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** |  |  |
|  |  |  |