

Condensed Case Analysis Rubric (Total 100 points)

Criterion	Excellent	Proficient	Developing	Points
1) Diagnosis & Plan	Clear, concise problem statement; goals and scope are specific and achievable; logic of approach is strong; uses relevant managerial ideas appropriately; proposes two targeted, actionable interventions tied to the problem.	Problem defined with minor gaps; goals mostly clear; approach generally sound; at least one useful intervention; limited linkage to problem drivers.	Problem or goals unclear; approach generic or unfocused; interventions vague or misaligned to the issue.	/30
2) Measures & Controls	Selects 3–5 meaningful metrics with definitions, baseline, target, owner, and review cadence; designs an appropriate mix of preventive, in-process, and feedback checks with clear triggers; monitoring intensity and escalation steps are sensible; brief policy and simple analytics plan included.	Metrics listed with some details missing (e.g., owner or cadence); control choices mostly appropriate but triggers or escalation are thin; policy or analytics plan present but limited.	Too few or weak metrics; controls poorly chosen or unexplained; triggers and escalation absent; no usable policy or analytics plan.	/45
3) Implementation & Impact	6–8 week mini-timeline with 4–6 sequenced milestones; roles clear (e.g., simple RACI for two key tasks); expected outcomes and value are stated; connection to mission or stakeholder impact is explicit.	Timeline present with reasonable milestones; roles partly clear; outcomes mentioned; mission link brief.	Timeline vague or incomplete; roles unclear; outcomes not articulated; no mission or stakeholder link.	/15
4) Writing & Professionalism	Concise, executive-ready writing; logical structure with headings and readable tables; formatting clean; citations present as required; within assignment length.	Generally clear with minor organization or format issues; citations adequate; small deviations from length.	Hard to follow or poorly formatted; missing citations or key elements; outside length guidance.	/10

Quick scoring: Diagnosis & Plan /30 Measures & Controls /45 Implementation & Impact /15 Writing & Professionalism /10 **Total /100**