**Case Study Rubric**

**This assignment is 6 to 8 pages, excluding cover page and references.**

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| **EVALUATION CRITERIA** | **Satisfactory****1** | **Proficient****2** | **Distinguished****3** | **SCORE** |
| **Analysis** | Presents a superficial analysis of some of the issues identified and demonstrates a somewhat acceptable understanding of the topic(s) and issue(s). | Presents a thorough analysis of most issues identified and demonstrates an accomplished understanding of the topic(s) and issue(s). | Presents an insightful and thorough analysis of all issues identified and demonstrates a sophisticated understanding of the topic(s) and issue(s). |  |
| Evaluation | Makes appropriate but somewhat vague connections between the issues and concepts studied in the reading; Demonstrates limited command of the strategic concepts and analytical tools studied. Supports diagnosis and opinions with limited reasons and evidence; presents a somewhat one-sided argument. | Makes appropriate connections between the issues identified and the strategic concepts studied in the reading; Demonstrates good command of the strategic concepts and analytical tools studied. Supports diagnosis and opinions with reasons and evidence; presents a fairly balanced view; interpretation is both reasonable and objective.  | Makes appropriate and powerful connections between the issues identified and the strategic concepts studied in the reading; Demonstrates complete command of the strategic concepts and analytical tools studied. Supports diagnosis and opinions with strong arguments and evidence; presents a balanced and critical view; interpretation is both reasonable and objective. |  |
| Recommendations | Presents realistic or appropriate recommendations supported by the information presented and concepts from the reading. | Presents specific, realistic, and appropriate recommendations supported by the information presented and concepts from the reading. | Presents detailed, realistic, and appropriate recommendations clearly supported by the information presented and concepts from the reading. |  |
| Research | Supplements case study with limited research into the present situation of the company; provides limited documentation of sources consulted. | Supplements case study with relevant research into the present situation of the company; documents all sources of information. | Supplements case study with relevant and extensive research into the present situation of the company; clearly and thoroughly documents all sources of information.  |  |
| Writing Mechanics | Writing lacks clarity or conciseness and contains numerous errors; gives insufficient detail and relevant data and information; lacks organization. Reflects incomplete knowledge of APA guidelines. | Writing is accomplished in terms of clarity and conciseness and contains only a few errors; includes sufficient details and relevant data and information; well-organized. Uses APA guidelines with minor violations to cite sources. | Writing demonstrates a sophisticated clarity, conciseness, and correctness; includes thorough details and relevant data and information; extremely well-organized. Uses APA guidelines accurately and consistently to cite sources.. |  |