**MGT 2530 Gravity Payments Case Study Rubric**

**(30 Points)**

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| **Criteria** | **Level of Achievement** | | |
| **Below Expectation** | **Adequate as Expected** | **Exceeds Expectation** |
| 50% Points | 75% Points | 100% Points |
| **Cover Page** | **0 Point**  Cover page is missing or incomplete. Poor grammar. | **0.5 Points**  Cover page partially complete. Grammar meets college standards. | **1 Points**  Cover page complete. Good format. Good grammar. |
| **Introduction** | **0 Point**  Missing Introduction | **3 Points**  Limited content. Average format.  Good grammar. | **5 Points**  Superior content and format. Superior grammar. Utilized multiple concepts lectured and discussed in class. |
| **Content** | **10 Points**  Basic discussion of the case study handout. General review with limited detail from class lectures & discussions. | **12 Points**  Good format and organized. Good analysis of case study issues. Good grammar. Thorough responses to questions. | **15 Points**  Superior detailed analysis using multiple concepts lectured and discussed during class. Critical thinking when responding to case study questions. |
| **Conclusion** | **0 Point**  Missing Conclusion | **3 Points**  Good format & organized. Includes a good summary and personal recommendations. | **5 Points**  Superior analysis utilizing additional references. Critical thinking when submitting overall recommendations. |
| **References** | **0 Point**  No citations/ referenced on last page. No additional references presented related to the case study concepts. | **3 Points**  Utilized additional references to supplement the case study handouts. | **4 Points**  Superior additional references which provided valuable academic current & future status regarding the case study subject. |