



# Sukkur IBA University

## Creativity Skills - Rubric

5.1 To design innovative business solutions.

BBA Program Learning outcome 5.1	#	Dimension	Unsatisfactory (0)	Satisfactory (2)	Highly Satisfactory (4)	Score
	1	Understand	Failed to understand the business situation (problem/opportunity)	Understand the business situation (problem/opportunity) with minor commissions/errors	Consistently understand the business situation (problem/opportunity) accurately.	
	2	Analyze	Inaccurately analyzed the various components of business situation.	Analyze the various components of business situation with minor commissions/errors	Consistently analyze the various components of business situation accurately.	
	3	Brainstorm	Unable to brainstorm ideas and create alternatives alternatives	Able to brainstorm, but some ideas and alternatives are unrelated and unrealistic	Consistently generates related and realistic ideas and alternatives with sound logical reasoning.	
	4	Solutions	Unable to present novel solution and demonstrates no potential impact on business.	Presents solution reflects some novelty and demonstrates potential impact on business.	Presents novel solution and demonstrates proven impact on business in a new way.	

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