

Rubric for Creative Thinking

Student ID _____

BCom Learning Goal 1

Critical and Creative Thinking Skills: Graduates will exhibit well-developed critical and creative thinking.

BCom Learning Objective 1d

Display creative thinking when faced with practical and/or theoretical issues.

MBA Learning Objective 1a

Innovative and entrepreneurial thinking.

MBA Learning Objective 1b

Creative thinking when proposing solutions to real business issues/problems.

BTM Learning Objective 2e

Use innovative thinking and creative skills in the context of the tourism business environment and tourism research.

Trait	Exemplary	Satisfactory	Unsatisfactory	E/S/U
Fluency: number of ideas generated.	Many ideas generated.	Good number of ideas.	Not many ideas generated.	
Flexibility: variety of ideas generated.	Ideas provide several distinct avenues worth pursuing.	A few distinct avenues identified.	Ideas are very similar or serve the same basic function.	
Originality: novelty of ideas.	Ideas are totally new or even unique.	Ideas are modifications or improvements of existing concepts.	Ideas are copies of existing ideas.	
Effectiveness: potential value of ideas.	Ideas meet all objectives.	Ideas show promise in meeting objectives.	Ideas offer little potential for meeting objectives.	