

SP001: Information Systems and Business Value: Apply knowledge of the components of business information systems and the role of information systems in optimizing business value.

Assessment Rubric

	0 Not Present	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
Part I: Components and Categories of Information Systems				
Sub-Competency 1: Identify components and categories of business information systems.				
Learning Objective 1.1: Describe components and categories of business information systems.	The description of the components and categories of business information systems is not present.	The description includes fewer than five key components and/or fewer than five key categories of business information systems. The components and/or categories of business information systems are not accurately identified and/or explained. The response is not supported by relevant academic/professional resources or the resources are not relevant.	The description includes at least five key components and five key categories of business information systems. The components and categories of business systems are accurately identified and explained. The response is supported by relevant academic/professional resources.	The description demonstrates the same level of achievement as "2," plus the following: The components and categories are compared and contrasted and/or otherwise illustrated with examples or further opportunities for application.
Part II: Roles of Business Information				
Sub-Competency 2: Explain some of the important roles of business information.				
Learning Objective 2.1: Identify and describe key information	The identification and description of key information systems issues	The identification and/or description of key information system issues	The identification and description of key information system issues	The explanation demonstrates the same level of achievement as

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systems issues that need to be addressed in a specific business context.	that need to be addressed in a business scenario are not present.	that need to be addressed are not accurate for each of the provided business scenarios. Explanation of why the system issues need to be addressed is not included or not accurate.	that need to be addressed, along with reasons why these issues should be addressed, are accurate for each of the provided business scenarios.	"2," plus the following: The system issues are explained and supported with additional evidence, analysis, or application. The risks involved by not addressing system issues and how that would affect business goals are explained.
Learning Objective 2.2: Select and describe an appropriate business information system to resolve specific business problems.	The selection and description of an appropriate business information system to resolve specific business problems are not present.	The selection of the appropriate type of business information system to resolve the issues in the scenario is not appropriate and/or accurate. The supporting description does not provide accurate and/or appropriate justification for the selection. The supporting description is not supported by relevant academic/professional resources or the resources are not relevant.	The selection of the appropriate type of business information system to resolve the issues in the scenario is appropriate and accurate. The supporting description provides accurate and appropriate justification for the selection. The supporting description is supported by relevant academic/professional resources.	The explanation demonstrates the same level of achievement as "2," plus the following: The justification of the information system selection is further supported with reasoning and evidence showing why the options not selected are inappropriate.

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Learning Objective 2.3: Describe how a business will benefit from implementing a specific business information system.	Description of how a business will benefit from implementing a specific business information system is not present.	A description is given of only one way a business will benefit from implementing a specific business information system and/or the descriptions are not accurate.	Descriptions are given of two or more ways a business will benefit from implementing a specific business information system. The description is clear and accurate.	The explanation demonstrates the same level of achievement as "2," plus the following: The benefits are supported with additional reasoning, evidence, examples, or analysis.
Part III: Optimizing Business Value with Information Systems				
Sub-Competency 3: Describe ways to optimize business value with information systems.				
Learning Objective 3.1: Recommend business information systems appropriate for a specific business case.	The recommendation of business information systems appropriate for a specific business case is not present.	The recommendation of two business information systems is not appropriate for the provided business case.	The recommendation of two business information systems is appropriate for the provided business case.	The recommendation demonstrates the same level of achievement as "2," plus the following: The recommendation is further justified with evidence and supportive reasoning explaining why other options are not as desirable as those selected.
Learning Objective 3.2: Create cost-benefit analysis for business information systems.	Creation of cost-benefit analysis for business information systems is not present.	The creation of a cost-benefit analysis for each of the recommended business information systems does not accurately provide costs and benefits of the changes.	The creation of a cost-benefit analysis for each of the recommended business information systems accurately provides costs and benefits of the changes.	The explanation demonstrates the same level of achievement as "2," plus the following: The cost/benefit analysis clearly integrates strategies for optimizing

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				business value with information systems by suggesting how the value could be increased.
Learning Objective 3.3: Describe how a business information system applies to Porter's Five Forces and Value Chain.	The description of how a business information system applies to Porter's Five Forces and Value Chain is not present.	The description of how each recommended business information system applies to Porter's Five Forces and Value Chain is not accurately and/or completely stated. The response is not supported by relevant academic/professional resources or the resources are not relevant.	The description of how each recommended business information system applies to Porter's Five Forces and Value Chain is accurately and completely stated. The response is supported by relevant academic/professional resources.	The explanation demonstrates the same level of achievement as "2," plus the following: The recommendation includes suggestions for how the Value Chain and competitive strategy could be redesigned to take further advantage of the opportunities offered by the selected business information system.
Learning Objective 3.4: Align business information systems with business strategy.	The explanation of alignment of business information systems with business strategy is not present.	The explanation of how each of the two recommended systems aligns with WestJet Airlines' business strategy is not accurately stated.	The explanation of how each of the two recommended systems aligns with WestJet Airlines' business strategy is accurately stated.	The explanation demonstrates the same level of achievement as "2," plus the following: Additional recommendations are offered and supported for enhancing WestJet Airlines' business strategy to take further advantage of the recommended business information systems.

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PS003: Technology: Use technology tools effectively.				
Learning Objective PS 3.1: Use images and layout of presentations to effectively communicate content to a specific audience.	Images and layout are inappropriate, hard to read, and/or impede audience understanding of key concepts.	Images or layout provide limited support for audience understanding of key concepts.	Images and layout generally support audience understanding of key concepts.	Images and design elements are used purposefully, and they effectively support audience engagement and understanding of key concepts.
Part IV: Trends in Business Information Systems				
Sub-Competency 4: Identify current trends in business information systems.				
Learning Objective 4.1: List and describe emerging trends in business information systems that can benefit a specific business.	The list and description of emerging trends in business information systems that can benefit a specific business are not present.	The list includes fewer than four emerging trends in business information systems that should be considered by WestJet Airlines and/or does not include accurate and relevant descriptions of each trend. The list and description contains fewer than two emerging trends that are most important for WestJet to implement and/or these trends are not accurately and appropriately justified.	The list includes four emerging trends in business information systems that should be considered by WestJet Airlines with descriptions of each that are appropriate and relevant. The list and description of two emerging trends that are most important for WestJet to implement are accurately and appropriately justified.	The explanation demonstrates the same level of achievement as "2," plus the following: The list includes three to five additional emerging trends WestJet should monitor and consider, and justifies the recommendation accurately and appropriately.
Learning Objective 4.2: Explain how an emerging business	The explanation of how an emerging business information system trend	The explanation of how the two important emerging business	The explanation of how the two important emerging business	The explanation demonstrates the same level of achievement as

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information system trend can benefit a particular business.	can benefit a particular business is not present.	information system trends can benefit the business in the provided scenario is not accurate and/or is not appropriately described. The response is not supported by relevant academic/professional resources or the resources are not relevant.	information system trends can benefit the business in the provided scenario is accurate and appropriately described. The response is supported by relevant academic/professional resources.	"2", plus the following: The recommendation includes suggestions for how the business can adapt or modify its strategy or organizational structure to take additional advantage of the emerging trends.
PS001: Written Communication: Demonstrate graduate-level writing skills.				
Learning Objective PS 1.1: Use proper grammar, spelling, and mechanics.	Multiple major and minor errors in grammar, spelling, and/or mechanics are highly distracting and seriously impact readability.	Multiple minor errors in grammar, spelling, and/or mechanics are distracting and negatively impact readability.	Writing reflects competent use of standard edited American English. Errors in grammar, spelling, and/or mechanics do not negatively impact readability.	Grammar, spelling, and mechanics reflect a high level of accuracy in standard American English and enhance readability.
Learning Objective PS 1.2: Organize writing to enhance clarity.	Writing is poorly organized and incoherent. Introductions, transitions, and conclusions are missing or inappropriate.	Writing is loosely organized. Limited use of introductions, transitions, and conclusions provides partial continuity.	Writing is generally well-organized. Introductions, transitions, and conclusions provide continuity and a logical progression of ideas.	Writing is consistently well-organized. Introductions, transitions, and conclusions are used effectively to enhance clarity, cohesion, and flow.
Learning Objective PS 1.3: Apply APA style to written work.	APA conventions are not applied.	APA conventions for attribution of sources, structure, formatting, etc., are applied inconsistently.	APA conventions for attribution of sources, structure, formatting, etc., are generally applied correctly in most	APA conventions for attribution of sources, structure, formatting, etc., are applied correctly and consistently throughout

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			instances. Sources are generally cited appropriately and accurately.	the paper. Sources are consistently cited appropriately and accurately.
Learning Objective PS 1.4: Use appropriate vocabulary and tone for the audience and purpose.	Vocabulary and tone are inappropriate and negatively impact clarity of concepts to be conveyed.	Vocabulary and tone have limited relevance to the audience.	Vocabulary and tone are generally appropriate for the audience and support communication of key concepts.	Vocabulary and tone are consistently tailored to the audience and effectively and directly support communication of key concepts.
PS005: Critical Thinking and Problem Solving: Use critical-thinking and problem-solving skills to analyze professional issues and inform best practice.				
Learning Objective PS 5.1: Analyze assumptions and fallacies.	Analysis of assumptions is missing.	Response is weak in assessing the reasonableness of assumptions in a given argument. Response does not adequately identify and discuss the implications of fallacies or logical weaknesses in a given argument.	Response generally assesses the reasonableness of assumptions in a given argument. Response identifies and discusses the implications of fallacies and/or logical weaknesses in a given argument.	Response clearly and comprehensively assesses the reasonableness of assumptions in a given argument. Response provides a detailed and compelling analysis of implications of fallacies and logical weaknesses in a given argument.
Learning Objective PS 5.2: Generate reasonable and appropriate assumptions.	Assumptions are missing.	Response does not adequately present and discuss key assumptions in an original argument.	Response presents and discusses key assumptions in an original argument.	Response justifies the reasonableness and need for assumptions in an original argument.
Learning Objective PS 5.3:	Assessment of multiple perspectives is missing.	Response does not identify nor adequately consider	Response identifies and considers multiple	Response justifies selection of chosen

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Assess multiple perspectives and alternatives.		multiple perspectives or alternatives.	perspectives and alternatives.	alternative relative to others.
Learning Objective PS 5.4: Use problem-solving skills.	Problems and solutions are not identified.	Response presents solutions, but they are ineffective in addressing the specific problem.	Response presents solutions that are practical and work in addressing the specific problem.	Response presents compelling supporting arguments for proposed solutions.