<https://www.youtube.com/watch?v=19-gGazMR3g>

| - | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
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| A | Insightful identification and exploration of problems and/or needs using a customer-focused approach.Highly creative generation of innovative and viable solutions to problems and/or needs using a customer-focused approach. | Perceptive and highly effective contextual application of decision-making and project management tools and strategies. (A+)Astute creation and application of business intelligence to iteratively develop business models and plans.Perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans. (A+)Critical analysis and evaluation of opportunities and challenges for business in the digital age. (A+)Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. (A+) |
| B | Well-considered identification and exploration of problems and/or needs using a customer-focused approach.Creative generation of viable solutions with some innovation to problems and/or needs using a customer-focused approach. | Well-considered and effective contextual application of decision-making and project management tools and strategies.Purposeful creation and application of business intelligence to iteratively develop business models and plans.Mostly perceptive contextual application of communication and/or collaborative skills. | Well-considered evaluation of business models and plans.Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age.Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using a customer-focused approach.Mostly creative generation of viable solutions to problems and/or needs using a customer-focused approach. | Considered contextual application of decision-making and project management tools and strategies.Competent creation and application of business intelligence to iteratively develop business models and plans.Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans.Some critical analysis and evaluation of opportunities and challenges for business in the digital age.Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using a customer-focused approach.Some generation of solutions to problems and/or needs using a customer-focused approach. | Some application of decision-making and project management tools and strategies.Some creation and application of business intelligence to iteratively develop business models and plans.Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans.Some analysis and description of opportunities and challenges for business in the digital age.Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using a customer-focused approach.Attempted generation of solutions to problems and/or needs using a customer-focused approach. | Attempted application of decision-making and project management tools and strategies.Attempted creation and application of business intelligence to iteratively develop business models and plans.Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans.Description of opportunities and challenges for business in the digital age.Description of social, economic, environmental, and/or ethical impacts of global and local business. |