**Grading Rubric**

**Case Studies**

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| --- | --- | --- | --- | --- |
| Category | **90-100%** | **80-89%** | **70-79%** | **Below 70%** |
| **Content of Memo** |  |  |  |  |
| Abstract | Provided a clear & complete abstract of the memo, outlining a summary of the entire paper. | Provided a good case of the memo, outlining some of the aspects of the paper. | Provided an abstract but may have not been a complete picture of the components of paper. | Did not provide abstract of the memo or may have been unclear. |
| Background Info | Provided an excellent background (only info that has brought org to its current issues. | Provided a good amount of info. May have left out one/two important facts or provided some non-relevant info. | Provided some background info but left out key information or spent time on non-relevant info. | Did not provide adequate background info or seemed confused as to what background information to provide. |
| Issues/Challenges | Identified all the pertinent issues with the organization. Concentrated only on relevant issues | Identified most of the pertinent issues with the organization. May have had some non-relevant issues. | Identified issues but did not seem to have an understanding of which were pertinent. | Did not have a clear understanding of the issues of the organization. |
| Caliber of Analysis | Performed excellent analysis using concepts outlined in text & appropriate for situation. | Performed good analysis but may not have used the best concepts provided in the text. | Performed an adequate level of analysis but left out key components/concepts. | Did the not use appropriate concepts for the situation or analysis was limited. |
| Recommendations | Provided clear recommendations that address the current issues facing the organization. Concentrated only on relevant issues. | Provided recommendations that would adequately address most of the issues. May have addressed some non-relevant issues. | Provided recommendations that may address some of the issues facing the organization. Also included were non-relevant issues. | Recommendations would not address the issues being faced by the organization. |
| Basis of Recommendations | Provided solid reasoning as to why the recommendation is the right method. | Provided good reasoning as to the why the recommendation is a good method but did not provide reasoning as to why it is the best method. | Provided some reasoning to justify recommendation but did not convince the reader that it was the best method. | Did not justify the recommendation and/or did not convince the reader the recommendation is best for the organization. |
| Summary/Conclusion | A good conclusion was included that summarized key components of the case study. | A conclusion was included that reviewed most of the key parts of the case study. | A conclusion was included that briefly/partially addressed the key components of case study. | No concluding remarks were included in the case study. |
| **Format & Writing** |  |  |  |  |
| Format of Memo | Writer followed the format well. The logic and flow of material were sensible and not distracting to the reader. | Writer followed format in most cases. The logic and flow were not distracting to reader. | Writer followed format in some cases but deviated from the format and made it somewhat difficult for the reader to follow logic. | Writer did not follow the suggested format and made it difficult for the reader to determine the logic and flow of material. |
| Grammar & Spelling | Writer made no errors in grammar or spelling that distract the reader from the content. | Writer made 1-2 errors in grammar or spelling that distract the reader from the content. | Writer made 3-4 errors in grammar or spelling that distract the reader from the content. | Writer made more than 4 errors in grammar or spelling that distract the reader from the content. |
| Reference Documentation | All sources used for quotes and facts were credible and cited correctly. | All sources used for quotes and facts are credible and most were cited correctly. | Most sources used for quotes and facts were credible but were not cited correctly. | Many sources used for quotes and facts were less than credible (suspect) and/or were not cited correctly. |

Notes/Comments:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_