



# RUBRIC - RESEARCH PAPER

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## RUBRIC FOR WRITTEN RESEARCH PAPER

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### Purpose

The **Written Research Paper** allows you to explore an issue or concept of management that is of particular interest. You will learn how to locate and use business-appropriate, credible research sources. You will learn how to analyze these research sources within the context of the principles and concepts presented in the course. Finally, you will learn to create recommendations that can be used by managers.

### Process

The topic must be approved by the instructor and must be unique (not an issue or concept selected by any other class member). You should review the textbook table of contents to select an area of interest for your paper. The paper will be 5-9 pages of double-space content using APA formatting and citations, and in addition include a cover page and a bibliography page. Graphics and other materials may be included as to support the research, but these must be captioned and will extend the number of pages in the paper (there must still be 5-9 pages of typed text equivalent).

You may not begin work on your paper until the topic is approved, and as you find research materials, immediately document your citations (citations should be completed using the [www.citationmachine.net](http://www.citationmachine.net) resource).

### *Citation Formats*

It is a requirement that you properly cite research references. Your paper will be run against anti-plagiarism databases, and failure to properly cite materials will be taken very seriously. Improper citations will result in a loss of 25 points. Missing citations will result in a deduction of 50 points (loss of all points lost from Citations and Logic).

Anytime you use another person's ideas - you need to give them credit in an academic paper. Even if you are paraphrasing (restating an idea in your own words), you must provide a citation to the original source of the idea or information.

Use the following as a guide.

Original Source
James Falkofske, 2006
When considering the needs of online students, it is far better to overexplain the assignment requirements than to underexplain. The description should not only

	<p>contain the technical requirements (number of pages, spacing, formats, etc.), but they should also provide rationale and purpose of the assignment. Identifying the learning goals in addition to the lists of expectations helps students direct their efforts toward meeting the learning goals of the assignment. Students who might be anxious about the online format will benefit from clear and detailed instructions. Students who might otherwise underperform on a task will have far less cause to debate a low mark. In the same manner that employee performance evaluations are based upon evaluation toward set goals within specific areas of responsibility, the use of matrix grading rubrics help students better understand their obligations and the standards of performance expected to earn top performance marks.</p>
<p><b>Paraphrasing</b> the original text.</p> <p>If you utilize the idea of another - you need to provide credit in the form of a citation.</p>	<p>Assignment descriptions should contain both technical requirements for the layout and design of the page information as well as the learning goals that the students are trying to demonstrate. (Falkofske, 2006)</p>
<p><b>Single line, direct quote</b> - must be enclosed in quotation marks.</p> <p>If you are using any materials word-for-word, they must be enclosed in quotation marks.</p>	<p>In his 2006 article, Falkofske states that students "who might be anxious about the online format will benefit from clear and detailed instructions."</p>
<p><b>Multi-line direct quotes</b> must be quoted and block indented.</p> <p>If you are using more than one sentence from a source, the materials must be quoted as well as indented to clearly show the separation of your ideas from their ideas.</p>	<p>When designing course materials, it is often important to consider the student need for context about assignments. More detailed assignment information should be encouraged because</p> <p style="padding-left: 40px;">"students who might be anxious about the online format will benefit from clear and detailed instructions. Students who might otherwise underperform on a task will have far less cause for debate...." (Falkofske, 2006)</p> <p>on their assignments and papers.</p>

### Rubric for Written Research Paper

The grading for this paper will be determined by the following Rubric. Please note that there are specific and high expectations for this paper. In order to earn all the points on this assignment (i.e. "A"), you must exceed the expectations of each criteria. Meeting the criteria provides a grade of average ("C").

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Criteria	Does not Meet Criteria	Meets Criteria	Exceeds Criteria
Topic Choice: Topic is sufficiently narrow to allow for in-depth exploration of resources and research in a meaningful manner	0 points Instructor has not approved topic presented in the paper, or the approved topic is not handled in a sufficiently narrow manner.	15 points Topic is of sufficient scope to adequately research. Topic uses a standard question and a standard approach to a subject.	25 points Topic is of narrow scope and investigates a novel area of a subject.
Audience Adaptation: Presentation of research and recommendations are appropriate to a degreed management professional	0 points Language and presentations does not meet professional standards or expectations, or the materials presented are not appropriate or applicable to a degreed management professional	20 points Language and adaptation meets the expectations of a professional managerial environment.	25 points Materials and presentation structured in a manner to use logical persuasion to motivate the reader to adopt a certain belief or practice
Mechanics: Fewer than 3 mistakes in spelling, grammar, and punctuation. NOTE: use Microsoft Word's built-in spelling and grammar checker to ensure no mistakes for submitted work.	0 points More than 3 mistakes	15 points 1-3 mistakes	25 points 0 mistakes
Citations: Includes at least 8 credible sources properly cited. NOTE: use <a href="http://www.citationmachine.net">www.citationmachine.net</a> to ensure proper citations. Use online library databases and journals to find credible sources.	0 points Fewer than 8 credible sources, or sources are not properly cited	15 points 8-12 credible sources	25 points 13 or more credible sources
Organization: Paper has clearly discernable points and transitions, and the scope and placement of information is clearly tied to the topic	0 points Paper's organization and structure is not focused; there lacks a progression from problem statement, through research, and ending with	15 points Paper's organization and progression is clear	25 points Paper very well organized and utilizes an abstract / summary, and includes headings and subheadings with styles to help visually show structure

	recommendations		
Logic: Arguments and conclusions are logical and are solidly based upon research presented in the paper	0 points Errors in logic (insufficiency of information, improper application of causation, etc.) or lack of evidence	20 points All arguments sufficiently defended. No errors in logic.	25 points Multiple types of logical arguments included in substantiating findings during analysis
Proper Use of Concepts and Feasibility: demonstration and utilization of course concepts in recommendations that are both feasible and reasonable to place into practice	0 points Incorrect application of any course concepts, or problems with feasibility of recommendation	20 points Correct application of multiple course concepts in development of recommendations; recommendations are possible and reasonable.	25 points Recommendations are feasible and demonstrate substantial benefit (increased profit, reduced cost, increased morale, better efficiencies, fewer defects)
Applicability: The conclusions and recommendations are applicable in a variety of environments or situations	10 points The materials can only be applied to a very specific work or managerial situation; the findings cannot be generalized.	20 points The findings are suitable in nature to address various organizations or situations.	25 points The findings answer a question or problem raised in the course, and the materials are applicable to students studying in a management program

### Topics

Topics of your research should be a specific question on applying a technology, technique, or practice into a specific application. You will need to find multiple sources of information to investigate in your process. Some example topics are below.

Treo versus Blackberry devices; comparison of features for the mobile pharmaceutical sales.

Quality assurance in custodial maintenance; have incentive pay programs produced results?

Researching blogs and websites of job applicants; benefits and liabilities.

Thresholds of abuse; analysis of policies regarding personal Internet and email use and disciplinary strategies.

Holiday pay systems versus flexible employee personal days - what are impacts and benefits of each.

Outsourcing first-level management; do Manpower and other temping agencies provide employees with adequate skills and experience to provide a retail management solution.

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