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|  | **1Unsatisfactory0.00%** | **2Less than Satisfactory74.00%** | **3Satisfactory79.00%** | **4Good87.00%** | **5Excellent100.00%** |
| **70.0 %Content** |  |
| **20.0 %Sales and Operations Planning** | An explanation of how operations planning in the supply chain integration impacts the company overall is absent, inappropriate, or irrelevant. An explanation of how medium and long-term forecasting informs the operations management department is absent, inappropriate, or irrelevant. An explanation of how logistics, transportation modes, and warehouse locations impact competitiveness is absent, inappropriate, or irrelevant. | An explanation of how operations planning in the supply chain integration impacts the company overall is weak or marginal with gaps. An explanation of how medium and long-term forecasting informs the operations management department is unsubstantiated. An explanation of how logistics, transportation modes, and warehouse locations impact competitiveness is unclear and illogical. Supporting sources show very limited understanding of the content. | An explanation of how operations planning in the supply chain integration impacts the company overall makes connections at a cursory level and contains minimal gaps. An explanation of how medium and long-term forecasting informs the operations management department is substantiated but lacks detail. An explanation of how logistics, transportation modes, and warehouses locations impact competitiveness is clear and logical. Supporting sources show some understanding of the content. | An explanation of how operations planning in the supply chain integration impacts the company overall makes meaningful connections and contains no gaps. An explanation of how medium and long-term forecasting informs the operations management department is substantiated with appropriate detail. An explanation of how logistics, transportation modes, and warehouse locations impact competitiveness is clear, concise, and logical. Supporting sources show an informed understanding of the content. | An explanation of how operations planning in the supply chain integration impacts the company overall makes meaningful connections that are clear, concise, and integrated. An explanation of how medium and long-term forecasting informs the operations management department is substantiated with acute detail. An explanation of how logistics, transportation modes, and warehouse locations impact competitiveness is clear and logical and illustrates an understanding of the content. Supporting sources show a deep understanding of the content. |  |
| **20.0 %Global Sourcing and Procurement** | An explanation on how global sourcing and procurement impact the overall effectiveness of the supply chain is absent, inappropriate, or irrelevant. An explanation of benefits and challenges that have occurred when logistics and other functions have been outsourced is absent, inappropriate, or irrelevant. | An explanation on how global sourcing and procurement impact the overall effectiveness of the supply chain is weak or marginal with gaps. An explanation of benefits and challenges that have occurred when logistics and other functions have been outsourced is unclear and illogical. Supporting sources show very limited understanding of the content. | An explanation on how global sourcing and procurement impact the overall effectiveness of the supply chain makes connections at a cursory level and contains minimal gaps. An explanation of benefits and challenges that have occurred when logistics and other functions have been outsourced is clear and logical. Supporting sources show some understanding of the content. | An explanation on how global sourcing and procurement impact the overall effectiveness of the supply chain makes meaningful connections and contains no gaps. An explanation of benefits and challenges that have occurred when logistics and other functions have been outsourced is clear, concise, and logical. Supporting sources show an informed understanding of the content. | An explanation on how global sourcing and procurement impact the overall effectiveness of the supply chain makes meaningful connections that are clear, concise, and integrated. An explanation of benefits and challenges that have occurred when logistics and other functions have been outsourced is clear and logical and illustrates an understanding of the content. Supporting sources show a deep understanding of the content. |  |
| **20.0 %E-Commerce** | An explanation of how Amazon successfully leverages e-commerce strategies to promote supply chain integration and boost sales growth for the organization is absent, inappropriate, or irrelevant. An explanation of which strategies are particularly effective is absent, inappropriate, or irrelevant. | An explanation of how Amazon successfully leverages e-commerce strategies to promote supply chain integration and boost sales growth for the organization is weak or marginal with gaps. An explanation of which strategies are particularly effective is unsubstantiated. Supporting sources show very limited understanding of the content. | An explanation of how Amazon successfully leverages e-commerce strategies to promote supply chain integration and boost sales growth for the organization makes connections at a cursory level and contains minimal gaps. An explanation of which strategies are particularly effective is substantiated but lacks detail. Supporting sources show some understanding of the content. | An explanation of how Amazon successfully leverages e-commerce strategies to promote supply chain integration and boost sales growth for the organization makes meaningful connections and contains no gaps. An explanation of which strategies are particularly effective is substantiated with appropriate, clear, logical detail. Supporting sources show an informed understanding of the content. | An explanation of how Amazon successfully leverages e-commerce strategies to promote supply chain integration and boost sales growth for the organization makes meaningful connections that are clear, concise, and integrated. An explanation of which strategies are particularly effective is substantiated with acute detail. Supporting sources show a deep understanding of the content. |  |
| **10.0 %Model Company and Ethical Implications** | An explanation of Amazon as an exemplary model, including discussion of rationale and ethical implications, is absent, inappropriate, or irrelevant. | An explanation of Amazon as an exemplary model, including discussion of rationale and ethical implications, is weak or marginal with gaps. Supporting sources show very limited understanding of the content. | An explanation of Amazon as an exemplary model, including discussion of rationale and ethical implications, makes connections at a cursory level and contains minimal gaps Supporting sources show some understanding of the content. | An explanation of Amazon as an exemplary model, including discussion of rationale and ethical implications, makes meaningful connections and contains no gaps. Supporting sources show an informed understanding of the content. | An explanation of Amazon as an exemplary model, including discussion of rationale and ethical implications, makes meaningful connections that are clear, concise, and integrated. Supporting sources show a deep understanding of the content. |  |
| **20.0 %Organization and Effectiveness** |  |
| **5.0 %Mechanics of Writing (includes spelling, punctuation, grammar, language use)** | Surface errors are pervasive enough that they impede communication of meaning. Inappropriate word choice or sentence construction is used. | Frequent and repetitive mechanical errors distract the reader. Inconsistencies in language choice (register) or word choice are present. Sentence structure is correct but not varied. | Some mechanical errors or typos are present, but they are not overly distracting to the reader. Correct and varied sentence structure and audience-appropriate language are employed. | Prose is largely free of mechanical errors, although a few may be present. The writer uses a variety of effective sentence structures and figures of speech. | Writer is clearly in command of standard, written, academic English. |  |
| **20.0 %Organization and Effectiveness** |  |
| **8.0 %Argument Logic and Construction** | Statement of purpose is not justified by the conclusion. The conclusion does not support the claim made. Argument is incoherent and uses noncredible sources. | Sufficient justification of claims is lacking. Argument lacks consistent unity. There are obvious flaws in the logic. Some sources have questionable credibility. | Argument is orderly, but may have a few inconsistencies. The argument presents minimal justification of claims. Argument logically, but not thoroughly, supports the purpose. Sources used are credible. Introduction and conclusion bracket the thesis. | Argument shows logical progressions. Techniques of argumentation are evident. There is a smooth progression of claims from introduction to conclusion. Most sources are authoritative. | Clear and convincing argument that presents a persuasive claim in a distinctive and compelling manner. All sources are authoritative. |  |
| **20.0 %Organization and Effectiveness** |  |
| **7.0 %Thesis Development and Purpose** | Paper lacks any discernible overall purpose or organizing claim. | Thesis is insufficiently developed or vague. Purpose is not clear. | Thesis is apparent and appropriate to purpose | Thesis is clear and forecasts the development of the paper. Thesis is descriptive and reflective of the arguments and appropriate to the purpose. | Thesis is comprehensive and contains the essence of the paper. Thesis statement makes the purpose of the paper clear. |  |
| **10.0 %Format** |  |
| **5.0 %Paper Format (use of appropriate style for the major and assignment)** | Template is not used appropriately or documentation format is rarely followed correctly. | Appropriate template is used, but some elements are missing or mistaken. A lack of control with formatting is apparent | Appropriate template is used. Formatting is correct, although some minor errors may be present. | Appropriate template is fully used. There are virtually no errors in formatting style. | All format elements are correct. |  |
| **5.0 %Documentation of Sources (citations, footnotes, references, bibliography, etc., as appropriate to assignment and style)** | Sources are not documented. | Documentation of sources is inconsistent or incorrect, as appropriate to assignment and style, with numerous formatting errors. | Sources are documented, as appropriate to assignment and style, although some formatting errors may be present. | Sources are documented, as appropriate to assignment and style, and format is mostly correct. | Sources are completely and correctly documented, as appropriate to assignment and style, and format is free of error. |  |