

# GBA-398 Major Case Analysis

<div>1.0</div> <div><div><div></div><div></div><div></div><div></div></div><div>Analyze</div></div> <p>businesses from an integrated perspective using the appropriate CBK content. (Points 25)</p>	<div>0.0</div> <div>No Submission</div> <div>Points Equal 0</div> <div>No Assignment Submitted.</div>	<div>1.0</div> <div>Novice</div> <div>Section Points Possible (less than 19 points)</div> <div><div><div></div></div><div><div>• Does not refer to examples or theories from prior CBK courses.</div><div>• Fails to identify the central problem in the case.</div><div>• Does not support posts with CBK perspectives.</div><div>• Paper is disorganized, information is not logically sequenced, and key points not obvious.</div></div></div>	<div>2.0</div> <div>Basic</div> <div>Section Points Possible (19-20 points)</div> <div><div><div></div></div><div><div>• Central theme not well developed. Alludes to examples or theories from prior CBK courses but lacks specificity.</div><div>• Identifies some issues, but fails to clearly identify key problem(s).</div><div>• Supports analysis with CBK perspectives, but in a cursory manner and not well integrated.</div><div>• Paper is organized, information mostly sequenced in a logical manner, and key points not obvious.</div></div></div>	<div>3.0</div> <div>Proficient</div> <div>Section Points Possible (21-23 points)</div> <div><div><div></div></div><div><div>• Central theme developed, referring to examples or theories from prior CBK courses but lacks specificity.</div><div>• Clearly identifies problem(s) in case.</div><div>• Supports analysis with appropriate CBK perspectives, but lacks specificity.</div><div>• Paper develops insights but does not have a well-integrated approach.</div><div>• Paper is organized, information is logically sequenced, but key points not obvious.</div></div></div>	<div>4.0</div> <div>Exceptional</div> <div>Section Points Possible (24-25 points)</div> <div><div><div></div></div><div><div>• Central theme clearly developed that shows depth and understanding of appropriate CBK content.</div><div>• Clearly identifies problem(s) in case.</div><div>• Accurately supports analysis with appropriate CBK content.</div><div>• Well-developed insights combining multiple CBK perspectives into a well- integrated approach.</div></div><div>Paper is well organized, information is logically sequenced, and key points are obvious.</div></div>
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<div>1.0</div> <div><div><div></div><div></div><div></div><div></div></div><div></div></div> <div>Integrate the various components of a business and apply them to complex business decisions. (Points 25)</div>	<div>0.0</div> <div>No Submission</div> <div>Points Equal 0</div> <div>No Assignment Submitted.</div>	<div>1.0</div> <div>Novice</div> <div>Section Points Possible (less than 19 points)</div> <div><ul style="list-style-type: none"><li>• Central theme not present.</li><li>• Decisions not supported.</li><li>• Fails to incorporate multiple components of a business, and lacks specificity.</li></ul></div>	<div>2.0</div> <div>Basic</div> <div>Section Points Possible (19-20 points)</div> <div><ul style="list-style-type: none"><li>• Alludes to a central theme, but not clearly developed.</li><li>• Lacks specificity in decisions or recommendations.</li><li>• Supports decisions and recommendations with brief examples.</li><li>• Fails to incorporate multiple components of a business, and lacks specificity.</li></ul></div>	<div>3.0</div> <div>Proficient</div> <div>Section Points Possible (21-23 points)</div> <div><ul style="list-style-type: none"><li>• Central theme developed, referring to examples or theories from prior CBK courses but lacks specificity.</li><li>• Supports decisions and recommendations with examples and multiple components of a business, but lacks specificity.</li></ul></div>	<div>4.0</div> <div>Exceptional</div> <div>Section Points Possible (24-25 points)</div> <div><ul style="list-style-type: none"><li>• Central theme clearly developed that shows depth and understanding of the business decision.</li><li>• Supports decisions and recommendations with specific examples and uses multiple components of a business.</li></ul></div>
	<div>0.0</div> <div>No Submission</div> <div>Points Equal 0</div> <div>No Assignment Submitted.</div>	<div>1.0</div> <div>Novice</div> <div>Section Points Possible (less than 19 points)</div> <div><ul style="list-style-type: none"><li>• Does not refer to examples or theories from prior CBK courses.</li><li>• Does not apply specific critical thinking concepts.</li></ul></div>	<div>2.0</div> <div>Basic</div> <div>Section Points Possible (19-20 points)</div> <div><ul style="list-style-type: none"><li>• CBK and critical thinking components applied in a cursory manner and not well integrated.</li><li>• Alludes to readings, but lacks specificity in CBK content area.</li></ul></div>	<div>3.0</div> <div>Proficient</div> <div>Section Points Possible (21-23 points)</div> <div><ul style="list-style-type: none"><li>• Supports analysis with some critical thinking concepts, but lacks specificity.</li><li>• Applies critical thinking concepts in an accurate manner, but lacks insight.</li></ul></div>	<div>4.0</div> <div>Exceptional</div> <div>Section Points Possible (24-25 points)</div> <div><ul style="list-style-type: none"><li>• Supports analysis with specific critical thinking examples and theories.</li><li>• Applies critical thinking concepts in an accurate and insightful manner.</li></ul></div>

<div><div>1.0</div><div><div><div></div><div></div><div></div><div></div></div></div><div>Demonstrate the core value of excellence through the application of critical thinking and an integrated view of the organization. (Points 25)</div></div>	<div><div>0.0</div><div>No Submission</div></div> <div>Points Equal 0</div> <div>No Assignment Submitted.</div>	<div><div>1.0</div><div>Novice</div></div> <div>Section Points Possible (less than 15 points)</div> <div><div>• Does not refer to examples or theories from prior CBK courses and does not apply critical thinking components.</div></div>	<div><div>2.0</div><div>Basic</div></div> <div>Section Points Possible (15-16 points)</div> <div><div>• Alludes to readings, but lacks specificity in decisions or recommendations.</div><div>• Applies critical thinking concepts in a cursory manner.</div></div>	<div><div>3.0</div><div>Proficient</div></div> <div>Section Points Possible (17-18 points)</div> <div><div>• CBK and critical thinking components applied correctly, but not well integrated.</div><div>• Supports decisions and recommendations with specific examples and multiple components of a business, but lacks specificity.</div></div>	<div><div>4.0</div><div>Exceptional</div></div> <div>Section Points Possible (19-20 points)</div> <div><div>• CBK and critical thinking components well integrated and applied correctly to address key issues in case.</div><div>Supports decisions and recommendations with specific examples and multiple components of a business.</div></div>
	<div><div>0.0</div><div>No Submission</div></div> <div>Points Equal 0</div> <div>No Assignment Submitted.</div>	<div><div>1.0</div><div>Novice</div></div> <div>Section Points Possible (less than 19 points)</div> <div><div>• Grammar, punctuation, etc. has multiple repeated errors.</div><div>• Paper has multiple APA formatting errors.</div></div>	<div><div>2.0</div><div>Basic</div></div> <div>Section Points Possible (19-20 points)</div> <div><div>• One major error in grammar, punctuation, etc.</div><div>• Paper has one or two minor APA formatting errors.</div></div>	<div><div>3.0</div><div>Proficient</div></div> <div>Section Points Possible (21-23 points)</div> <div><div>• Three or four minor errors in grammar, punctuation, etc.</div><div>Paper is properly formatted with APA style.</div></div>	<div><div>4.0</div><div>Exceptional</div></div> <div>Section Points Possible (24-25 points)</div> <div><div>• • One or two minor errors in grammar, punctuation, etc. (e.g. typos, missing punctuation).</div><div>• Paper is properly formatted with APA style.</div></div>