

BUS 498 Capstone Case Competition Scoring Form

Date: _____ Rater: _____ Team Name: _____

CRITERIA FOR EVALUATION	HIGHLY COMPETENT	-----	NOT COMPETENT	NOTES
Identification of key problems and Assumptions related to key problems (Validate why these are the key issues, including qualitative and financial reasoning)	Clearly identified and explained	3 2 1 0 	Not identified, not explained	
Analysis Method(s) (application of appropriate strategy concepts)	Appropriate use and logic explained	3 2 1 0 	Completely inappropriate choice & method(s) use	
Conclusions/Solution(s) (Qualitative and financial reasoning, including cost/benefit analysis and timeline for implementation of strategies- any caveats)	Conclusions/ solutions based on evidence/sound methods	3 2 1 0 	Conclusions/solution Not supported; team maintains preconceived views regardless of evidence or need for different solution	
Integration / Logical Flow of Ideas	Ideas well integrated into a coherent argument, solution, etc.	3 2 1 0 	Ideas lack connection or coherence	
Creativity with respect to the Final Solution	Fresh ideas, reflecting in-depth student engagement with the topic	3 2 1 0 	No evidence of engagement/new ideas on topic; work simply a rehash of other people's ideas	
Overall presentation / Team Work (Persuasion, clarity, flow, professionalism, enthusiasm, applicability and effectiveness of slides or other audio visuals, etc.)	Highly evident	3 2 1 0 	No communication or adaptation	
Ability to answer questions and support presentation and recommendations	Yes	3 2 1 0 	Not at all	