

## USF Sarasota-Manatee

### Management Scoring Rubric

#### Strategy Case Analysis to assess Written Communication and Analytical Thinking Skills

Evaluative Criteria	Fails to Meet Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
<b>Written Communication</b>			
1. Thesis/Opening Statement	Offers a weak or unfocused thesis statement	Opens with clear statement of case problems/issues	Hooks reader with clever/insightful opener to clearly identify case issues
2. Organization	Uses few headings or paragraph breaks, shows weak logical flow	Provides organized analysis that generally maintains focus	Provides clear organization scheme to guide reader through logic of analysis
3. Spelling & Word Choice	Uses many misspelled words and shows only elementary vocabulary level	Has spell-checked, but may miss a typo or use an inappropriate word/term	Uses correct spelling throughout and demonstrates strong vocabulary skills
4. Grammar	Commits several grammatical errors that detract from the paper's readability	Generally uses correct verbs, tenses, pronouns, etc, with 1-2 minor errors	Shows correct grammar throughout, makes no errors
5. Sentence Structure	Offers multiple sentence fragments, run-ons, comma splices, or agreement errors	Generally uses good sentence structure, with 1-2 minor errors	Uses good sentence structure throughout, offers varied sentences for good style
<b>Analytical Thinking</b>			
6. Factual Knowledge	Shows little knowledge of case facts, makes factual mistakes	Shows solid understanding of case facts	Shows thorough grasp of case facts and offers additional factual knowledge about company or industry
7. Application of Strategic Analytical Tools	Misuses industry analysis models or misconstrues SWOT elements	Appropriately applies competitive forces, driving forces, and SWOT analysis	Shows strong understanding and application of strategy analysis tools, concepts, and techniques
8. Identification of Case Problems/Issues	Neglects to identify case issues; recounts facts of case with little analysis	Clearly identifies the key issues in the case and demonstrates understanding of company's decision situation	Develops a well-integrated statement of the complex issues of the case and demonstrates understanding of situation
9. Generation of Alternatives	Identifies weak or infeasible alternatives with little attention to case issues	Generates 2-3 feasible alternatives for resolving the key issues of the case	Develops 2-3 insightful alternatives for resolving the issues; offers specificity and originality
10. Recommendations	Offers weak recommendations or pays little attention to addressing case issues	Provides well-reasoned recommendations that follow from the preceding analyses and clearly address case issues; no surprises	Integrates alternatives into a well-developed action plan; offers specificity, priorities, and sequencing of actions