Case Analysis Evaluation Rubric

Stages / Evaluation		N.A.		Poor	Fair	Good	Excellent	
Central Problem	*Clarity*		Confused Statement					Clear Statement
	Quality		Symptom					Root Issue
	Support		No evidence presented					Strong Evidence Shown
Relevant Issues	*Adequacy*		Major factors ignored					Major factors considered
	Pertinence		Unclear how issues affect analysis and/or recommendation					Very clear how issues affect analysis and recommendation
Alternatives	*Centrality*		Does not address problem					Well-matched to problem
	Completeness		Partial Solution					Complete Solution
	Separation		Overlap among alternatives					Alternatives distinct
	Strength		One or more "Strawmen"					All alternatives legitimate
Analysis	*Objectivity*		Opinions and preferences expressed					Pros & Cons factually presented
	Reasoning		Unclear evaluation criteria					Clear criteria employed
	Focus		None / on irrelevant issues					On relevant issues
	Information		Not used					Fully utilized
	Tools		Not / inappropriately employed					Appropriately employed
Recommendation	*Decision*		"Straddling" the fence					Clear choice
	Logic		No reason provided					Clear reasoning
	Follow-up		Implementation ignored					Implementation steps provided
	Contingencies		Not considered					Fully provided for