

Scoring Rubric Case Study Analysis

Presentation Evaluation		5 or Less	6-7	8-9	10	Assessment Score
Introduction	The case summary does not describe case adequately. Problem statement is inadequate or missing details.	Case summary is missing important points of case with minimal details.	Case summary contains most important points; problem statement provides insight to case with brief details.	Case summary is complete and insightful; problem statement is clear and accurate, excellent details.		
		13 or less	14-15	16-19	20	Assessment Score
Defining the Problem/issues of the case	Does not recognize the problems or issues of the case, or identifies problems and issues that are not based on facts of the case; displays little understanding of the issues, key problems.	Limited identification and weak outline of the principal problems and issues in the case.	With a few exceptions, identifies and outlines the principal problems and issues in the case; demonstrates an acceptable understanding of the case issues and problems	Presents accurate and detailed descriptions of the problems and issues central to the case; provides a well-focused diagnosis of strategic issues and key problems that demonstrates an excellent grasp of the case issues.		

	13 or less	14-15	16-19	20	Assessment Score
Brainstorm Solutions	Does not identify solutions or displays limited awareness and/or understanding of the consequences of solutions. Identified outcomes do not follow from proposed action plans, or outcomes are not related to issues in the case	Limited analysis of the results of proposed solutions; weakly outlines and summarizes the implications and consequences resulting from alternative courses of action.	Demonstrates acceptable analysis of the results of proposed solutions; adequately outlines and summarizes the implications and consequences resulting from alternative courses of action; with a few minor exceptions, identified consequences of actions are related to key issues in the case	Objectively and critically reflects upon alternative potential solutions; effectively identifies, thoroughly discusses, and insightfully evaluates the implications and consequences resulting from the proposed action; identified consequences are tied to the key issues central to the case	
	13 or less	14-15	16-19	20	Assessment Score
Plan of Action	Plan of action does not address specific issues found in case; not realistic.	Plan of action is weak. weakly addresses issues found in case.	Plan of action is adequate in all areas, appropriate concrete examples or action steps; addresses issues found in case; plan may be a bit idealistic but fundamentally sound.	Plan of action clearly includes concrete examples and describes action steps re: immediate, short-range, and long-range; addresses issues found in case very well; realistic plan.	
	5 or Less	6-7	8-9	10	Assessment Score
Discussion/ Conclusion	Discussion is inadequate or lacking; conclusion lacks insight to case or does not	Discussion is weak; conclusion has limited relationship to case; conclusion does not relate	Discussion is adequate; conclusion is adequate; conclusion relates to the facts of the case.	Discussion ties back to facts of case; conclusion is solid and clearly addresses	

	apply to facts of case.	to facts of case.		the issues in the case.	
	13 or less	14-15	16-19	20	Assessment Score
Analysis and Evaluation	Simply repeats facts identified in the case and does not discuss the relevance of these facts; fails to draw conclusions, or conclusions are not justified or supported; does not present relevant research or data; shows no critical examination of case issues	Provides weak analysis of most of the issues and problems in the case; in most instances, analysis is weakly adequate supported by theory and empirical data; limited appropriate conclusions are outlined and summarized	Provides an acceptable analysis of most of the issues and problems in the case; in most instances, analysis is adequately supported by theory and empirical data; appropriate conclusions are outlined and summarized	Presents a balanced, in-depth, and critical assessment of the facts of the case in light of relevant empirical and theoretical research; develops insightful and well-supported conclusions using reasoned, sound, and informed judgments	