

INT 700 Case Study Guidelines and Rubric

Guidelines

Case studies form an integral part of this course. Careful analysis relevant to each case study and its questions is required. Ensure that you succinctly address the critical elements.

Guidelines for Submission: Short paper assignments must follow these formatting guidelines: double spaced, 12-point Times New Roman font, one-inch margins, and APA-format citations. Page length requirements: 4–6 pages.

Rubric

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Multinational Enterprise (MNE) Overview & Strategic Background	Provides a concise overview of the case, including a brief analysis of the MNE's international operations and strategic goals and its context in its industry sector, considering domestic and international rivals	Provides an appropriate overview of the case, including a brief analysis of the MNE's international operations and strategic goals and its context in its industry sector, considering domestic and international rivals	Attempts to provide an overview of the case and apply business strategy concepts to analyze the MNE's international operations and goals; however, significant factors are not considered	Does not provide an overview of the case and does not apply business strategy concepts, or the analysis is significantly flawed	25
Targeted Analysis using the Strategy Tripod	Provides a succinct analysis of the MNE using the applicable components of the strategy tripod. Explores strategic issues relevant to the key questions in the assignment through collection and in-depth analysis of firm and sector evidence to make well-informed conclusions. Cleverly applies course concepts, depicting sustainable competitiveness in an international environment	Provides a clear analysis of the MNE using the applicable components of the strategy tripod. Explores strategic issues relevant to the key questions in the assignment through collection and analysis of firm and sector evidence to make informed conclusions. Applies course concepts, depicting sustainable competitiveness in an international environment	Provides an inadequate analysis of the MNE competitiveness using the applicable components of strategy tripod. Explores some strategic issues relevant to the key questions in the assignment; however, the application of strategy concepts demonstrates incomplete understanding	Does not provide a strategic analysis of the MNE using the applicable components of strategy tripod. Demonstrates an inadequate understanding of course concepts	25

Critical Analysis of MNE Internationalization	Critiques all relevant aspects of the MNE's entrepreneurship and internationalization strategies and effectively analyzes its strategies and performance with respect to the key themes of the case study	Critiques almost all relevant aspects of the MNE's entrepreneurship and internationalization strategies and analyzes its strategies and performance with respect to the key themes of the case study	Critiques some relevant aspects of the MNE's entrepreneurship and internationalization strategies and provides a partial analysis of its strategies and performance with respect to the key themes of the case study	Does not critique relevant aspects of the MNE's entrepreneurship and internationalization strategies and/or struggles to analyze its strategies and performance with respect to the key themes of the case study	15
Competitive Intelligence/Resource Effectiveness	Incorporates thoughtful, selective use of scholarly, primary, and secondary intelligence resources highly relevant to the case; provides superior depth to the MNE strategic analysis. Demonstrates superior research skill and uses relevant industry data to support answers	Incorporates scholarly, primary, and secondary intelligence resources relevant to the case. Demonstrates research skill and uses relevant industry data to support answers	Incorporates few or irrelevant scholarly, primary, and secondary intelligence resources. Demonstrates some research skills; however, does not employ relevant industry data to support answers	Does not incorporate relevant scholarly, primary, and secondary intelligence resources or demonstrates poor research skills	25
Writing Mechanics	Effectively uses an engaging, fluent style appropriate for a business professional. Has no errors related to organization, grammar, or use of APA citation formatting	Uses a fluent style appropriate for a business professional. Has minimal errors related to organization, grammar, or use of APA citation formatting	Uses an informal style inappropriate for a business professional. Has errors related to organization, grammar, or use of APA citation formatting	Uses an informal or incoherent style inappropriate for a business professional. Major errors related to organization, grammar, or use of APA citation formatting	10
Total					100%