature base
- NA

VII. Graduates can apply existing knowledge

Level I - level of competence consistent with "C" work.

Level II - level of competence consistent with "B" work.

Level III - level of competence consistent with "A" work.

Level IV - indicates truly exceptional work at a level above what we would even expect in an "A" thesis.

14. Prepare an analysis of a current economic or business question

- Level 1 - Ability to apply appropriate business and economics concepts correctly.
- 1.5
- Level 2 - Demonstrates mastery of appropriate business and economics concepts.
- 2.5
- Level 3 - Demonstrates mastery and insight and creativity in application of appropriate business and economics concepts.
- 3.5
- Level 4 - Analysis shows original thought, integration of multiple fields, cross application of concepts

15. Make recommendations for a current economic policy or business issue, and/or identify questions for further research

- Level 1 - recommendation unconnected to concepts in economics/business
- 1.5
- Level 2 - recommendation consistent with economic/business principles
- 2.5
- Level 3 - recommendation reflects advanced understanding of underlying economic principles and knowledge of relevant fields
- 3.5
- Level 4 - recommendation reflects integration of multiple areas in business or economics
- NA

VIII. Graduates can create new knowledge

Level I - level of competence consistent with "C" work.

Level II - level of competence consistent with "B" work.

Level III - level of competence consistent with "A" work.

Level IV - indicates truly exceptional work at a level above what we would even expect in an "A" thesis.

16. Formulate questions that illuminate a new economic or business issue that needs to be researched

- Level 1 - unable to formulate new questions
- 1.5
- Level 2 - able to repeat analysis of previous question in new context
- 2.5
- Level 3 - able to extend analysis of previous question in a new context
- 3.5
- Level 4 - able to formulate original question
- NA

17. Critical thinking: ability to structure and synthesize ambiguous information, to sort relevant from irrelevant information, to apply technical knowledge to new problem settings, to analyze and summarize information and to interpret results

- Level 1 - data collected is marginal for analysis, technical knowledge applied with incomplete understanding of results, conclusions at least partially inconsistent with results of analysis; summary competent but incomplete.
- 1.5
- Level 2 - ability to identify relevant existing data, identify and use correct method without error and develop conclusions consistent with the results of the analysis
- 2.5
- Level 3 - ability to structure and synthesize relevant data, competently apply technical knowledge to repeat or reproduce an established problem in a new setting, to analyze and summarize information and interpret results
- 3.5
- Level 4 - ability to structure and synthesize ambiguous information, to sort relevant from irrelevant information, to apply technical knowledge to new problem settings, to analyze and summarize information and to interpret results
- NA

18. Graduates are able to produce a polished finished product

- Level 1 - Able to follow directives or guidelines in completing assignment
- 1.5
- Level 2 - Very few errors in finished product and assignment meets guidelines
- 2.5

- Level 3 - Work is free of errors, conforms to expected specifications and comes across as finished and polished
- 3.5
- Level 4 - Work is free of errors, conforms to expected specifications and improves upon assigned structure and organization
- NA

19. Graduates are able to complete assignments working independently

- Level 1 - Student received significant guidance and assistance from advisor, reliance on such assistance to advance through every stage of the process
- 1.5
- Level 2 - Student sought out suggestions and advice, but stepped through the project him/herself
- 2.5
- Level 3 - From conception to completion, vast majority of the work and innovative content was the original contribution of the student
- 3.5
- Level 4 - Throughout the project, the work, content and insights, of excellent quality, originated with the student with minimal guidance from advisor
- NA