

Rubric for Assessing Essay

Criteria	Learning Outcome	Excellent A	Very Good B	Good C	Satisfactory D	Sufficient E	Unsatisfactory F
Submission Specifications	Communicates problems, methods, and solutions from the analyzes both in writing and orally.	PDF submission with Arial 11 pt. or Times New Roman 12 pt. and 1.5 line spacing. Words ≤3,000. Proper and consistent referencing format.	Minor deviation from submission specs. Proper & consistent references.	Some deviations but word count in range. Inconsistencies in references.	Significant deviations from specs. Word count exceeded. Some inconsistencies.	Word count significantly exceeded or below range. Major inconsistencies.	Failed to meet most specifications, including referencing format.
Structure	Finds, synthesizes, and presents information on the international shipping.	Cohesive introduction, main body, and conclusion. Seamless transition between sections.	Clear structure but with minor lapses in transition.	General structure present, with noticeable lapses.	Fragmented structure. Some disconnect between sections.	Limited structure. Major sections missing or jumbled.	Lacks clear structure. Entire essay is jumbled or lacks focus.
Application of Relevant Theory	Considers the economic, political, and ethical issues relevant to the shipping industries.  Can apply economic theory to varied strategic issues and practical problems facing shipping companies.	Excellent application of relevant theory with deep insights into the analysis.	Good application of theory, with some areas of deeper insight.	Satisfactory application with some areas lacking depth.	Limited application of theory with major gaps.	Sparse application, with only surface-level analysis.	Little to no application of relevant theory.
Use of Sources & References	Understands how to apply advanced economic models and concepts in international shipping.	Multiple reliable sources cited. Proper justification using figures, tables, etc. Perfect citation consistency.	Multiple sources, minor inconsistencies in citations. Justifications mostly present.	Reliance on fewer sources. Some inconsistencies. Some unjustified claims.	Few sources with major citation inconsistencies. Lack of justifications.	Limited or no use of relevant sources. Incorrect or missing citations.	Lack of sources and references, with incorrect or missing citations.

Data Visualization Integration	<p>Is familiar with recent developments in data-driven analysis applied to the freight markets and ship operation.</p> <p>Translates statistics into managerial insight.</p>	Perfect integration of figures & tables. Clear connection between visuals & main body.	Mostly clear integration and connection. Minor issues in 1-2 places.	Moderate integration. Some disconnection between visuals & content.	Limited use of figures/tables. Disconnected from main content.	Little use of visuals, with poor relevance or connection.	No use of visuals or completely irrelevant visuals.
Description of Methods	<p>Communicates problems, methods, and solutions from the analyzes both in writing and orally.</p> <p>Understands how to apply advanced economic models and concepts in international shipping.</p>	In-depth, clear description of methods with perfect clarity on how results were retrieved.	Clear method description with minor lapses in detail clarity.	Satisfactory method description. Some clarity issues.	Vague description of methods with major lapses in clarity.	Limited or unclear description of methods used.	Lacks method description or is completely unclear.