**Case Decision Essay Rubric; MBA 715, Dr. Close  
Case: \_\_\_\_\_\_\_\_\_\_\_\_  
Student(s) Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Content: 75 points**

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| --- | --- |
| Introduction To Case Situation | \_\_\_\_\_\_of 5 |
| Position Statement   * Stated Recommendation * Identified Options * Identified Selection Criteria | \_\_\_\_\_\_of 15 |
| Gave Sound Recommendation   * Considered Resources   Had Evidence Supporting Recommendation   * Quantitative * Qualitative | \_\_\_\_\_\_of 25 |
| Critique of Rejected Options | \_\_\_\_\_\_of 5 |
| Gave Advantages and Disadvantages of Recommended Options | \_\_\_\_\_\_of 5 |
| Defined Action Plan  Short Term  Mid-Term  Long-Term | \_\_\_\_\_\_of 15 |
| Soundness of Arguments | \_\_\_\_\_\_of 5 |

**Organization, Grammar & Spelling: 25 points**

|  |  |
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| Organized:   * Written with double-spacing, page numbers, 1” margins, and 12-point font. * Your name(s), the title of the case, and the date in the header or footer of all pages. * Recommend a decision to the case protagonist, tell why it is the best option, and draft an action plan. Conciseness, completeness, and correctness are writing virtues that should be pursued. You may use some bullet points, yet, this should be in essay format. * Exhibits, graphs, diagrams, and other types of objects are encouraged as means for organizing evidence, illustrating points of argument, showing steps in calculations, and otherwise augmenting the and preserving the flow of the written body of the essay. | \_\_\_\_\_\_of 10 |
| Grammar | \_\_\_\_\_\_of 5 |
| Style, Professionalism | \_\_\_\_\_\_of 5 |
| Conciseness & Completeness | \_\_\_\_\_\_of 5 |

**Total Grade** \_\_\_\_\_\_\_of 100

**Comments:**