

Rubric for Case Study

Evaluation takes place on three main levels - to a total of 100 points:

1. Your understanding of the case, its workings and context;
2. Your analysis of the case, key learning points and the insights you develop;
3. The clarity of your work and presentation.

Within these three aspects, you are expected to demonstrate thorough research and analysis, with reference to course materials, case data, and appropriate academic sources.

	Understanding of Case & Context (30 points)	Analysis of Case & Insights (40 points)	Presentation of Case Study Report (30 points)
Coverage >	<i>Overview, the challenge, need, stakeholders, options, solutions/how it works.</i>	<i>Planned vs. actual achievements, enablers, barriers, business case, assessment & recommendations.</i>	<i>Document as a whole.</i>
Excellent in All Aspects	Excellent, clear and lucid explanations of all case study background, features and workings (25-30).	Superb level of analysis, offering great insights and leading-edge recommendations (35-40).	Superb layout and presentation, great use of illustrations, full academic back-up (25-30).
Well Done	Strong communication of key features, background and workings (20-24).	Strong level of analysis, with robust insights and recommendations shared (25-34).	Well laid out document, good illustrations, and solid academic back-up (20-24).
Mostly Good Work	Solid articulation of case background and features (15-19).	Solid analysis, good insights (15-24)	A good document that does a reasonable job (15-19).
Needed More	Lighter-touch explanation of background and key features (>14).	Tries hard, although limited consideration of learning points - would benefit from more development work (<14).	Lots of background work evident, but the quality of the final document is lacking (<14).