## Case Analysis Evaluation Criteria

<table>
<thead>
<tr>
<th>Category</th>
<th>4 A-level</th>
<th>3 B-level</th>
<th>2 C-level</th>
<th>1 F-level</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Identification of issues</strong> (15%)</td>
<td>Demonstrates a clear and deep understanding of all pertinent issues and problems.</td>
<td>Demonstrates a deep understanding of most pertinent issues and problems.</td>
<td>Demonstrates a limited understanding of issues and problems.</td>
<td>Demonstrates a superficial understanding of issues and problems.</td>
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<tr>
<td><strong>Analysis and application</strong> (25%)</td>
<td>Presents an insightful and thorough analysis of all questions.</td>
<td>Makes appropriate and insightful connections between the case and concepts in the readings.</td>
<td>Supports analysis with logical arguments and evidence; presents a fairly balanced view drawn from multiple sources of knowledge (i.e., readings beyond the case).</td>
<td>Supports analysis with few reasons and evidence; argument is one-sided and not objective, with no integration of material beyond the case.</td>
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<tr>
<td><strong>Recommendations/Conclusions</strong> (30%)</td>
<td>Presents detailed, realistic, and appropriate recommendations/ conclusions clearly supported by the information in the analysis; addresses all identified issues and flows logically from the analysis.</td>
<td>Supports analysis with limited reasons and evidence; presents a somewhat one-sided argument with little integration of material beyond the case.</td>
<td>Supports analysis with limited reasons and evidence; supports the information in the analysis; fails to address some issues and/or logic is inconsistent.</td>
<td>Presents recommendations or conclusions with little, if any, support or linkage back to the analysis; does not logically flow from the analysis.</td>
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<tr>
<td><strong>Presentation Style and Slide Content</strong> (20%)</td>
<td>Slide content demonstrates sophisticated clarity, conciseness, and correctness; slides are not text-heavy and additional support is provided in notes section when needed; extremely well-organized.</td>
<td>Slide content clear and concise; only a few spelling and grammatical errors; slides are generally not text-heavy and notes section is utilized when needed; well-organized.</td>
<td>Slide content lacks clarity and/or conciseness and contains numerous spelling and grammar errors; text written as prose inappropriate for slides; lacks organization.</td>
<td>Slide content unfocused, rambling, and/or contains serious spelling and grammar errors; very text-heavy, basically an essay spread over the slide deck; poorly organized.</td>
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</tr>
<tr>
<td><strong>References</strong> (10%)</td>
<td>References follow a standard for citation. All references are listed in a slide at the end of the deck and includes full citations.</td>
<td>References generally follow a standard for citation with minor errors. All references are listed in a slide at end of the deck and includes full citations.</td>
<td>References don’t follow a standard for citation. One or more references are missing from the slide at the end of the deck.</td>
<td>References are missing from the slide deck.</td>
<td></td>
</tr>
</tbody>
</table>

**Total:**

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Sources:
- [http://myedison.tesc.edu/tescdocs/Web_Courses/rubrics/Case_rubric_PJM640-JUN09.htm](http://myedison.tesc.edu/tescdocs/Web_Courses/rubrics/Case_rubric_PJM640-JUN09.htm)
- [http://www.sph.sc.edu/futurestudents/PDFS/MHA%20Comprehensive%20Case%20Analysis%20Rubric_073013.pdf](http://www.sph.sc.edu/futurestudents/PDFS/MHA%20Comprehensive%20Case%20Analysis%20Rubric_073013.pdf)