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## Individual Case Analytic Rubric – Amazon

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| **TRAIT** | **Exceeds Expectations****8-10 Points** | **Meets Expectations****6-8 Points** | **Does not meet Expectations****0-6 Points** |
| **Introduction/****Executive Summary****10**  | Thorough summary of case study highlighting significant factors of application research and SWOT analysis | Introductory summary highlighting minor factors of application research and/or SWOT analysis | Poor or no summary submitted |
| **Identifies and Summarizes problem at issue****10** | Identifies not only the basics of the issue, but recognizes nuances of the issue. You should only have 1 problem. | Identifies the main problem and subsidiary, embedded, or implicit aspects of the problem. | Does not identify and summarize the problem, is confused or identifies a different or inappropriate problem  |
| **Use of SWOT Analysis as Evidence of Critical Thinking****10** | Excellent detail in SWOT analysis. Writing is characterized by clarity of argument, depth of original insight, and compelling arguments related to strengths, weaknesses, opportunities, and threats.  | Some critical thinking is evident, but SWOT tends to address peripheral issues. Technically concise, but could be improved with more creative thought. | Poorly developed SWOT. Analysis does not address necessary components. More analysis and creative thought needed.  |
| **Global perspective and position****10** | Understands multifunctional global issues. Argues pro and con Effectively. Demonstrates value of information. | Presents a narrow/limited perspective of international/global issues Briefly cites data/information Recognizes basic content | Misconstrues issuesShow little or no grasp of international/global issues |
| **Quality of evidence****10** | Observes cause and effect and addresses existing or potential consequences. Clearly distinguishes between fact, opinion, and acknowledges value judgments | Examines the evidence and source of evidence, questions its accuracy, precision, relevance, and completeness | Merely repeats information provided, taking it as truth or denies evidence without adequate justification |
| **Alternatives & Recommended Course of Action****10** | Recommendations are directly responsive to problems and provide effective, efficient, feasible recommendations. Responsibilities for actions are included. | Recommendations are adequate but need attention regarding who will implement them, how they’ll be implemented, and what needs to get done. | Recommendations suggest simple solutions (such as outsourcing or hiring consultants) and are vague, unrealistic, expensive, too complex, or not related to problems. |
| **Conclusions, implications, and consequences****10** | Objectively reflects upon own assertions | Identifies and discusses conclusions, implications, and consequences | Fails to identify conclusions, implications, and consequences of the issue |
| **Grammar****10** | No grammatical errors exist, no spelling errors and proper structure. | Some grammatical errors exist but generally don’t impede meaning | Numerous grammatical errors exist. |
| **Mechanics****10** | Report has no punctuation, spelling, or capitalization errors. | Report has some punctuation, spelling, or capitalization errors. | Report has numerous punctuation, spelling, or capitalization errors. |
| **Sentences and Style****10** | Sentences contain no errors and are diverse and sophisticated. Style is concise and professional. The report has clearly been edited and proofread numerous times. | Sentences contain some errors but don’t impede meaning. Style is generally concise and professional, but some additional editing is warranted | Sentences aremissing citations or improper format of References. Style is not concise or professional. Not enough references or missing reference page. |

**LATE -20% per day.**