**Grading and Assessment:**

To assist in assessing the student’s responses, students should follow the specifically designed rubrics for getting good grades in case studies.

**Case Study Rubric**

**Expectations:**

* Submit correctly and on time.
* Adhere to requirements regarding nature of content, length and format.
* Specific to this activity: written assignments will normally use either Time New Roman or Ariel Size 12 font. Assignments should be double spaced, and should include a proper introduction and summary or conclusion.
* Consistent with APA/ academic writing style. (Cite any sources used using the format APA style only.)

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| **Criteria** | **Grades** | **Outstanding****(Excellent Standard)** | **Proficient****(At Standard)** | **Basic****(Approaching Standard)** | **Below expectation (Failing Grade)** |
| **Grades**  | **3 marks**  | **2 marks** | **1 mark** | **0.5-0 mark** |
| **In what ways could the Ritz-Carlton monitor its success in achieving quality** | **3 marks** | Excellent clarity, outstanding discussion of methods in achieving quality.  | Clear discussion shows good understanding of methods in achieving quality. | Discusses some methods of achieving quality. | Unclear, wrong discussion of quality mehods.  |
| **What actions might you expect from a company that intends quality to be more than a slogan or buzzword?** | **3 marks**  | 3 marks | 2 marks | 1 mark | 0.5-0 mark |
| Identifies and shows understanding of the main issues in the case.  | Identifies and shows understanding of most of the issues in the case.  | Identifies and shows some understanding of the issues in the case.  | Identifies and shows very little or no understanding of the issues in the case.  |
|  |  | **2 marks** | **1 mark** | **0.5 mark** | **0 mark** |
| **Why might it cost the Ritz-Carlton less to ‘do things right’ the first time?** | **2 marks**  | Presents a thorough analysis of the question. Fully answer keys. | Presents an understanding of the question with, almost complete answer key. | Presents an incomplete analysis of identified issues; missing most necessary answer keys.  | Presents an incomplete analysis of identified issues; missing all necessary answer keys.  |
|  |  | **2 marks** | **1 mark** | **0.5 mark** | **0 mark** |
| **What are some nonfinancial measures of customer satisfaction that might be used by the Ritz-Carlton?** | **2 marks**  | Provides a sound recommendation based on strong arguments and well documented evidence. | Provides a recommendation based on limited arguments and some evidence.  | Provides an answer based on weak arguments and limited evidence.  | Presents poorly formed answer or no answer at all with very little or no support.  |