

INT 700 Case Study Guidelines and Rubric

Prompt: Case studies are integral to this course and the business world. Careful analysis of each case study is required. When an analysis is completed, it should read a narrative, summarizing and explaining your findings and your recommendations for solving the given problem. Refer to the [Business Case Study Analysis and Writing Guide](#) and [Common Mistakes Resource](#) documents for tips on how to structure your case studies and ensure that you are addressing the critical elements.

Guidelines for Submission: Your case study should be a 5- to 7-page Microsoft Word document, double spaced, with 12-point Times New Roman font, one-inch margins, and APA citations and a reference page.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Synopsis / Executive Summary	Meets “Proficient” criteria, and summary is clear and succinct, does not repeat the detail of the case or analysis, and has consistent flow throughout.	Summary of the business case includes the purpose, main argument, assumptions, problem diagnosis, and recommended course of action without unnecessary case details	Summary inadequately defines the situation, problem(s), recommended alternative(s), and/or major assumptions of the analysis	Summary fails to define the situation, problem(s), recommended alternative(s), and major assumptions of the analysis	15
Current Situation and Findings	Meets “Proficient” criteria, and diagnosis addresses identified problems at a root level, insightfully dissecting the major relationships between primary and secondary problems and their symptoms	There is a clear diagnosis of the scale and scope of at least two actionable strategic problems that demonstrate a clear understanding of the suitability of the MNE’s competencies to the institutional and industry factors, and diagnosis utilizes at least one strategic analysis tool and some financial analysis techniques	Diagnosis of scale and scope is made regarding problems to demonstrate clear understanding of MNE’s competencies and the institutional and industry factors, but there are some omissions in detail or logical support, or there is lack of/misuse of appropriate strategic concept	Discusses but does not diagnose the problems impacting the MNE’s competitiveness, or does not use strategic analysis tools / financial analysis techniques	30
Analysis and Alternatives	Meets “Proficient” criteria, and alternatives to all diagnosed problems are offered, and/or comparative analysis demonstrates superior managerial insight in its selection of comparison factors	Identifies distinct alternatives addressing at least one of the diagnosed problems, and alternatives are evaluated for attractiveness and feasibility using appropriate strategic and financial analysis tools	Only one alternative is given, or alternatives are only partially described, not feasible, or inconsistent with strategic analysis; there are some omissions in detail or logical support, or there is lack of/misuse of appropriate strategic concept	Does not identify alternatives to address diagnosed problems, or strategic or financial analysis tools are not used	30

Southern New Hampshire University

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Alternative Recommendation	Meets "Proficient" criteria, and response offers persuasive, strategic rationale for how the recommended alternatives solve all diagnosed problems and lead to above-average industry returns, while not introducing other significant risks to the MNE; rationale leverages the strategy tripod framework appropriately	Provides a recommended course of action with substantiated feasibility that is likely to solve at least one of the identified problems and lead to above-average industry returns; demonstrates ability to explicitly integrate sophisticated use of pillars of the strategy tripod framework	Provides a recommended course of action, but recommendation's ability to solve identified problem(s) is questionable due to omissions in detail or logical support, or there is lack of/misuse of appropriate strategic concept; strategy tripod framework is only generally referenced	Recommendation is not feasible or mostly incongruent with strategic analysis due to major lack in detail and support; strategy tripod is not referenced	15
Writing (Mechanics)	Effectively uses an engaging, fluent style appropriate for a business professional, and has no errors related to organization, grammar, or use of APA citation formatting	Uses a fluent style appropriate for a business professional, and has minimal errors related to organization, grammar, or use of APA citation formatting	Uses an informal style inappropriate for a business professional, and has errors related to organization, grammar, or use of APA citation formatting	Uses an informal or incoherent style inappropriate for a business professional, and there are major errors related to organization, grammar, or use of APA citation formatting	10
Total					100%