

MBA 570
Writing Assignment 1 Instructions and Rubric

Instructions

The first writing assignment is due at the end of Module 3. You are advised to begin working on the first writing assignment during Module 1.

This writing assignment should be in an essay format. It should use two or more published news or academic articles which are less than a year old as cited references. In your essay, you should answer the following questions:

- What are value stocks?
- What are growth stocks?
- What is the reasoning that investors use for purchasing value or growth stocks?
- Has value or growth investing worked best over the long term?
- Do you prefer one of these investment methods? Justify your response.
- Find recent examples of news articles in which someone is described as a value or growth investor. How successful have they been with this method?

The essay will be in APA format and be 500-1,000 words in length (this range includes everything in the assignment including your name, title, and citations). Turnitin.com software will be used to ensure that submitted assignments are original works. See the rubric on the next page for complete grading criteria.

The ProQuest database at the Saint Leo University Library website can be a useful tool for completing this assignment. [Click here](#) for instructions on accessing ProQuest.

Hint: One way to find information for this assignment is to use the library's database for the *Wall Street Journal* or *Barron's* and search for a recent article with the words "value investor" or "growth investor" in the text of the article.

Submit Writing Assignment 1 to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 3**. (This Dropbox basket is linked to Turnitin.)

Grading Rubric (100 points possible)

Students will complete the assignment with attention to the following criteria:

Rating Scale:

Exemplary: Corresponds to A- to A (90-100%)
Proficient: Corresponds to B- to B+ (80-89%)
Basic: Corresponds to C- to C+ (75-79%)
Not Attempted: Corresponds to F (0-74%)

Elements	Criteria				Score (pts)
	<i>Not Attempted</i> (Criterion is missing or not in evidence)	<i>Basic</i> (works towards meeting expectations; performance needs improvement)	<i>Proficient</i> (meets expectations; performance is satisfactory)	<i>Exemplary</i> (exceeds expectations; performance is outstanding)	
Content 80%	<ul style="list-style-type: none"> <input type="checkbox"/> Little to no evidence of assessment, synthesis/integration, critical analysis, and logical development <input type="checkbox"/> Writer addressed none to some of the requirements of the assignment <input type="checkbox"/> Little to no evidence of appropriate use of resources <input type="checkbox"/> Writer had little to no focus on the topic <p>0 – 59pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> More personal assessment, synthesis/integration, critical analysis, and logical development is needed <input type="checkbox"/> Writer addressed most of the requirements of the assignment <input type="checkbox"/> Some required sources not used <input type="checkbox"/> Writer stayed focused on the topic some of the time <input type="checkbox"/> <p>60 – 63pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Content adequately shows personal assessment, synthesis/integration, critical analysis, and logical development <input type="checkbox"/> Writer adequately addressed all requirements of the assignment <input type="checkbox"/> Appropriate use of resources <input type="checkbox"/> Writer stayed focused on the topic most of the time <p>64 – 71pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Content clearly shows personal assessment, synthesis/integration, critical analysis, and logical development <input type="checkbox"/> Writer clearly and completely addressed all requirements of the assignment <input type="checkbox"/> Masterful use of resources <input type="checkbox"/> Writer stayed focused on the topic throughout the paper <p>72 – 80pts</p>	____/80
APA Formatting 10%	<ul style="list-style-type: none"> <input type="checkbox"/> Little to no evidence of appropriate APA formatting <p>0 – 7.4pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Appropriate APA formatting throughout most of the paper, including title page, paper layout, references, and citations with several minor and/or some major discrepancies <p>7.5 – 7.9pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Appropriate APA formatting throughout the entire paper, including title page, paper layout, references, and citations with only a few minor discrepancies <p>8.0 – 8.9pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Appropriate APA formatting throughout the entire paper, including title page, paper layout, references, and citations <p>9.0 – 10pts</p>	____/10
Mechanics 10%	<ul style="list-style-type: none"> <input type="checkbox"/> Scholarly format, syntax, and persuasiveness substantially lacking or absent. <input type="checkbox"/> Little to no evidence of language skills, substantial spelling or grammatical errors. <input type="checkbox"/> Little to no evidence of flow. <input type="checkbox"/> Length requirement missed substantially <p>0 – 7.4pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Scholarly format, syntax, and persuasiveness used somewhat. <input type="checkbox"/> Improvement needed on language, significant spelling or grammatical errors. <input type="checkbox"/> Transitions are weak, flow of the paper needs improvement. <input type="checkbox"/> Paper fell just short of length requirement. <p>7.5 – 7.9pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Scholarly format, syntax, and persuasiveness used most of the time. <input type="checkbox"/> Language is professional, clear, and concise, with some spelling or grammatical errors. <input type="checkbox"/> Transitions maintain the flow of the paper most of the time. <input type="checkbox"/> Paper is appropriate length. <p>8.0 – 8.9pts</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Scholarly format, syntax, and persuasiveness used. <input type="checkbox"/> Language is professional, clear, and concise, with little to no spelling or grammatical errors. <input type="checkbox"/> Transitions maintain the flow of the paper. <input type="checkbox"/> Paper is appropriate length. <p>9.0 – 10pts</p>	____/10

Total Score: ____/100 pts

Comments: