Table 4. Case Rubric.

	Substantially exceeds requirements	Exceeds requirements	Meets requirements	Meets minimal requirements	Minimal requirements not met
Part I: Content and organization (point values in parentheses)					
Understanding and application of course theories/ concepts	Excellent knowledge of the theories/ concepts shown (80)	Very good knowledge of the theories/ concepts shown (72)	Adequate knowledge of the theories/ concepts demonstrated. (64)	Several errors or omissions in knowledge of theories/concepts (56)	Fails to demonstrate knowledge of the theories/concepts (48)
Case analysis	Insightful throughout. Completely developed all relevant information (80)	Specific, solid. Less carefully developed. Some insight (72)	Appropriate. Lacks depth or should be more specific. Identified only the main issues (64)	Vague, obvious, underdeveloped, or too broad. One or more main issues not identified. Limited evidence of critical thinking. (56)	Several main issues not identified. Oversimplified, vague, unclear, or cannot be understood. Little or no evidence of critical thinking (48)
Business judgment	Thorough understanding of the application of related business concepts and judgment to the case (80)	Good business judgment, logical reasoning, and some understanding of related course concepts (72)	Some sound business reasoning applied (64)	Shows limited application of business reasoning. May have a few minor errors of fact (56)	Inappropriate, and/ or off-topic generalizations, faulty assumptions, or major errors of fact (48)
Synthesis of course theories/ concepts and case analysis	Convincingly interpreted and linked to theories/ concepts. Considers context and limits of position where appropriate (80)	Relevant. Appropriately interpreted and linked to main theories/concepts (72)	Some obvious or superficial connections to theories/concepts (64)	A few generalized connections made. Connections not clearly linked to case (56)	No clear connections between the facts of the case and relevant theories/concepts (48)

(continued)

Table 4. (continued)

	Substantially exceeds requirements	Exceeds requirements	Meets requirements	Meets minimal requirements	Minimal requirements not met
Organization	Organizational strategy creates a persuasive logical flow with smooth transitions (40)	Organizational strategy contributes to understanding. Most transitions are smooth (36)	Appropriate but unevenly developed. Should do more to support the logical flow of the paper, May have a few awkward/missing transitions (32)	Inappropriate and/ or inconsistent organization. Hard to follow the logical flow. Several poor/missing transitions (28)	No organizational strategy is evident. Rambles. Connections between paragraphs are confusing. Sentences within some paragraphs are unrelated (24)
Part II: Style and mechanics (point values in parentheses)					
Sentences	Varied, appropriately complex and clear; controlled, and employed for effect (10)	Some variety and complexity. Uneven control. Overall, most sentences clearly express ideas (9)	Limited variety, simple structure, unsophisticated (8)	Little variety. Poorly developed sentences (7)	Superficial or stereotypical language (6)
Vocabulary	Precise, appropriate, advanced, and professional vocabulary (10)	Accurate, generally appropriate, less advanced or precise (9)	Some oversimplified language. May rely on clichés (8)	Language is oversimplified or inappropriate in a business document (7)	Oral rather than written language patterns predominate (6)
Grammar Spelling/Usage Punctuation	Essentially error free. Carefully edited (10)	Very few errors. Carefully edited. (9)	Errors do not interfere with readability. Shows evidence of some editing (8)	Errors interfere with readability. Not always consistent with standard written English (7)	Numerous errors interfere with reader comprehension. Consistently awkward; difficult to understand (6)
Documentation of sources (if applicable)	Thoroughly documented in proper format. (10)	Sources are almost always carefully documented (9)	Sources mostly documented, occasional misses (8)	Sources are poorly documented (7)	Documentation is inappropriate or absent (6)