

Evaluation criteria for GSM Internship-based Case Study

Please highlight in any colour of your choice the appropriate evaluation for each criterion.

Criteria	A+ 90% >	A 80% - 89%	B 70% - 79%	C 60% - 69%	F – 59% <
Introduction	Clearly and eloquently identifies a central theme or case context.	Identifies central theme or context reasonably clearly.	Identifies central theme or context but not very clearly.	Central theme can be discerned with difficulties.	Does not identify central theme.
Originality	Creative, intellectually adventurous.	Expands rather than alters common knowledge.	Applies someone else's idea but in a new way.	Applies someone else's idea in a usual way.	Applies someone else's ideas, without any adaptation at all.
Case questions	Defines in an original way and identifies key components.	Defines clearly and identifies key components.	Definition is given but needs refinement of key components.	Definition is incomplete and minimally worked out.	Case questions not clear at all.
Awareness of the Problem facing the company	Problem and its context are clearly defined and are important to the company.	Defines the problem and its context and identifies key components for the company.	Definition of the problem and its context is strong but needs refinement of key components.	Definition of the problem and its context is incomplete, and specification of key components is minimal.	Does not define the problem or the company context or it is not relevant at all.
Survey of Case-relevant Information and Data	Connects case uniquely to literature and supported with highly relevant data.	Shows a good sense of information or data and literature relevant to the case.	Few but relevant sources or data.	Shows poor grasp of information or data to the case.	No connection of case to any relevant sources or data.
Case Relevance	The link between case and sources and the business problem in the case is clear and original.	The link between case and a business problem is clear.	The link between case and a business problem is common place and poorly supported with data.	The link between case and a business problem is cursory or weak.	There is no link between case and a business problem.
Case Analysis	Extremely well defined, well developed and persuasive.	Reasonably well defined, well developed and persuasive.	Partial analysis of case problem.	Problem analysis is minimal.	The case problem is not analyzed.
Provision of source materials	Facts and source materials are rich, detailed and appropriate.	Facts and source materials are appropriate but not very rich or detailed.	Facts and source materials is missing in many parts.	Facts and source materials is missing in most parts.	There are no facts and source materials supporting the thesis.

Sentence construction and grammar	Sentences are complete and grammatical.	Sentences are reasonably complete and grammatical.	Large majority of sentences are complete and grammatical.	Many sentences are ungrammatical and incomplete.	To a large degree sentences are incomplete and ungrammatical.
Referencing of Sources	Sources of information and ideas are consistently available and referenced	Sources of information and ideas are available and referenced	Sources of information and ideas are available but not consistently and correctly referenced.	Sources of information and ideas are missing in several places.	Sources of information and ideas are not correctly cited beyond reasonable omissions.
Overall structure follows the Case Method¹	Overall structure is very logical and quickly apparent, follows the Case Method	Overall structure is reasonably logical and apparent, follows the Case Method	Overall follows the Case Method structure is logical but not always apparent	Overall structure and logic can only be discerned with effort	Overall structure is neither logical nor apparent
Predicted Outcome or Recommendations	Draws original recommendations, points out shortcomings, identifies areas where further analysis is needed.	Justifies main recommendations reasonably well, identifies shortcomings and areas where further analysis is needed.	Summarizes recommendations but by and large repeats what has been presented in the text.	The recommendations are discernible only with an effort.	There are no recommendations

1. The Case method

- a. Cover Page
- b. Introduction
- c. Current Situation Analysis and pertinent Background including a synopsis of the relevant information from the case analysis
- d. Body • Key Issues/Goals/Problems
- e. Decision Criteria
- f. Assumptions
- g. Data Analysis (analysis in appendix and summary info in body)
- h. Preferred Alternative with rationale
- i. Justification/Predicted Outcome or Recommendations
- j. References section.
- k. Appendices