

Individual Case Analytic Rubric – Chick Fil A

TRAIT	Exceeds Expectations 8-10 Points	Meets Expectations 6-8 Points	Does not meet Expectations 0-6 Points
Introduction/ Executive Summary	Thorough summary of case study highlighting significant factors of application research and SWOT analysis	Introductory summary highlighting minor factors of application research and/or SWOT analysis	Poor or no summary submitted
Identifies and Summarizes problem at issue	Identifies not only the basics of the issue, but recognizes nuances of the issue	Identifies the main problem and subsidiary, embedded, or implicit aspects of the problem	Does not identify and summarize the problem, is confused or identifies a different or inappropriate problem
Use of SWOT Analysis as Evidence of Critical Thinking	Excellent detail in SWOT analysis. Writing is characterized by clarity of argument, depth of original insight, and compelling arguments related to strengths, weaknesses, opportunities, and threats.	Some critical thinking is evident, but SWOT tends to address peripheral issues. Technically concise, but could be improved with more creative thought.	Poorly developed SWOT. Analysis does not address necessary components. More analysis and creative thought needed.
Global perspective and position	Understands multifunctional global issues. Argues pro and con Effectively. Demonstrates value of information.	Presents a narrow/limited perspective of international/global issues Briefly cites data/information Recognizes basic content	Misconstrues issues Show little or no grasp of international/global issues
Quality of evidence	Observes cause and effect and addresses existing or potential consequences. Clearly distinguishes between fact, opinion, and acknowledges value judgments	Examines the evidence and source of evidence, questions its accuracy, precision, relevance, and completeness	Merely repeats information provided, taking it as truth or denies evidence without adequate justification
Alternatives & Recommended Course of Action	Recommendations are directly responsive to problems and provide effective, efficient, feasible recommendations. Responsibilities for actions are included.	Recommendations are adequate but need attention regarding who will implement them, how they'll be implemented, and what needs to get done.	Recommendations suggest simple solutions (such as outsourcing or hiring consultants) and are vague, unrealistic, expensive, too complex, or not related to problems.
Conclusions, implications, and consequences	Objectively reflects upon own assertions	Identifies and discusses conclusions, implications, and consequences	Fails to identify conclusions, implications, and consequences of the issue
Grammar	No grammatical errors exist, no spelling errors and proper structure.	Some grammatical errors exist but generally don't impede meaning	Numerous grammatical errors exist and impede meaning
Mechanics	Report has no punctuation, spelling, or capitalization errors.	Report has some punctuation, spelling, or capitalization errors.	Report has numerous punctuation, spelling, or capitalization errors.
Sentences and Style	Sentences contain no errors and are diverse and sophisticated. Style is concise and professional. The report has clearly been edited and proofread numerous times.	Sentences contain some errors but don't impede meaning. Style is generally concise and professional, but some additional editing is warranted	Sentences contain errors and missing or improper format of References. Style is not concise or professional.

IF LATE -20% per day.