

Dr Rahma MBA 522

Scoring rubric for oral presentation of a case study

Team members: _____

Selected Case Study: _____

Category	Scoring Criteria	Total Points	Score	Comments
Organization (30 points)	Clear objectives	10		
	Logical sequence and structure	10		
	Presentation appropriately cites requisite number of references	10		
Content (50 points)	Presentation contains accurate information	10		
	Technical terms are well-defined in language appropriate for the target audience.	10		
	Extent of analysis: Make a thorough use of relevant Operations Management concepts to analyze and present solutions of the case	10		
	Introduction is attention-getting and lays out the problem well	10		
	There is an obvious conclusion summarizing the presentation	10		
	Speaker maintains good eye contact with the audience and is appropriately animated (e.g., body language, gestures, moving around, etc.) Delivery is poised, controlled, and smooth	10		

Presentation (60 points)	Spoken, not read	10		
	Good language skills and pronunciation are used	10		
	Visual aids are well prepared, informative, effective, and not distracting	10		
	Timeliness: length of presentation is within the assigned time limits.	10		
	Question responsiveness: the presentation addresses all major questions	10		
Report (10 points)	Material included is relevant to the overall purpose and questions.	10		
Score	Total Points	150		