

CASE STUDY PAPER RUBRIC

Campbellsville University School of Business and Economics

Levels of Achievement				
Criteria	Exemplary	Proficient	Marginal	Unacceptable
APA Format (50 points)	<p>1. Completed in word application, typed, double spaced, on standard size paper with margins of one inch on all sides. Complies fully with the assignment. (10 points)</p> <p>2. Running head and page number in upper right-hand corner with five spaces between running head and page number. Complies fully with the assignment. (10 points)</p> <p>3. On separate page, the word "Abstract" centered on paper followed by 75-100 word overview. Complies fully with the assignment. (10 points)</p> <p>4. Major headings centered on page. Every word capitalized except articles, short prepositions, and coordinating conjunctions. Complies fully with the assignment. (5 points)</p>	<p>1. Completed in word application, typed, double spaced, on standard size paper with margins of one inch on all sides. Complies mostly with the assignment. (8-9 points)</p> <p>2. Running head and page number in upper right-hand corner with five spaces between running head and page number. Complies mostly with the assignment. (8-9 points)</p> <p>3. On separate page, the word "Abstract" centered on paper followed by 75-100 word overview. Complies mostly with the assignment. (8-9 points)</p> <p>4. Major headings centered on page. Every word capitalized except articles, short prepositions, and coordinating conjunctions. Complies mostly with the assignment. (4 points)</p>	<p>1. Completed in word application, typed, double spaced, on standard size paper with margins of one inch on all sides. Complies adequately with the assignment. (7 points)</p> <p>2. Running head and page number in upper right-hand corner with five spaces between running head and page number. Complies adequately with the assignment. (7 points)</p> <p>3. On separate page, the word "Abstract" centered on paper followed by 75-100 word overview. Complies adequately with the assignment. (7 points)</p> <p>4. Major headings centered on page. Every word capitalized except articles, short prepositions, and coordinating conjunctions. Complies adequately with the assignment. (3 points)</p>	<p>1. Completed in word application, typed, double spaced, on standard size paper with margins of one inch on all sides. Does not comply adequately with the assignment. (<7 points)</p> <p>2. Running head and page number in upper right-hand corner with five spaces between running head and page number. Does not comply adequately with the assignment. (<7 points)</p> <p>3. On separate page, the word "Abstract" centered on paper followed by 75-100 word overview. Does not comply adequately with the assignment. (<7 points)</p> <p>4. Major headings centered on page. Every word capitalized except articles, short prepositions, and coordinating conjunctions. Does not comply with the assignment. (<3 points)</p>

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	<p>5. Visuals labeled with an Arabic numeral and include title on separate lines above the visual flush left. Source provided below the table flush left. Complies fully with the assignment. (5 points)</p> <p>6. References on separate (last) page, title centered one inch from top, double spaced, and alphabetized by last name of authors. If author is unknown, alphabetize by first word of the title (excluding A, An, The). References properly used in the text and on reference page. Complies fully with the assignment (10 points)</p>	<p>5. Visuals labeled with an Arabic numeral and include title on separate lines above the visual flush left. Source provided below the table flush left. Complies mostly with the assignment. (4 points)</p> <p>6. References on separate (last) page, title centered one inch from top, double spaced, and alphabetized by last name of authors. If author is unknown, alphabetize by first word of the title (excluding A, An, The). References properly used in the text and on reference page. Complies mostly with the assignment. (8-9 points)</p>	<p>5. Visuals labeled with an Arabic numeral and include title on separate lines above the visual flush left. Source provided below the table flush left. Complies adequately with the assignment. (3 points)</p> <p>6. References on separate (last) page, title centered one inch from top, double spaced, and alphabetized by last name of authors. If author is unknown, alphabetize by first word of the title (excluding A, An, The). References properly used in the text and on reference page. Complies adequately with the assignment. (7 points)</p>	<p>5. Visuals labeled with an Arabic numeral and include title on separate lines above the visual flush left. Source provided below the table flush left. Does not comply with the assignment. (<3 points)</p> <p>6. References on separate (last) page, title centered one inch from top, double spaced, and alphabetized by last name of authors. If author is unknown, alphabetize by first word of the title (excluding A, An, The). References properly used in the text and on reference page. Does not comply with the assignment. (<7 points)</p>
Content (50 points)	<p>1. Provides compelling supporting arguments, evidence, and examples presented in the case study. (10 points)</p> <p>2. Is free of errors in grammar, punctuation, word choice, spelling and format. (15 points)</p>	<p>1. Provides adequate supporting arguments, evidence, and examples presented in the case study. (8-9 points)</p> <p>2. Contains minimal errors in grammar, punctuation, word choice, spelling and format. (12-14 points)</p>	<p>1. Provides mediocre supporting arguments, evidence, and examples presented in the case study. (7 points)</p> <p>2. Contains numerous errors in grammar, punctuation, word choice, spelling and format which are distracting to the reader. (9-11 points)</p>	<p>1. Provides inadequate supporting arguments, evidence, and examples presented in the case study. (<7 points)</p> <p>2. Contains numerous errors in grammar, punctuation, word choice, spelling and format which confuse the reader. (<7 points)</p>

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Content Cont'd	<p>3. Includes a compelling chart, table, or map to illustrate something in the paper. (10 points)</p> <p>4. Recognize an ethical issue from the case study or from research of the company. Evaluate this issue from a Christian point of view. Complies fully with the assignment. (5 points)</p> <p>5. The introduction, body and conclusion of the paper are sound. (10 points)</p>	<p>3. Includes an adequate chart, table, or map to illustrate something in the paper. (8-9 points)</p> <p>4. Recognize an ethical issue from the case study or from research of the company. Evaluate this issue from a Christian point of view. Complies mostly with the assignment. (4 points)</p> <p>5. The introduction, body and conclusion of the paper are adequate. (8-9 points)</p>	<p>3. Chart, table, or map does not adequately illustrate the intent intended purpose. (7 points)</p> <p>4. Recognize an ethical issue from the case study or from research of the company. Evaluate this issue from a Christian point of view. Complies adequately with the assignment. (3 points)</p> <p>5. Has partial or inadequate introduction, body, or conclusion. (7 points)</p>	<p>3. Does not include a chart, table, or map to illustrate something in the paper. (<7 points)</p> <p>4. Recognize an ethical issue from the case study or from research of the Company. Evaluate this issue from a Christian point of view. Does not comply with the assignment. (<3 points)</p> <p>5. The introduction, body and conclusion of the paper are inadequate. (<7 points)</p>
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