

**BUSINESS 6055 Group Case Project: Report and Video Presentation Rubric**

	<i>Outstanding 5</i>	<i>Well done 4</i>	<i>Good 3</i>	<i>Poor 2</i>	<i>Unacceptable 1</i>	<i>Absent 0</i>	<i>Score /5</i>	<i>Factor</i>	<i>Total</i>
<b>Executive Summary</b>	Outstanding summary; clear and concise; very well organized and compelling	Well-written summary; well organized; hits most key points	Good summary of the report but needs better organization and sharper focus on key points	Poor summary; disorganized; not succinct and too much detail	No or incoherent summary; wordy and disjointed; missed focus	No summary		X 1	/5
<b>Issue Identification</b>	Excels in comprehensiveness, clarity, and presents a compelling issue set-up	Clear, comprehensive, good logical connections; good integrated understanding as well as some nuanced details	Competent, well-developed arguments, but missing a few critical issues or connections; does not represent a clear comprehension of the problem	Ill-defined issue; misses relevant issues, lack of cohesiveness or logical reasoning	No or dismal attempt at issue identification	No issue identified		X 1	/5
<b>Analysis</b>	Very effective use of tools and frameworks in analyzing data; analysis presented with eloquence and ability to sum up the key constraints and opportunities very well done	Strong use of tools and frameworks in analyzing data; compelling rationale going beyond the facts in the case to integrate various tools and insights; strong synthesis, clear focus for the analysis	Tools and frameworks are correctly and succinctly applied to develop insights but leaves some questions and grey areas unexplored	Uses tools and frameworks to organize information but draws almost no inferences or conclusions	No or misapplied tools and frameworks; no or misunderstood data analysis; no or ill-prepared attempt at analysis	No analysis completed		X 2	/10
<b>Options</b>	Innovative and well-supported options that creatively solve the core tensions and opportunities in the case; solid evaluation of each option using key criteria	A good set of options that are well-supported by the analyses; very few missing connections; each option is evaluated using relevant criteria	Fine but could be developed further – a few options but going for low-hanging fruit and adding little insight beyond what was given in the case; lack of critical scrutiny of the case options	Options not clearly identified, mingled in the issue analysis; states what is given in the case without additional probing or analyses; very poor evaluation	No or only a couple of options presented; no or very poor support of options based on analysis; no or very poor evaluation of options presented	No options presented		X 1	/5
<b>Recommendations</b>	Strong recommendations that offer an excellent and well-supported solution to the current issue, often tackling deeper or sequenced issues	Well-articulated recommendations that hit the major points; clear linkages to the issues identified in the issue identification	Competent but marginally-articulated recommendations, some coming out of the blue or only loosely connected to the issues; may be somewhat unrealistic or incomplete	Weak, substantial improvement needed; too few or too many recommendations showing lack of thorough comprehension or incomplete analyses	No or inappropriate recommendations; unrelated to issues or incomplete	No recommendations offered		X 2	/10
<b>Communication - writing</b>	Excellent logic, organization and flow; exceptional use of words, spelling and grammar (sentence structure); no or extremely few errors	Coherent logic, good organization and flow; good use of words, spelling and grammar (sentence structure); minor or minimal errors	Adequate logic, organization and flow; adequate use of words, spelling and grammar (sentence structure); some errors detected	Lack of logic, organization and flow; changes in writing style. Inadequate use of words, spelling and grammar (sentence structure); frequent errors detected	No or ill-conceived attempts at logical statements; no or very poor word choice, spelling and sentence structure; frequent errors that impede reader's comprehension	No evidence of attempt to communicate ideas		X 1	/5

<b>Video - content</b>	Key aspects of case presented in full: introduction, issue, analysis, options, recommendations and summary in succinct, professional manner	Most aspects of case presented in clear manner, but may have missed elements of introduction, issue, analysis, options, recommendations and summary	Many aspects of case simply presented, but may have missed significant elements within: introduction, issue, analysis, options, recommendations and summary	A few aspects of case presented, but missed most significant elements within: introduction, issue, analysis, options, recommendations and summary	Core aspects of case missing, unprofessional or disrespectful treatment of content	No video submitted		X 1	/5
<b>Video - delivery (eye contact, deportment, speech)</b>	looks directly at audience entire time, except when referring to a visual; confident posture, professional, enthusiastic; adapts speech to situation	looks directly at audience entire time, except when referring to a visual; confident posture, professional, enthusiastic; adapts speech to situation	periodically looked at audience, may look minimally at visuals; comfortable, inexperienced, expressions of interest; uses variety in speech for emphasis	infrequent glances at audience, no referring to visuals; looks uncomfortable, slouches, minimal interest detected, speaks clearly with little variability	Looks only at camera, 'talking head'; unprofessional mannerisms, not interested in topic; mumbles or frequent use of filler words (um, er, like, etc.)	No video submitted		X 1	/5
<b>Video - technical Presentation (camera use, transitions, use of presentation aids, voice)</b>	Near-professional camerawork; seamless transitions; excellent use of graphics or media; voice levels expertly used, clear and crisp	camera movement steady; smooth transition between scenes; excellent use of graphics or media; good voice levels with some noticeable alterations	camera movement acceptable; transitions not always smooth; good use of graphics or media; good voice levels with many noticeable alterations	camera movement not steady; transitions cumbersome; visuals or media are for decorative use only; notable variation in voice levels making sound too high or low	camera movement bouncy and distracting; no or clumsy transitions; distracting or no graphics or media; voice levels constantly changing, making delivery distracting	No video submitted		X 1	/5
<b>Video - organization (flow, duration, mechanics, creativity)</b>	orderly flow to the presentation with good use of the available time allocation; citations, credits, and text free of error; refined, sophisticated approach to organization and unique presentation	orderly flow to the presentation with good use of the available time allocation; citations, credits, and text free of error; refined, sophisticated approach to organization and unique presentation	flow of the is presentation does not always flow smoothly between topics and presenters; citations, credits, and text mostly free of error; excellent approach to creative thinking and expression	flow of the presentation is frequently disrupted suggesting lack of preparation or understanding of the case; numerous citation, credit and textual errors; limited creativity	no attempt at organization, muddled and confusing; duration off by +/-2 minutes or more; flagrant citation, credit and textual errors; no creativity	No video submitted		X 1	/5