

**Goal: Information and Technology Literacy: Subgoal 2: Technology Literacy**

**Paper #** \_\_\_\_\_

**Scorer** \_\_\_\_\_

**Date** \_\_\_\_\_

<b>Subgoal 2: Technology Literacy</b>	<b>3. Exceeded expectations</b>	<b>2. Met Expectations</b>	<b>1. Failed to Meet Expectations</b>	<b>Score*</b>
<p>1. Demonstrates the ability to use Information Technology to solve business problems</p>	<p>Clearly demonstrates the ability to apply standard business productivity software for solving business computing problems.</p> <p>This includes:</p> <ul style="list-style-type: none"> <li>- Retrieval of problem-relevant data from multiple sources (databases, websites, spreadsheets, etc)</li> <li>- Data management (formatting, structuring, etc)</li> <li>- Data manipulation (computing, aggregating, etc)</li> <li>- Development of graphical output (graphs/charts, etc)</li> <li>- Interpretation of results and development of solutions (answer to original question)</li> <li>- Organization of key points and suggested (presentation slides)</li> </ul>	<p>Adequately demonstrates the ability to apply standard business productivity software for solving business computing problems.</p> <p>This includes:</p> <ul style="list-style-type: none"> <li>- Retrieval of problem-relevant data from multiple sources (databases, websites, spreadsheets, etc)</li> <li>- Data management (formatting, structuring, etc)</li> <li>- Data manipulation (computing, aggregating, etc)</li> <li>- Development of graphical output (graphs/charts, etc)</li> <li>- Interpretation of results and development of solutions (answer to original question)</li> <li>- Organization of key points and suggested solutions (presentation slides)</li> </ul>	<p>Fails to sufficiently demonstrate the ability to apply standard business productivity software for solving business computing problems.</p> <p>This includes:</p> <ul style="list-style-type: none"> <li>- Retrieval of problem-relevant data from multiple sources (databases, websites, spreadsheets, etc)</li> <li>- Data management (formatting, structuring, etc)</li> <li>- Data manipulation (computing, aggregating, etc)</li> <li>- Development of graphical output (graphs/charts, etc)</li> <li>- Interpretation of results and development of solutions (answer to original question)</li> <li>- Organization of key points and suggested solutions (presentation slides)</li> </ul>	
<p>2. Understands the role of Information Technology in organizational decision making and strategy</p>	<p>Clearly understands the ability to analyze a business case with respect to the following issues (as appropriate for the specifically chosen case):</p> <ul style="list-style-type: none"> <li>- Ability to recognize how IT can affect a firm's competitive position</li> <li>- Ability to assess key IT applications in terms of business value creation (for example, perform a cost-benefit analysis)</li> <li>- Familiarity with emerging technology trends</li> <li>- Identify IT-enabled business opportunities and risks</li> </ul>	<p>Adequately understands the ability to analyze a business case with respect to the following issues (as appropriate for the specifically chosen case):</p> <ul style="list-style-type: none"> <li>- Ability to recognize how IT can affect a firm's competitive position</li> <li>- Ability to assess key IT applications in terms of business value creation (for example, perform a cost-benefit analysis)</li> <li>- Familiarity with emerging technology trends</li> <li>- Identify IT-enabled business opportunities and risks</li> </ul>	<p>Fails to sufficiently understand the ability to analyze a business case with respect to the following issues (as appropriate for the specifically chosen case):</p> <ul style="list-style-type: none"> <li>- Ability to recognize how IT can affect a firm's competitive position</li> <li>- Ability to assess key IT applications in terms of business value creation (for example, perform a cost-benefit analysis)</li> <li>- Familiarity with emerging technology trends</li> <li>- Identify IT-enabled business opportunities and risks</li> </ul>	
<p><b>Total</b></p>				
<p><b>Comments</b></p>	<p>* Mark N/A if not applicable</p>			

**Suggested Measurement Mechanism for Subgoal 2.1:** Lab exercise that can be embedded in a number of core courses including ACC 9115, FIN 9770, MGT 9700, MKT 9703, or CIS 9000.

**Suggested Measurement Mechanism for Subgoal 2.2:** Student paper based on a business case embedded in a core course (for example, CIS9000)