**Key Account Management**

**SAM2Win Simulation**

**Reflective Essay**

**Rubric**

A reflective essay is an analytical essay which requires the author to inform the reader about his or her attitude, idea or impression regarding a given topic based on an examination of the experience. The focus of the reflective essay is not merely descriptive; the essay involves an analysis of a particular topic as well as explains it. The essay also needs to address the author’s personal opinions and feelings. What makes writing a reflective essay complicated is that the writer has to provide and discuss his or her own view on the matter while at the same time remaining objective. The writer then writes about those experiences respective to the topic exploring how he or she has learned, developed or grown from those experiences.

Some major elements of a typical reflective essay include an introduction, body and conclusion. Reflective essays always have an introduction, where the author shares, either directly or indirectly, what the overall focus of the reflection will be.

The body of the reflective essay explains how the writer has changed or what the writer has learned. It also explains what caused the writer to change. A strong reflective writer will not only share the change he or she will also provide relevant examples as supporting details.

In the conclusion of a reflective essay, the writer sums up how he or she has learned and changed or the effect of those changes. The writer may also look ahead or look backward to reflect. If looking ahead, the writer shares how he or she thinks the experiences described in the essay will change him or her in the future. If looking backward, the writer will note how different he or she was in the past.

| **Criteria** | **Points** | **Excellent** | **Meets Expectations** | **Approaches Expectations** | **Needs Improvement** | **Total**  **Points** |
| --- | --- | --- | --- | --- | --- | --- |
|  | **100** | **16- 20 points** | **11-15 points** | **6-10 points** | **0-5 points** |  |
| **Completeness - Depth of Reflection** | **20** | Clearly and completely the addresses assignment requirements | Addresses the assignment requirements | Partially addresses the assignment requirements | Does not address the assignment requirements |  |
|  |  | Demonstrates a conscious and thorough understanding of the simulation process and the subject matter | Demonstrates a thoughtful understanding of the subject matter and simulation processes | Demonstrates a basic understanding the subject matter and simulation processes | Demonstrates a limited understanding of the subject matter and simulation processes |  |
| **Analysis** | **20** | Rich, detailed description of the situation, conflicts, challenges, and or issues inherent in decision making processes  Analysis  demonstrates  critical thinking and insight  Clearly describes the simulation’s value as a learning tool | Full description of the case, conflicts. challenges or issues  Analysis shows  critical  thinking skills  Contains a basic  description of the simulations value | Partial description of the case, conflicts, challenges, or issues  Superficial description of the simulation’s value | No description of the case, conflict, challenge, or issues  No discernable  statement about the  simulation’s value |  |
| **Evidence/Content** | **20** | Strong attempt to integrate relevant facts and reflective insights and assumptions; discussed the consequences of the decisions and actions taken  Includes viable conclusions; relevant discussion of the learning outcomes  Examples such as graphs are used to support to decision making process  Includes a discussion of how learning behavior may change based on new insights | Clear attempt to integrate relevant insights based on the simulation outcomes  Use of examples is somewhat relevant  The conclusion addresses the consequences of the decisions and actions taken and outcomes | Slight or unclear attempt to integrate relevant facts and insights  Few relevant impressions without reflection; limited exploration and critique of assumptions and the consequences of the decisions and actions taken | No attempt to integrate relevant facts and insights No impressions, reflection or introspection  Limited exploration and critique of assumptions, beliefs, and/or biases  Did not include examples |  |
| **Organization** | **20** | The writing or ideas follow a logical order  The essay is well organized  into detailed explanatory  paragraphs which  flow consistently  Clear introduction, paragraph content, transitions and conclusion | The essay is organized  the essay into descriptive paragraphs with some consistency and flow | The essay is organized into paragraphs; however somewhat  difficult to follow | The sequence of topics is illogical order in sequence of topics  There is no clear introduction and minimal relevant content. Lacking a strong conclusion  The writers copied the text. |  |
| **Formatting and Grammar** | **20** | Includes page numbers and is single spaced  Uses required Times New Roman 12 pt. font and standard “1” margins, page numbers, single spaced text and stapled  Essay is the required length  Very few awkward sentence constructions, style issues or other grammatical errors  Minimal problems with punctuation. spelling or  capitalization errors | Lacks one of the  following: page numbers, single spaced text, the correct font and  /or size, or  standard margins  Is the required length  Contains some  awkward sentences and grammatical errors  Some problems with  punctuation  (e.g. commas)  Some spelling and/or  capitalization errors | Lacks two of the  following:  page numbers, single  spaced text,  the correct font  and/or size,  or standard  margins  Barely meets  length requirement  Noticeable grammatical issues and wordiness  Significant punctuation  and capitalization errors  Several spelling and word choice issues | Uses unacceptable  font, margins and  /or spacing; has no page numbers  Does not meet length  requirement  Significant problems  with grammar and style  that impede the reader’s  ability to comprehend the  analysis  Substantial spelling,  capitalization, and/or  punctuation errors |  |