

Student's Name: _____
Date: _____

Evaluator's Name: _____
Course: _____ 3/06/2008

GRADUATE ANALYTICAL & PROBLEM-SOLVING ASSESSMENT RUBRIC (MGMT 700 Case Analysis- 100 points available)

	Exceeds Standards	Meets Standards	Fails to Meet Standards
<p>Identification of Symptoms (10%) ½ page maximum Symptoms are indicators of problems. "Clusters" of symptoms aid in pointing toward underlying problems.</p>	<p><u>Identifies symptoms clearly, with no confusion between symptoms and problems (5 or more).</u> There is no confusion between symptoms and problems. Symptoms are clustered, with each group of symptoms pointing toward an underlying problem.</p> <p>(10)</p>	<p><u>Identifies majority of symptoms (at least 5).</u> There is little confusion between symptoms and problems.</p> <p>(8)</p>	<p><u>Identifies few, if any symptoms (4 or less).</u> There may be confusion between symptoms, problems and/ or recommendations.</p> <p>(6)</p>
<p>Problem Statements (20%) ½ page maximum Problems should be stated in terms that are <i>actionable</i> by the decision-maker for the analysis.</p> <p>A good problem definition keeps the case analysis tightly structured because everything discussed after this point must be related to the problem(s) stated in this section.</p> <p>Each problem is stated in one sentence, and is not given in the form of a question. <i>There should be no more than 3 problems.</i></p>	<p><u>2-3 substantial problems</u> faced by the company's decision-makers are identified, and stated in terms that are actionable by the company's leadership.</p> <p>(20)</p>	<p><u>At least 1 of the company's substantial problems is identified and stated in terms that are actionable by the company's leadership</u></p> <p>(15)</p>	<p><u>2 or more of the following errors apply:</u></p> <ul style="list-style-type: none"> *Problems stated may refer to environmental conditions *Symptoms are stated as the problems. *Recommendations are stated as problems. * Problems may not be stated in single, concise, complete sentences. * More than 3 problems stated may be included. <p>(12)</p>
<p>Problem Analysis (15%) ¾ page maximum Problems are dissected to analyze key factors.</p>	<p><u>Analysis includes all of the following:</u></p> <ul style="list-style-type: none"> * 2-3 stated problems are analyzed thoughtfully * At least 1 strategic analysis tool applied * Relevant financial analysis is applied (Financial ratios or other financial analysis approach) <p>(15)</p>	<p><u>Analysis includes 2 of the following:</u></p> <ul style="list-style-type: none"> * 1 problem is analyzed thoughtfully OR 2 or more problems are covered superficially. * At least 1 strategic analysis tool applied * Relevant financial analysis is applied (Financial ratios or other financial analysis approach) (10) 	<p><u>Analysis includes 1 of the items listed in the next column.</u></p> <p>(5)</p>
<p>Identification of Alternatives (15%) This is for brainstorming.</p>	<p><u>Identifies a comprehensive set of thoughtful alternatives, excluding "Do Nothing" alternatives (6 alternatives).</u> There is a set of alternatives for each problem.</p> <p>(15)</p>	<p><u>Identifies majority of alternatives (4-5 alternatives), excluding "Do Nothing" alternatives.</u> May have only 1 set of alternatives for more than one problem.</p> <p>(12)</p>	<p><u>Identifies few, if any alternatives (3 or less alternatives) listed or not all aspects of identified problems are addressed.</u></p> <p>(10)</p>

