

## CASE ANALYSIS EVALUATION FORM

- I. Formal Organization and Communication (10 points)
  - Were all outline topics covered
  - Was the discussion within each section clear and coherent?
  - Was the information accurately reported?
  - Was the analysis clearly and grammatically written?
  - Were major topics easily discernable?
  - Were conclusions labeled and summarized?
  
- II. Problem Identification (20 pts)
  - Was a central issue located and supported by evidence?
  
- III. Analytical Rigor (10 points)
  - Were all data analyzed and presented appropriately?
  - Were both qualitative and quantitative analyses considered thoughtfully?
  
- IV. Decision Criteria (20 pts)
  - Were criteria relevant to stakeholders?
  - Were criteria weighted by importance?
  - Were criteria derived from facts and opinions in the case?
  - Could the criteria be used to distinguish among alternatives?
  
- V. Alternatives (20 pts)
  - Did each address the central problem(s)
  - Were the implementation implications clearly stated?
  - Was available financial and/or consumer data used?
  
- VI. Choice (20 pts)
  - Were the criteria rigorously applied to evaluate the alternative?
  - Was the choice justified clearly and fully?