



Module Six Blog Guidelines and Rubric



Overview

Business reports often communicate an analysis of a scenario or aspect of a business in relation to a strategic goal or need. These types of reports can include the status of the organization, stakeholder summaries, market trends, and financial statements. The main goal of business reports is to help leaders in developing strategies and making decisions or recommendations for the improvement of business. Additionally, business reports may also provide analysis of potential worst-case scenarios, solutions to issues currently faced by an organization, and a review of best practices and analogous situations faced by similar organizations.

Prompt

In this blog, you will take on the role of a business manager who is in the planning phase of building a stakeholder summary report. You need an example from an organization in the same industry to get ideas and structure your report in the best way possible. You have identified the following report as a potential model:

- [Estée Lauder 2019 Year in Review, Performance Highlight section](#)

Review the report and think about what story it tells you based on the numbers and visualizations provided. Address the following questions in your post. Make sure to use evidence to support your responses.

Content

- How does the report use data?
- How does it use specific contexts, terms, and figures?

Presentation

- How does the overall look of the presentation appeal to readers?
- How does the report meet or not meet its objective?

Guidelines for Submission

Complete your blog post in WordPress and submit a link to your blog via the appropriate discussion topic. If you have not yet created your blog, the document [Getting Started With Blogging](#) provides concise instructions. Your blog should be written in a professional voice and should be appropriately formatted for a blog. Any sources cited should use APA formatting. Blog entries must be between 400 and 800 words in length.

Below are some additional resources for improving your blog:

[How to Write a Blog Post for Beginners](#): This article is an introduction to writing blog posts.

[12 Easy Ways to Improve Your Blog](#): This article examines important elements in developing your own blog.

[How to Drastically Improve Your WordPress Blog's Comments](#): This article examines how to better engage and manage your online community.

[Blogging Best Practices](#): This bulleted list gives you a quick summary of the best practices top bloggers use.

Module Six Blog Rubric

Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value

Content	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Determines how the report uses data, contexts, terms, and figures	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include incomplete assessment of how the report uses data, contexts, terms, and figures	Does not attempt criterion	40
Presentation	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Determines how the report visuals appeal to readers and how the report meets or doesn't meet its objective	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include incomplete assessment of how the report visuals appeal to readers and how it meets or doesn't meet its objective	Does not attempt criterion	40
Articulation of Response	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	Shows progress toward proficiency, but with errors in grammar, sentence structure, and spelling, negatively impacting readability	Submission has critical errors in grammar, sentence structure, and spelling, preventing understanding of ideas	10
Citations and Attributions	Uses citations for ideas requiring attribution, with few or no minor errors	Uses citations for ideas requiring attribution, with consistent minor errors	Uses citations for ideas requiring attribution, with major errors	Does not use citations for ideas requiring attribution	10
Total:					100%

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