Assignment Details and Rubric

Assignment

The ultimate purpose of ERM is to increase shareholder value through a risk-return based strategy. In a 3–5 page paper outline the following issues:

- Identify the various stakeholders and outline what performance measures each of these groups consider important.
- Explain why, as part of an ERM system, communicating performance measures are important.

You may use your textbook and or outside sources to develop your paper. The paper should be a minimum of three pages long, double-spaced. The minimum length does not include the cover page and the reference page. All sources should be referenced as sources cited. Check for correct spelling, grammar, punctuation, mechanics, and usage. Citations should use APA style.

Make sure your document includes:

- Your Name
- Date
- Course Name and Section Number
- Unit Number
- Assignment Name
- Page Numbers

Directions for Submitting your Assignment

Compose your Assignment in a Microsoft Word document and save it as Username AC554 Unit 2 Assignment (Example: Jsmith – AC554 Unit 2 Assignment). Submit your file by selecting the appropriate Unit 2: Assignment Dropbox by the end of Unit 2.

AC554 Case Study Assignment – Grading Rubric

Your Assignment papers are related to specific cases or questions and will vary in length. In all cases, papers must be well referenced and in APA format. The papers will be evaluated using the following rubric.
<table>
<thead>
<tr>
<th>Grade</th>
<th>Content, Focus, Use of Text/Research, and Organization</th>
<th>Analysis and Critical Thinking</th>
<th>Writing Style, Grammar, and APA Format</th>
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</thead>
<tbody>
<tr>
<td>90-100%</td>
<td><strong>Response successfully answers the assignment question(s); thoroughly uses the text and other literature. Includes a strong thesis statement, introduction, and conclusion. The main points of the paper are developed clearly. All arguments are supported well (no errors in logic) using outside sources as assigned.</strong>&lt;br&gt;<strong>Sources are primarily academic journals, with thoughtful use web sources. References are applied substantively to the paper topic. Skillfully addresses counter-arguments and does not ignore data contradicting its claim. Refers to sources both in-text and in the reference page.</strong></td>
<td><strong>Response exhibits strong higher-order critical thinking and analysis (e.g., evaluation). Paper shows original thought.</strong>&lt;br&gt;<strong>Analysis includes proper classifications, explanations, comparisons, and inferences.</strong>&lt;br&gt;<strong>Critical thinking includes appropriate judgments, conclusions, and assessment based on evaluation and synthesis of information.</strong></td>
<td><strong>Grammatical skills are strong with typically less than one error per page. Correct use of APA when assigned.</strong>&lt;br&gt;<strong>Appropriate to the assignment, fresh (interesting to read), accurate, (no far-fetched, unsupported comments), precise (say what you mean), and concise (not wordy).</strong>&lt;br&gt;<strong>Project is in 12-point font. Narrative sections are doublespaced. Project is free of serious errors; grammar, punctuation, and spelling help to clarify the meaning by following accepted conventions.</strong></td>
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<tr>
<td>80-89%</td>
<td><strong>Response answers the assignment question(s) with only minor digressions; sufficiently uses the text and other literature. Provides a good thesis statement, introduction, and conclusion that require some revision but that form a good basis.</strong>&lt;br&gt;<strong>Develops the main points clearly.</strong>&lt;br&gt;<strong>Supports most arguments concretely (no logical errors) using outside sources as assigned.</strong>&lt;br&gt;<strong>Some sources are non-academic with over reliance on web sources. References not always clearly tied to development of ideas. Does not ignore data contradicting its claim, though the refutation may need additional support. Refers to outside sources in the text and reference page.</strong></td>
<td><strong>Response generally exhibits higher-order critical thinking and analysis (e.g., evaluation). Paper shows some original thought.</strong>&lt;br&gt;<strong>Analysis includes adequate classifications, explanations, comparisons, and inferences.</strong>&lt;br&gt;<strong>Critical thinking includes adequate judgments, conclusions and assessment based on evaluation and synthesis of information.</strong></td>
<td><strong>Internally, each section has good organization. Transitions found between and within sections are mostly clear and effective. Generally appropriate to the assignment, accurate (no farfetched, unsupported claims), precise, and concise. Includes a title page and reference page.</strong>&lt;br&gt;<strong>Project is in 12-point font. Narrative sections are doublespaced. Project contains some generally minor grammatical and punctuation errors. Few misspellings. Citations generally follow APA guidelines (perhaps one or two minor errors).</strong></td>
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<tr>
<td>70-79%</td>
<td><strong>Response answers the project assignment(s) with some digression; sufficiently uses the text and other literature. Provides a thesis statement</strong></td>
<td><strong>Response exhibits limited higher-order critical thinking and analysis (e.g.,</strong></td>
<td><strong>Sentences are occasionally wordy or ambiguous; tone is too informal. Grammatical skills are adequate with no more than two to three</strong></td>
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<tr>
<td>60-69%</td>
<td>Response answers the assignment question(s) but digresses significantly; insufficiently uses the text and other literature.</td>
<td>Response exhibits simplistic or reductive thinking and analysis but does demonstrate comprehension.</td>
<td>Sentences are generally wordy and/or ambiguous; tone is too informal. Grammatical skills are inadequate, clarity and meaning are impaired, typically three to five errors per page. Inadequate use of APA format</td>
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<tr>
<td>0-59%</td>
<td>Response insufficiently answers the assignment question(s); insufficiently uses the text and other literature.</td>
<td>Response exhibits simplistic or reductive thinking and analysis and demonstrates limited knowledge on the subject matter.</td>
<td>Sentences unclear enough to impair meaning; tone is inappropriate and/or inconsistent. Grammatical skills are incompetent for college level; typically six or more errors per page. Unacceptable use of APA format.</td>
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