

**CASE DISCUSSION RUBRIC**

<b>Criteria</b>	<b>A</b>	<b>B</b>	<b>C</b>
<p>Central Problem: Clear and Concise Definition of the Problem in the Situation. <b>10%</b></p>	<p>Clear and comprehensive description of the problem. When applicable, linking the problem to the symptoms the company is exhibiting.</p>	<p>Vague or incomplete definition of the problem</p>	<p>Wrong problem definition, describing symptoms instead of the problem, <b>or</b> no problem definition</p>
<p>Situation Analysis: Identifying the proper tools and concepts to analyze the case. <b>20%</b></p>	<p>Complete analysis of the situation, using proper tools and concepts</p>	<p>Partial analysis of the situation or ignoring some potential tools and concepts from the course – Wrong/ Missing either Env. Scan or SWOT</p>	<p>Wrong analysis or unfit tools and concepts for analysis – Wrong/Missing Env. Scan &amp; SWOT</p>
<p>Alternative Strategies: Identify all possible alternative strategies to cope with the problem defined. <b>20%</b></p>	<p>Completely identifying alternative strategies</p>	<p>Incomplete identification of alternatives (missing a max of two)</p>	<p>Incomplete Identification of alternatives (missing more than two strategies)</p>
<p>Course of Action. <b>40%</b></p>	<p>Choosing a logical course of action that reflects an informed evaluation of the case.</p>	<p>Choosing an incomplete course of action.</p>	<p>Choosing a wrong course of action.</p>
<p>Connecting, Synthesizing, Transforming <b>10%</b></p>	<p>Successfully reformulates available ideas, claims, questions, formats, etc. in novel ways to create unique insights, arguments, conclusions and suggestions. AND extends them to create new ideas, solutions or knowledge that crosses boundaries</p>	<p>Successfully reformulates available ideas, claims, questions, formats, etc. in novel ways to create unique insights, arguments, conclusions, and suggestions.</p>	<p>Little or no reformulation of available ideas, claims, formats and questions to create new insights, arguments, conclusions and suggestions.</p>

