

ASSIGNMENT DESCRIPTIONS

Quizzes (top 10 of 11 @ 5 points each = 50 points possible)

There will be one syllabus quiz and ten chapter quizzes (5 points each) in this course accessible within the corresponding Blackboard (Bb) folder. These quizzes are open book, open note, and are to be taken individually. These quizzes will consist of multiple-choice/true-false questions. Each quiz may be taken twice. The highest of your two quiz attempts for a given topic will be recorded in the Bb gradebook. At the end of the semester, your lowest quiz score will be dropped from the calculation of your final grade. The due date for each quiz is provided in the course calendar.

Case Analyses (top 2 of 3 @ 100 points each = 200 points possible)

Case analyses require students to answer, in written form, case analysis questions for the cases found in the course case pack from Harvard Business Publishing (HBP). Students will need to access the “Course Case Pack” link provided in the “Start Here” section of the course navigation menu, then create an account with HBP, and then purchase/download the cases. Students will then need to respond to case analysis questions provided in the Bb folder for that specific case. Students are advised to make sure, that their written responses to case analysis questions are type-written, double spaced, and no more than 5 pages in length. The grading criteria for case analyses is provided in Appendix A of this document.

Because the teaching purpose of case analysis is to enable students to apply course concepts and frameworks to real-world scenarios, student responses to case analysis questions should demonstrate the application of course concepts and frameworks whenever applicable. Students must submit their case analyses through the links provided in the case analysis folder in Bb. The due date for each case analysis is provided in the course calendar. Each of the case analyses will be worth a maximum of 100 points. At the end of the semester each student’s lowest case analysis score will be dropped from final grade calculation.

Unit Exams #1-3 & Final Exam (top 3 of 4 @ 100 points each = 300 points possible)

Three unit exams and the final exam (100 points each) are designed to assess student knowledge of, and ability to apply course material. Each unit exam will cover the chapters in their respective unit. The Final Exam will be comprehensive. All exams will be administered via Respondus Monitor-LockDown Browser, are closed book, closed note, and are to be taken individually. Any student who does not take an exam via Respondus Monitor-LockDown Browser will receive an exam score of 0. Each exam will consist of 50 multiple-choice/true-false questions. At the end of the semester, your lowest exam score will be dropped from the calculation of your final grade. The due date for each exam is provided in the course calendar.

Name _____ Case _____

(items marked with + indicate strengths, items marked with - indicate areas for improvement)

Analysis		40 points possible	Score:
1		Relevant strategic analysis tools are applied to case analysis questions	
2		Strategic analysis tools are applied correctly in answering case analysis questions	
3		Application of strategic analysis tools is explained sufficiently and clearly enough to assess 1 & 2 above	

Recommendation (Usually the last question)		30 points possible	Score:
1		One to two recommendations are given and each is clearly stated	
2		The connection between the recommendations and analysis is clear	
3		Recommendations are clearly supported by multiple strategic analysis tools	
4		Specifics of how to implement the recommendations are discussed in detail	
5		Suggested recommendations are realistic	

Professionalism of presentation		30 points possible	Score:
1		An answer to each case analysis question is clearly provided	
2		Formatting and structuring guidelines are followed	
3		Writing generally avoids committing COBA writing credibility killers	

Total Score: