

Team Names

Case Rubric

	Missing Element (0-5 Points)	Marginal/Superficial Explanation or Analysis of the Requirement(s) (6-10 points)	Professional Standard of Explanation of Analysis of the Requirement(s) (11-15 points)	Exceptional Explanation or Analysis of the Requirement(s) (16-20 points)
Executive Summary – A Concise Overview of the Situation	No executive summary presented or the summary is not relevant, or extremely superficial	An executive summary is given, but it lacks identification of some of the case problems/issues, or it lacks a concise overview of proposed solutions	A clear and concise overview of all issues/problems is presented, and an overview of proposed solutions identified.	The executive summary is interesting (attention grabbing), and the issues are clearly identified. Proposed solutions are creative or novel, but realistic.
Executive Summary Score (range 0 to 20)				
Issue and Solution #1-3	The issue/problem is not identified or addressed in anyway.	The issue/problem is identified, but not clearly addressed, or the proposed solution is marginal or not realistic.	The issue/problem is clearly addressed, and the proposed solution is realistic.	A detailed analysis of the issue/problem is presented, and the proposed solution is creative or novel, and realistic.
Issue and Solution #1 Score (range 0 to 20)				
Issue and Solution #2 Score (range 0 to 20)				
Issue and Solution #3 Score (range 0 to 20)				
Conclusions with Specific Action Recommendations	No conclusion, or no specific action recommendations, or the conclusion is superficial, or actions are not give, or are unrealistic.	A Conclusion with some specifics is given, but the action recommendations maybe very superficial or of doubtful usefulness.	A clear and concise conclusion is give, and the specific recommendations are realistic.	The conclusion is extremely insightful, and the recommendation are creative/novel and realistic.
Conclusions/ Recommendations Score (range 0 to 20)				

General Feedback