















Strategic Management Final Case Rubric

	4.0 Exemplary	3.0 Competent	2.0 Acceptable	1.0 Unacceptable	0.0 Not Attempted
<p>0.2  Appropriate Integration of Core Disciplines – Accounting, Finance, Marketing, and Management </p> <p><i>No Description</i></p>	Excellent demonstration of appropriate integration skills throughout.	Appropriate integration skills evident. Competencies clearly demonstrated. Errors do not detract from effectiveness.	Minimal evidence of appropriate integration skills. Flaws detract from effectiveness.	Little evidence of appropriate integration skills.	No attempt made at demonstrating integration skills.
<p>0.2  Research Skills </p> <p><i>No Description</i></p>	Excellent demonstration of research methodology and information literacy throughout.	Research methodology and information literacy evident. Information clearly conveyed. Errors do not detract from effectiveness.	Minimal evidence of effective research methodology and information literacy. Flaws detract from effectiveness.	Little evidence of effective research methodology and information literacy.	No attempt made at demonstrating research methodology and information literacy.
<p>0.2  Analysis Skills </p> <p><i>No Description</i></p>	Excellent analysis of information. Conclusions are valid and well supported.	Correct analysis of information. Most of the analysis valid. Contains some minor flaws.	Minimal evidence of accurate and effective analysis. Conclusions not fully supported.	Little evidence of accurate and effective analysis. Incorrectly interprets information with poor analysis or conclusions.	No evidence of analysis.
<p>0.2  Problem Solving Skills </p> <p><i>No Description</i></p>	Excellent demonstration of analytical skills, critical thinking and creative problem solving throughout.	Analytical skills, critical thinking and creative problem solving evident. Information clearly conveyed. Errors do not detract from effectiveness.	Minimal evidence of effective analytical skills, critical thinking and creative problem solving. Flaws detract from effectiveness.	Little evidence of analytical skills, critical thinking and creative problem solving.	No attempt made at demonstrating analytical skills, critical thinking and creative problem solving.
<p>0.2  Communication Skills </p> <p><i>No Description</i></p>	Excellent demonstration of communication skills throughout.	Communication skills evident. Errors do not detract from effectiveness.	Minimal evidence of communication skills. Flaws detract from effectiveness.	Little evidence of communication skills.	No attempt made at demonstrating communication skills.
<p>0.1  Professionalism </p> <p><i>No Description</i></p>	Demonstrates appropriate professionalism in business presentations: appropriate business attire; attitudes (peer to peer, subordinate to superior, and superior to subordinate); and general presentation skills.	Professionalism is generally appropriate. Some minor issues evident which do not detract from effectiveness.	Minimal demonstration of appropriate professionalism. Some issues evident which detract from effectiveness.	Little demonstration of appropriate professionalism.	No demonstration of appropriate professionalism.
<p>0.1  Global Perspectives </p> <p><i>No Description</i></p>	Excellent demonstration of cultural sensitivity, effective global perspectives, and global citizenship throughout. Information is clear, accurate, and relevant.	Cultural sensitivity, effective global perspectives, and global citizenship evident. Errors do not detract from effectiveness.	Minimal evidence of cultural sensitivity, effective global perspectives, and global citizenship. Flaws detract from effectiveness.	Little evidence of cultural sensitivity, effective global perspectives, and global citizenship.	No evidence of cultural sensitivity, effective global perspectives, and global citizenship.

Outcomes Linked to Criteria

Criterion: Appropriate Integration of Core Disciplines – Accounting, Finance, Marketing, and Management

No linked outcomes.

Criterion: Research Skills

No linked outcomes.

Criterion: Analysis Skills

No linked outcomes.

Criterion: Problem Solving Skills

No linked outcomes.

Criterion: Communication Skills

No linked outcomes.

Criterion: Professionalism

No linked outcomes.

Criterion: Global Perspectives

No linked outcomes.