

Final Presentation Rubric

Instructions: Each judge will submit ONE completed form per team.

	Unsatisfactory	Satisfactory	Very Good	Excellent
Argument <i>Overall, were the students persuasive in their suggestions?</i> <i>10 Possible Points</i>	The argument was unclear, improperly developed, or inconsistent in nature. 012	The argument was relatively clear but could have been more convincing. It could have been better executed. 345	The argument was clear. It was communicated appropriately. 678	The argument was exceptionally clear and convincing. It was communicated at the start, cohesive throughout, and properly concluded. 910
Case Feasibility <i>Did the students demonstrate that they understood the case challenge?</i> <i>10 Possible Points</i>	The students' recommendation was unclear and not communicated effectively. Their solution was not appropriate, feasible, or valid based on the company's case 012	The students' recommendation was understandable but likely unfeasible/not clearly feasible based on the company's case 345	The students' recommendation was relatively clear. Their suggestion was appropriate, but requires more detail in order to prove feasible 678	The students' recommendation was well thought out and communicated effectively. Their suggestion was appropriate and feasible 910
Company Feasibility <i>Did the students demonstrate that they understood the business?</i> <i>10 Possible Points</i>	The students did not understand the company and/or did not clearly show that they did through company-specific examples. 012	The students demonstrated a reasonable understanding of the company. They also included one company-specific example to support their strategy. 345	The students demonstrated a clear understanding of the company. They also included at last two company-specific examples to support their strategy. 678	The students demonstrated a clear understanding of the company. They also included at least 3 company-specific examples to support their strategy. 910
Structure <i>Did the student present their argument in a well-organized, digestible way?</i> <i>10 Possible Points</i>	The argument was rather difficult to follow and/or there were no clear conclusions. 012	The sections were clear, and conclusions were present. 345	The presentation was easy to follow. The sections were clear, and the conclusions were present. 678	The presentation was easy to follow and organized professionally. The sections were clear, and the conclusions were strong. 910
Creativity <i>Were the students creative in their response?</i> <i>10 Possible Points</i>	The students showed little or no creativity 012	The students came up some ideas but they were not very creative. 345	The students were creative in their response, and it's possible that these ideas could create value for the host organization. 678	The students were very creative in their response. That creativity ultimately has the chance to create more value for the host organization. 910
Professionalism <i>Did the students present their ideas in a professional manner?</i> <i>10 Possible Points</i>	The students were clearly not professional nor prepared for the competition. 012	The students were somewhat professional but showed some signs that they weren't quite prepared. 345	The students were acceptable in their professionalism. 678	The students were very professional and organized with their presentation. These students are ready for the real world! 910
Consistency <i>Was the written memo consistent with their video presentation?</i> <i>10 Possible Points</i>	There were major inconsistencies between the memo and the presentation. It was difficult to follow their different arguments. 012	There were some inconsistencies between the presentation and the memo, but large the students did a good job. 345	The students did a great job on both the memo and the presentation, but it was not as consistent as they could have been. 678	The memo was very consistent with the presentation. It was clear that they were prepared to present their insights in multiple formats. 910

Additional Feedback:

Team Name: _____

Total Score for Section: _____ / 70

Written Memo Rubric

Instructions: Each judge will submit ONE completed form per team.

	Unsatisfactory	Satisfactory	Very Good	Excellent
Effectiveness <i>Did the students suggest a viable solution for the challenge at hand?</i> 6 Possible Points	The argument was unclear, improperly developed, or inconsistent in nature. 0	The argument was relatively clear but could have been more convincing. It could have been better executed. 12	The argument was clear. It was communicated appropriately. 34	The argument was exceptionally clear and convincing. It was communicated at the start, cohesive throughout, and properly concluded. 56
Clarity <i>Were the students clear about their decision making and the plan for moving forward?</i> 6 Possible Points	The students' argument was unclear and not communicated effectively. Their solution was not appropriate, feasible, or valid for the company. 0	The students' argument was understandable but likely unfeasible/not clearly feasible given the case. 12	The students' argument was relatively clear. Their suggestion was appropriate and feasible but needed some additional information, so it matched the case better. 34	The students' argument was well thought out and communicated effectively. Their suggestions were clear and appropriate given the challenge at hand. 56
Succinctness <i>Were the students concise when presenting their ideas in written format?</i> 6 Possible Points	The students were not concise and either exceeded the two-page memo format or left out major parts of their argument. 0	The students were concise, but they couldn't communicate everything they needed to in their memo. 12	The students were mostly concise with their memo. 34	The students were concise in the memo but were able to properly cover the appropriate content. 56
Professionalism <i>Did the students present their ideas in a professional manner?</i> 6 Possible Points	The students were clearly not professional nor prepared for the competition. 0	The students were somewhat professional but showed some signs that they weren't quite prepared. 12	The students were acceptable in their professionalism. 34	The student memo was professional and organized in content and structure. These students are ready for the real world. 56
Research & Support <i>Did the students substantiate their response with outside research?</i> 10 Possible Points	The students did not clearly incorporate research and did not substantiate their ideas using outside sources. 0	The students incorporated some good research, but the quality of the sources or their insights were questionable. 12	The students incorporated some good research, which they were able to use to establish some credibility. 34	The students clearly researched and used several substantial outside resources to validate their ideas and assumptions. 56

Additional Feedback: