Please cite as: Rivera, J. (2015). Semester Research Project in Applied Business Statistics. Carthage College.

Statistics Semester Project Rubric

The rubric reflects the student learning outcomes for the course that are listed in the syllabus and here:

Course Student Learning Outcomes

- **1.** Students will determine descriptive measures of central tendency and dispersion for data sets and explain what they mean.
- 2. Students will demonstrate understanding of the concept of probability by defining and explaining what a p-value is and what it means when applied to a statistical test of significance.
- 3. Students will set up and execute statistical tests for differences, similarities, correlations, and the general linear model and explain what they mean (parametric and non-parametric).
- 4. Students will determine whether their data set requires a parametric or non-parametric statistical test.
- 5. Students will explain the concepts of estimation and confidence intervals and use them to determine whether the sample size of their data sets is adequate to measure a statistical outcome.
- 6. Students will apply sampling techniques through the extraction of data subset from a large database for analysis.
- 7. Students will use data visualization techniques to explain their findings.
- 8. Students will demonstrate mastery of the hardware and software required to complete the course.

Rubric for Final Semester Project

The final project which consists of the paper, poster, and presentation will be evaluated on the following rubric:

Area	Superior	Very Good	Adequate	Baseline
	4	3	2	1
Topic selection	The student Identifies a creative, focused, and manageable topic that addresses potentially significant yet previously less- explored aspects of the topic.	The student Identifies a focused and manageable/ doable topic that appropriately addresses relevant aspects of the topic.	The student Identifies a topic that while manageable/ doable, is too narrowly focused and leaves out relevant aspects of the topic.	The student Identifies a topic that is far too general and wide- ranging as to be manageable and doable.

Area	Superior	Very Good	Adequate	Baseline
Hypothesis Definition	4 The student Proposes hypotheses that indicates a deep comprehension of the problem. Hypotheses are sensitive to contextual factors as well as all of the following: ethical, logical, and cultural dimensions of the problem.	3 The student Proposes one or more hypotheses that indicates comprehension of the problem. Hypotheses are sensitive to contextual factors as well as the one of the following: ethical, logical, or cultural dimensions of the problem.	The student Proposes one hypothesis that is formulaic or generic rather than individually designed to address the specific contextual factors of the problem.	1 The student Proposes a hypothesis that is difficult to evaluate because it is vague or only indirectly addresses the problem statement.
Descriptive Statistics	Student will use an appropriate range of descriptive statistics is listed with sound and deeper explanation about their meaning.	Students will use an appropriate range of descriptive statistics along with an with adequate explanation about their meaning.	Student will use an appropriate range of descriptive statistics is listed.	Student will use some descriptive statistics
Data Visualization	Student creates a set of graphs and charts that explain the data more clearly. The visualizations explain the "story of the data." The graphs and visualizations are also elegantly designed.	Student is able to create a set of graphs and charts that explain the data clearly. The visualizations also explain the "story of the data."	Student is able to create a set of graphs and charts that somewhat explain the data.	Student is able to create a graph or chart of the data.

Area	Superior	Very Good	Adequate	Baseline
	4	3	2	1
Inferential	Student selects	Student	Student selects	Student selects
Statistical	appropriate	successfully	an appropriate	tests that are
Tests Selected	statistical tests	selects and	statistical test	inappropriate for
	and forms a	executes	but the	the problem in
	methodology that	statistical tests	methodology or	question. Design
	is skillfully	and the	theoretical	demonstrates a
	developed and	methodology or	framework are	misunderstanding
	executed.	theoretical	missing,	of the theoretical
	Appropriate	framework is	incorrectly	framework.
	methodology or	appropriately	developed, or	Calculations
	theoretical	aevelopea;	untocused.	attempted are
	frameworks may	nowever, more		unsuccessful and
	be synthesized	subtle	attempted are	not
	dissiplines or from	elements are	either	comprenensive
	relevant cub	uppercounted	represent only a	
	disciplines	for	nortion of the	
	Calculations	Calculations	calculations	
	attempted are	attempted are	required to	
	essentially all	essentially all	comprehensively	
	successful and	successful and	solve the	
	sufficiently	sufficiently	problem.	
	comprehensive to	comprehensive	provioni	
	solve the problem.	to solve the		
	Calculations are	problem.		
	also presented	• • •		
	elegantly (clearly,			
	concisely, etc.)			

Area	Superior	Very Good	Adequate	Baseline
	4	3	2	1
Analysis of	Student is able to	Student is able	Student is able	Student is able to
Inferential	report the test	to report the	to report the test	report the test
Statistics	statistic results	test statistic	statistic results	statistic results
	and relate them to	results and	and relate them	Uses the
	the hypotheses.	relate them to	to the	quantitative
	Student continues	the hypotheses.	hypotheses.	analysis of data
	to explain the	Student is able	Uses the	as the basis for
	meaning of the	to explain the	quantitative	tentative, basic
	results along with	results.	analysis of data	judgments,
	the larger context	Uses the	as the basis for	although is
	of the problem.	quantitative	judgement	hesitant or
	Uses the	analysis of data	(without	uncertain about
	quantitative	as the basis for	inspiration,	drawing
	analysis of data as	competent	nuance, or	conclusions from
	the basis for deep	judgments,	ordinary drawing	this work.
	and thoughtful	drawing	plausible	
	judgments,	reasonable and	conclusions	
	drawing insightful,	appropriately	from this work.	
	carefully qualified	qualified		
	conclusions from	conclusions		
	this work	from this work.		

Area	Superior	Very Good	Adequate	Baseline
	4	3	2	1
Conclusions and Communication	Student states a conclusion focused solely on the inquiry findings. The conclusion arises specifically from and responds specifically to the inquiry findings. The student uses quantitative information in connection with the argument or purpose of the work, though data may be presented in a less than completely effective format or some parts of the explication may be uneven. The student insightfully discusses in detail relevant ideas and supported limitations and implications.	Student states a conclusion focused solely on the inquiry findings. The conclusion arises specifically from and responds specifically to the inquiry findings. The student uses quantitative information in connection with the argument or purpose of the work, though data may be presented in a less than completely effective format or some parts of the explication may be uneven. Student discusses relevant and supported limitations and implications.	Student states a general conclusion that, because it is so general, also applies beyond the scope of the inquiry findings. Student uses quantitative information, but does not effectively connect it to the argument or purpose of the work. The student presents relevant and supported limitations and implications.	Student states an ambiguous, illogical, or unsupportable conclusion from inquiry findings. Presents an argument for which quantitative evidence is pertinent, but does not provide adequate explicit numerical support. (May use quasi-quantitative words such as "many," "few," "increasing," "small," and the like in place of actual quantities.) The student presents limitations and implications, but they are possibly irrelevant and unsupported.

Rubric adapted from Liberal Education & America's Promise Value Rubrics, Association of American Colleges and Universities, 2010