

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



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