

The College of St. Scholastica
 PHL 3354 – Management Ethics
 Case Study Assignment Rubric
 CASE STUDY (20 pts)
(Content Assessment)

CRITERIA	Excellent Analysis	Good Analysis	Novice Analysis
Introduction	(2 points) Clearly introduces company background	(1 point) Introduces company with little background	(0 points) No introduction and/or no background
Analysis of FACTS and ISSUES	(4 points) Identifies pertinent facts and discerns key stakeholders and ethical issues in case	(2-3 points) Identifies limited facts and/or stakeholders and ethical issues in case	(0-1 point) Missing many facts and/or lacking stakeholders and ethical issues
Assessment of OPTIONS and Consequences	(4 points) Lists several (4 or more) realistic options available and consequences of each	(2-3 points) Lists limited (2-3) options with consequences of each	(0-1 point) Lists one (or no) options and/or no consequences
Conclusion RECOMMENDATION and DECISION BASIS	(4 points) Suggests well-thought out plan of action and how to implement. Clearly based on ethical theory or experience	(2-3 points) Suggests course of action with unclear implementation. Loosely based on theory or experience	(0-1 point) Suggest plan with no ideas for implementation. No basis for recommendation
Writing Skills	(4 points) Excellent grammar, spelling, punctuation with clear focus in APA format	(2-3 points) Good grammar, spelling, punctuation with limited errors and/or focus.	(0-1 point) Novice sentence structure with unclear focus. Not in APA format.
References	(2 points) References sources in correct APA reference format	(1 point) References sources but not in APA reference format	(0 points) No sources listed
Total Points	/20		