

FOX MBA: MIS5301/MIS5401 CASE ANALYSIS RUBRIC

	TRAIT	1 - Limited	2 - Developing	3 - Proficient	4 - Exemplary
BR1	Issue/Problem Identification (15%)	Limited ability to clearly identify the issue/opportunity and its various components/variables.	Correctly identifies issue/opportunity but certain key components/variables remain unclear or omitted.	Precisely identifies and describes the issue/opportunity including the majority of its key components/variables. Understanding of issue is not impeded by the omission of undefined variables.	Comprehensively and clearly identifies and describes the issue/opportunity including all key components/variables and relevant information. Displays full understanding of issue.
ANA	Analysis and Application (20%)	Presents an incomplete analysis of the case questions. Supports analysis with few reasons and little evidence, with no integration of material beyond the case.	Presents a superficial analysis of some of the questions. Supports analysis with limited reasons and evidence; presents a somewhat one-sided argument with little integration of material beyond the case.	Presents an effective analysis of all questions. Supports analysis with reasons and evidence; presents a fairly balanced view drawn from multiple sources.	Presents an insightful and thorough analysis of all questions. Supports analysis with logical arguments and evidence; presents balanced view drawn from multiple sources of knowledge.
BR4	Strategic Recommendations & Decisions (20%)	Presents incomplete, unclear, or unrealistic recommendations/decisions supported by incomplete or unreliable evidence and/or data.	Presents some complete, clear, and realistic recommendations/decisions supported by some complete and reliable evidence and/or data. Omissions of evidence may impact credibility.	Presents complete, clear, and realistic recommendations/decisions supported by mostly complete and reliable evidence and/or data. Omission of some evidence does not impact overall credibility.	Presents well-reasoned, and insightful recommendations/decisions supported by comprehensive and reliable evidence and/or data. Little or no omission evidence.
BR5	Implications & Consequences (15%)	Overlooks current implications and consequences of recommendations/decisions and/or displays limited ability to anticipate/identify future implications accurately	Identifies some current implications and consequences of recommendations/decisions and displays ability to anticipate/identify some future implications accurately. Omissions may impact success of recommendations/decisions.	Identifies a majority of the current implications and consequences of the recommendations/decisions and displays good ability to anticipate/identify a majority of the future implications accurately. Omissions have minimal impact on the success of recommendations/decisions.	Anticipates/identifies most of the current as well as future implications and consequences of the recommendations/decisions Little or no omissions in the identification of implications and consequences.
ICO7	Visual Appeal (20%)	Document formatting and supporting visuals do little to enhance the effectiveness of the document and limit clarity/cohesiveness.	Document formatting and supporting visuals somewhat enhance the effectiveness of the presentation and slightly limit clarity/cohesiveness	Document formatting and supporting visuals display creativity and appropriately enhance the effectiveness of the presentation and its clarity/cohesiveness	Document formatting and supporting visuals display high levels of creativity and strongly enhance the effectiveness of the presentation and its clarity/cohesiveness
SRC	References (10%)	References are missing from the slide deck.	References don't follow a standard for citation. One or more references are missing from the slide at the end of the deck.	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.	References follow a standard for citation. All references are listed in a slide at the end of the deck and includes full citations.

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OVERALL SCORE: _____

TRAITS		SCORE (CIRCLE)				INSIGHTS/FEEDBACK
BR1	Issue/Problem Identification (15%)	1 (F)	2 (C)	3 (B)	4 (A)	
ANA	Analysis and Application (20%)	1 (F)	2 (C)	3 (B)	4 (A)	
BR4	Strategic Recommendations & Decisions (20%)	1 (F)	2 (C)	3 (B)	4 (A)	
BR5	Implications & Consequences (15%)	1 (F)	2 (C)	3 (B)	4 (A)	
ICO7	Visual Appeal (20%)	1 (F)	2 (C)	3 (B)	4 (A)	
SRC	References (10%)	1 (F)	2 (C)	3 (B)	4 (A)	