



0302363 Creative Thinking and Problem Solving for Managers
Spring 2020

Individual Case Assignment (Report)

Grading Rubric for Case Studies					
Scaled Score:		0/1	2	3	4
Criteria	Weight	Below Standard	Approaching Standard	At Standard	Exceeds Standard
<p><i>Clear explanation of key issues</i></p> <ul style="list-style-type: none"> The problems, scope, and seriousness was clearly identified in the discussions of cases. There was a well-focused diagnosis of key issues and problems that demonstrated a good grasp of the present situation Effective concise executive summary 	15%	Shows little understanding of the issues, key problems, and the entity's present situation and critical issues. Executive summary missing or poorly constructed.	Shows some understanding of the issues, key problems, and the entity's present situation and critical issues. Executive summary inadequate.	Shows adequate knowledge of the issues, key problems, and the entity's present situation and critical issues. Executive summary adequate.	Shows superior knowledge of the issues, key problems, and the entity's present situation and critical issues. Effective Executive Summary.
<p><i>Valid arguments; identification of relevant facts with supportive detail</i></p> <ul style="list-style-type: none"> Logically organized, key points, 	20%	Critical issues and key problems that supported the Case Analysis were poorly	Critical issues and key problems that supported the Case Analysis were not clearly identified,	Critical issues and key problems that supported the Case Analysis were partially identified,	Critical issues and key problems that supported the Case Analysis were clearly identified, analyzed, and supported.

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<p>key arguments, and important criteria for evaluating key facts were easily identified</p> <ul style="list-style-type: none"> • Critical issues and key problems that supported the Case Analysis were identified and clearly analyzed and supported. 		<p>identified, analyzed, and supported.</p>	<p>analyzed, and supported.</p>	<p>analyzed, and supported.</p>	
<p><i>Appropriate analysis, evaluation, synthesis for the specific entity's environment identified</i></p> <ul style="list-style-type: none"> • There was complete data on which to base a thorough analysis • Key change drivers underlying the issues were identified. • Synthesis, analysis, and evaluations were clearly presented and supported in a literate and effective manner. 	<p>40%</p>	<p>Analysis of key change drivers and the underlying the issues inadequate.</p>	<p>Analysis of key change drivers and the underlying the issues were not identified.</p>	<p>Analysis of key change drivers and the underlying the issues were partially identified.</p>	<p>Analysis of key change drivers and the underlying the issues were clearly identified.</p>
<p><i>Conclusions and recommendations are congruent with case analysis</i></p> <ul style="list-style-type: none"> • Specific recommendations and/or plans of action provided. 	<p>25%</p>	<p>Effective recommendations and/or plans of action not provided.</p>	<p>Effective recommendations and/or plans of action inadequate.</p>	<p>Effective recommendations and/or plans of action were partially provided.</p>	<p>Effective recommendation, solutions, and/or plans of action were provided.</p>



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<ul style="list-style-type: none"> • Specific data or facts were referred to when necessary to support the analysis and conclusions. • Recommendations and conclusions were presented and supported in a literate and effective manner. 		<p>Specific data or facts necessary to support the analysis and conclusions was not provided.</p>	<p>Specific data or facts were not referred when necessary to support the analysis and conclusions.</p>	<p>Specific data or facts were occasionally referred when necessary to support the analysis and conclusions.</p>	<p>Specific data or facts were referred when necessary to support the analysis and conclusions.</p>
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