

CASE STUDY REPORT RUBRIC

CRITERION	STRONG	AVERAGE	WEAK
Identification of Main Issues/Problems	Identifies and demonstrates a sophisticated understanding of the main issues/problems in the case study.	Identifies and demonstrates an accomplished understanding of most of the issues/problems.	Identifies and demonstrates acceptable understanding of some of the issues/problems in the case study.
Analysis and Evaluation of Issues/Problems	Presents an insightful and thorough analysis of all identified issues/problems; includes all necessary calculations.	Presents a thorough analysis of most of the issues identified; missing some necessary calculations.	Presents a superficial or incomplete analysis of some of the identified issues; omits necessary calculations.
Recommendations on Effective Solutions/Strategies	Supports diagnosis and opinions with strong arguments and well-documented evidence; presents a balanced and critical view; interpretation is both reasonable and objective.	Supports diagnosis and opinions with limited reasoning and evidence; presents a somewhat one-sided argument; demonstrates little engagement with ideas presented.	Little or no action suggested and/or inappropriate solutions proposed to the issues in the case study.
Links to Course Readings and Additional Research	Makes appropriate and powerful connections between identified issues/problems and the strategic concepts studied in the course readings and lectures; supplements case study with relevant and thoughtful research and documents all sources of information.	Makes appropriate but somewhat vague connections between identified issues/problems and concepts studied in readings and lectures; demonstrates limited command of the analytical tools studied; supplements case study with limited research.	Makes inappropriate or little connection between issues identified and the concepts studied in the readings; supplements case study, if at all, with incomplete research and documentation.
Writing Mechanics and Formatting Guidelines	Demonstrates clarity, conciseness and correctness; formatting is appropriate and writing is free of grammar and spelling errors.	Occasional grammar or spelling errors, but still a clear presentation of ideas; lacks organization.	Writing is unfocused, rambling, or contains serious errors; poorly organized and does not follow specified guidelines.

