**Rubric** **for** **Case** **Study** **Assignment**

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|  | **Criterion** | |  | | **A-level** **qualities** **(90–100)** | | |  | **B-level** **qualities** **(80–89)** | | | **C-level** **qualities** **(70–79)** | | |  | **D-** **or** **F-level** **qualities** **(60–69** **or** **below** **60)** |  | **Score** | |  |
|  | | | | | | | | | | | | |  | | | | | | | | |
| **Completeness** | |  | | Complete in all respects; reflects all requirements | | |  | Complete in most respects; reflects most requirements | | |  |  | Incomplete in many respects; reflects few requirements | | |  | Incomplete in most respects; does not reflect requirements |  |  | |  |
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| **Understanding** | |  | | Demonstrates a sophisticated understanding of the topic(s) and issue(s) | | |  | Demonstrates an accomplished understanding of the topic(s) and issue(s) | | |  |  | Demonstrates an acceptable understanding of the topic(s) and issue(s) | | |  | Demonstrates an inadequate understanding of the topic(s) and issue(s) |  |  | |  |
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| **Analysis,** **evaluation,** **and** **recommendations** | |  | | Presents an insightful and thorough analysis of all issues identified; includes challenge, solution and results | | |  | Presents a thorough analysis of most issues identified; includes at least 2 of the requirements | | |  |  | Presents a superficial analysis of some of the issues identified; includes at least 1 of the requirements | | |  | Presents an incomplete analysis of the issues identified |  |  | |  |
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| **Research** | |  | | Supplements case study with relevant and extensive research into the present situation of the company; clearly and thoroughly documents all sources of information | |  | Supplements case study with relevant research into the present situation of the company; documents all sources of information | | |  | Supplements case study with limited research into the present situation of the company; provides limited documentation of sources consulted | | | |  | Supplements case study, if at all, with incomplete research and documentation | | | |  | | |
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| **Writing** **mechanics** | |  | | Writing demonstrates a sophisticated clarity, conciseness, and correctness; includes thorough details and relevant data and information; extremely well-organized | |  | 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 | | |  | Writing lacks clarity or conciseness and contains numerous errors; gives insufficient detail and relevant data and information; lacks organization | | | |  | Writing is unfocused, rambling, or contains serious errors; lacks detail and relevant data and information; poorly organized | | | |  | | |
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| **Total:** | | | | | | | | | | | | | | | | | | | |  | | |