

### Global Thinking

Student essay responses to a global scenario will be assessed using the following rubric:

Response # \_\_\_\_\_

Accounting major or not? : Y \_\_\_ N

You will use the matrix (rubric) below to score the responses to the Global competency assessment. You will score them on:

#### 1. Identification of Factor

Did the student identify a factor at all? If so, how relevant is the factor to the particular scenario defined in the question? Students should not simply regurgitate every factor they can remember regardless of the scenario.

#### 2. Importance of Factor

Did the student demonstrate some understanding of the importance of the factor in this scenario? That is, if the student chose the “political stability” factor, did he/she provide a plausible explanation of why political stability would be important? If so, the student would receive at least a 1 and possibly a 2 if the response demonstrated particular insight.

	Type	Identification of Factor			Importance of Factor to Decision Making		
		No response or identifies unimportant factor (0)	Identifies a somewhat important factor (1)	Very important, salient factor identified (2)	Omitted or completely lacks understanding (0)	Somewhat cognizant of importance of factor (1)	Insightful understanding of importance of factor (2)
Factor 1							
Factor 2							
Factor 3							
Factor 4							
Factor 5							
Factor 6							
Factor 7							
Factor 8							
Factor 9							
Factor 10							
<b>Total per category</b>							
<b>Total Score (Sum of two totals – Identification Total and Importance Total):</b>							

Using the *Total Score* from last row of the table, determine which category the response falls into: Unacceptable, Acceptable/Meets Expectations, or Excellent. Then put a 0, 1, or 2 into the *Final score on global goal* column.

Global Goal	Unacceptable 0	Acceptable 1	Excellent 2	Final score on global goal (0, 1 or 2)
Applies knowledge of political, legal, economic, and cultural country differences to develop competitive strategies in foreign, regional, and global markets	If total on the scoring key is 0-17 = Unacceptable (0)	If total on the scoring key is 18-31 = Acceptable (1)	If total on the scoring key is 32-40 = Very good/Excellent (2)	