ORACLE ACADEMY

Global Data Modeling Competition
2008– 2009
EVALUATION RUBRIC

Category	Score				Special Notes
	0-4	**5-6**	**7-8**	**9-10**	
Ingenuity	The project was not ingenious. It did not show any creativity or inventiveness.	The project showed minimal imagination. Nominal ingenuity was used in the business concept.	Overall the project was relatively ingenious. The business concept was fairly imaginative. There was some creativity used with the retail data, and environmental requirements.	Overall the project was very ingenious. The business concept was imaginative. The retail data and environmental requirements creatively supported the business concepts.	The inventive business concept and relevant business needs with supporting retail data, and environmental requirements should be in used in a creative way. Is the business concept inventive? Is it in conjunction with supporting informational needs?
Entities and Attributes	Many entities and attributes are missing. Many attributes are associated with incorrect entities. The unique IDs are not identified. The entities and attributes are named poorly. No explanation is given for unclear entities and attributes. The ERD is not normalized.	Many entities and attributes are included. Many attributes are associated with the correct entities. The unique IDs are identified for some entities. Some entities and attributes have meaningful names; others do not. Incomplete explanation is given for unclear entities and attributes. The ERD is normalized, with a few errors.	MOST entities and attributes are included. MOST attributes are associated with the correct entities. The unique IDs are identified for most entities. The entities and attributes have meaningful names. Sufficient explanation is given for unclear entities and attributes. The ERD is normalized with two errors or less.	ALL entities and attributes are included. ALL attributes are associated with the correct entities. ALL unique IDs are identified. The entities and attributes have meaningful names. Thorough explanation is given for all unclear entities and attributes. The ERD is normalized perfectly.	

Relationships	The relationships are named poorly. The relationships often connect the wrong entities. The ERD includes few of the needed relationships. The optionality is incorrect. Unclear relationships are not explained in the documentation.	The relationships are somewhat well named. The relationships often connect the correct entities. The ERD includes some of the needed relationships. The optionality is often incorrect. Some unclear relationships are explained in the documentation.	The relationships are well named. The relationships connect the right entities. The ERD includes almost all of the needed relationships. The optionality is mostly correct. Most unclear relationships are explained in the documentation.	The relationships are extremely well named. All relationships connect the correct entities. The ERD includes all of the needed relationships. The optionality is correct. All unclear relationships are explained in the documentation.	
Diagram Readability	The diagram uses few ERD layout conventions. The entities are inappropriately sized. Many lines cross each other. Few relationships point in a consistent direction. The layout does not flow.	The diagram uses some ERD layout conventions. Some entities are appropriately sized. Some lines cross each other. Many relationships point in a consistent direction. The layout flows with some exceptions.	The diagram uses most ERD layout conventions. Most entities are appropriately sized. Few lines cross each other. Almost all relationships point in a consistent direction. There is appropriate layout flow.	The diagram uses all ERD layout conventions. All entities are appropriately sized. Lines cross each other only if there is no other option. All relationships point in a consistent direction. There is excellent layout flow.	
Identification of Business Needs	The needs of the business were not identified. The information was disorganized and poorly documented. The identified business needs are not critical to the company's success.	The needs of the business were partially identified. The information was somewhat organized and documented. The identified business needs are somewhat critical to the company's success.	The needs of the business were identified. The information was organized and documented. The identified business needs are critical to the company's success.	The needs of the business were well identified. The information was well organized and documented. The identified business needs are critical to the company's success.	
Research/ Understanding of Chosen Business Category	No sources were documented. The project demonstrates limited understanding of the business.	A few sources were documented. The project demonstrates some understanding of the business.	Many sources were documented. The project demonstrates understanding of the business.	Many sources were well documented. The project demonstrates thorough understanding of the business.	

How Well Does the ERD Meet Business Needs?	The ERD meets some of the business needs.	The ERD meets most of the business needs. A stronger design would meet these needs more efficiently.	The ERD meets most of the business needs. The ERD has a strong design.	The ERD meets all of the business needs. This ERD has a very strong design.	
Cover Slide/Mission Statement	The cover slide was omitted or did not include the required elements. The mission statement was omitted or unpersuasive. The cover slide did not build managerial confidence in the design team.	The cover slide included some of the required elements. The mission statement was unpersuasive. The cover slide built limited managerial confidence in the design team.	The cover slide included most of the required elements. The mission statement was persuasive. The cover slide built some managerial confidence in the design team.	The cover slide included all of the required elements. The mission statement was persuasive. The cover slide built significant managerial confidence in the design team.	
Professional Appropriateness	This project was very unprofessional. Students used inappropriate language, poor grammar and/or graphics. This project could be shared with a client if significant modifications were made.	This project was somewhat unprofessional. Students used some inappropriate language, poor grammar and/or graphics. This project could be shared with a client if many modifications were made.	This project was professional. Students used minimal amounts of inappropriate language, poor grammar and/or graphics. This project could be shared with a client if a few modifications were made.	This project was highly professional. Students did not use inappropriate language, poor grammar and/or graphics. This project could be shared without modification.	It is challenging for students to build creative projects that are professional. The project should be professional but not dull.