

GRADE RUBIC FOR MGT499 CASES

Case Element	REQUIREMENTS	COMMENTS	Grade
I. Introduction: Problem or Issue Statement	<p>The analysis is correctly "framed". If problem, the problem is clearly stated. If issues, the issues are stated. Opening statement is brief. Statement anticipates the analysis. Argument is left to the analysis section. Does not restate case.</p> <p align="right">Possible Points= 10</p>		
II. Analysis: Use of Case Data (Case analysis can not earn greater than "C+" if financial/market data in the case are not evaluated.)	<p>Your analysis section is graded in 3 parts: use of information and theory, logical development, and clarity. For use of data, I look for: The following, if present in the case, are analyzed with appropriate techniques: Narrative – analysis shows comprehension of case and makes references to key facts without simply restating the case. Pictures or diagrams –analysis interprets and integrates this data Financial or market data- data are cited and analysis interprets using ratios, trends, or other appropriate methods Arguments advanced in the analysis are sufficiently based on concrete data. Techniques are appropriate for the analysis: managerial, financial, economic, marketing, accounting, and other business/social science/operations research/statistical methods.</p> <p align="right">Possible Points= 30</p>		
II. Analysis: Logical Development	<p>For this grade I look for perspective on the case; a unifying idea or focus. The analysis is well developed. I can follow a linear construction of the argument. The analysis is not simply a summary of the case. Case facts (data) are well integrated into the analysis to support argument. The ideas and argument presented are consistent. Contradictory facts are stated and interpreted. The argument advanced is plausible, and the analysis makes sense to me.</p> <p align="right">Possible Points= 30</p>		
II. Analysis: Clarity	<p>For this grade I look for: It is "business-like," well written; grammar, choice of words, and spelling are acceptable. Is it clear? I can understand what was intended without imposing my own judgment.</p> <p align="right">Possible Points=15</p>		
III. Conclusion	<p>The analysis ends with a resolution or summing up of the analysis to bring the case to a conclusion. The conclusion is not tentative or ambiguous, but provides a clear course of action or end to the case. The conclusion is consistent with the analysis and the introduction. The conclusion is brief and refrains from introducing new ideas, facts, and arguments.</p> <p align="right">Possible Points=10</p>		
Presentation	<p>The paper is typed, pages numbered, and overall presentation "business-like". The paper includes: 1. A cover page with: Case Title Typed and signed names of contributors 2. Required section headers. 3. This form is attached. There is no binder, but pages are stapled. Overall length is appropriate for complexity and what is attempted.</p> <p align="right">Possible Points=5</p>		
	TOTAL (out of 100)		