

Email/Zoom Negotiation Rubric

This rubric is used to evaluate student performance in the email and Zoom-based negotiation assignment. It assesses both the process and outcomes of negotiation, with attention to preparation, communication, analytical reasoning, and reflective insight.

	A+ to A-	B+ to B-	C+ to C-	D or F
Preparation 25 pts	Demonstrated outstanding understanding of key circle of value prep concepts through comprehensive analysis of all preparatory elements. Thorough and rich circle of value prep sheet. Unique insights into interests, alternatives and creative options. Identified essential objective standards. (20-19)	Demonstrated very good understanding of key circle of value preparatory concepts through analysis of all preparatory elements. Above average identification of information for each element. Some unique/creative/insightful perspectives. Good identification of objective standards and alternatives. Few mistakes or confusion of characterization of information. (18-17)	Demonstrated basic understanding of key circle of value preparatory concepts through analysis of most preparatory elements. However, there is marked confusion demonstrated in the characterization of information. Some information may be missing or misidentified. (16-15)	Inadequately or failed to adequately understand key preparatory concepts via the circle of value model elements. Did not prepare each element, marked confusion and misidentification and/or mischaracterization of information. (14-)
Transcript 30 pts	Demonstrated exceptional and in-depth mastery of course concepts when applied to the email	Demonstrated very good understanding of course concepts when applied to the email negotiations with	Demonstrated basic understanding of course concepts when applied to the email negotiations with marked misunderstanding and/or	Inadequately applied or failed to adequately apply course concepts in the email

	negotiations. All aspects of problem-solving negotiation model covered in class to date deliberately utilized (i.e., relationship building and communication skills; identifying and applying interests, generating options, and use of standards in evaluating and selecting options). Clear strategic choices made. Novel use of course concepts and elements to produce desired outcome. Excellent product, clear, concise, attributed statements to correct party, and flowed in sequential order. (25-22)	some misunderstanding and/or confusion. Failed to apply one or two elements during the negotiation, and/or applied one or more elements in an incorrect way. Overall, very good application of vast majority of elements covered in class to date. Good product attributed some statements to correct party, and most conversations flowed in sequential order. (22-19)	confusion. Failed to apply multiple elements during the negotiation, and/or applied multiple elements in an incorrect way. Overall, satisfactory application of a majority of elements covered in class to date. Satisfactory product attributed some statements to incorrect party, and some conversations out of order. (18-15)	negotiations. Failed to apply half (or more) elements during the negotiation, and/or applied multiple elements in an incorrect way. Overall, unsatisfactory application of a majority of elements covered in class to date. Unsatisfactory product, attributed statements to incorrect party, and most conversations out of order. (14-)
Result 10 pts	Demonstrated outstanding understanding of key preparatory concepts through comprehensive use of class techniques that resulted in a deal that gained a high-level benefit of the	Demonstrated very good understanding of key preparatory concepts through comprehensive use of class techniques that resulted in a deal that gained an above-average	Demonstrated a basic understanding of key preparatory concepts through comprehensive use of class techniques that resulted in a deal that gained an average benefit of the bargain.	Demonstrated a poor understanding of key preparatory concepts through comprehensive use of class techniques that resulted in a deal that gained a below-

	bargain. Clear analysis of how interests are satisfied "very well" for you and acceptably for other side. Explanation of how agreement is built on many options and what objective standards were used in ensuring deal was fair and defensible. If no deal reached, a thorough explanation of why not and how your BATNA was better than a deal. (10-9)	benefit of the bargain. Creative options identified that satisfied interests. Meets most, if not all, criteria of a successful outcome as discussed in class. If no deal reached, it is somewhat reasonable based on the circumstances, and some avenues have been explored. (8-7)	If no deal reached, it is somewhat reasonable based on the circumstances, and some avenues have been explored. (6-5)	average benefit of the bargain. If no deal reached, it is unreasonable based on the circumstances and very few/no avenues have been explored. (4-)
Analysis/Reflection 85 pts	Exceptional and insightful reflections on email negotiations and lessons learned. Answered all questions thoroughly and thoughtfully. Referenced multiple course readings and/or class lessons during reflection of success in email negotiation. Writing was clear, understandable and	Very good reflections on email negotiations and lessons learned. Answered a vast majority of questions, failing to answer only an aspect of one or two of the questions. Referenced few course readings and/or class lessons during reflection of success in email negotiation.	Sufficient reflections on email negotiations and lessons learned. Answered a majority of questions, failing to answer few questions or parts of questions. Lack of references to course readings and/or class lessons during reflection of success in email negotiation. Writing was somewhat muddled, difficult to understand at times and a bit rambling/wordy.	Inadequately reflected or failed to adequately reflect on email negotiations and lessons learned. Failed to answer half (or more) questions or parts of questions. Lacked references to course readings and/or class lessons during reflection of success in

	concise. Overall, paragraph and sentence organization was very good. (70-63)	Writing was fairly clear, understandable and concise. Overall, paragraph and sentence organization was good. (63-56)	Overall paragraph and sentence organization was adequate. (55-48)	email negotiation. Writing was poor, difficult to understand, and rambling/excessively wordy. Overall, paragraph or sentence organization was ineffective or non-existent (47-)
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