Please evaluate the case studies for two of your peers using the following metrics. Mark *X* in the center column if paper meets the stated criteria.

|  |  |  |
| --- | --- | --- |
| **Company Selection** | **X** | **Comments and Feedback** |
| 1. Met criteria of 500 or fewer employees |  |  |
| 1. Has been in business at least 5 years |  |  |
| 1. Has an international connection of some kind |  |  |
| **Company Description** |  |  |
| 1. Customer demographics |  |  |
| 1. Products or services |  |  |
| 1. Competitive advantage(s) |  |  |
| 1. Internal scan (controllable elements) |  |  |
| 1. External scan (noncontrollable elements) |  |  |
| 1. Challenges or opportunities identified |  |  |
| **Recommendations** |  |  |
| 1. There are clearly defined recommended actions. |  |  |
| 1. Recommendations are justified. |  |  |
| 1. Ethics discussed are part of corporate decision-making. |  |  |
| **Sources** |  |  |
| 1. Between 13 and 20 sources have been used. |  |  |
| 1. Facts throughout the paper have been cited and sourced. |  |  |
| **Formatting** |  |  |
| 1. APA: Paper is double-spaced throughout. |  |  |
| 1. APA: Headings are provided. |  |  |
| 1. APA: Citations and sources are correct. |  |  |
| 1. There are no grammatical or spelling errors. |  |  |
| 1. Overall appearance is clean and professional. |  |  |
| **General Observations** |  |  |
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