Grading Rubric for Case Studies Assignments

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|  | **A (4)** | **B (3)** | **C (2)** | **D/F (1/0)** |
| **Focus**: Purpose | Purpose is clear | Shows awareness of purpose | Shows limited awareness of purpose | No awareness |
| **Main idea** | Clearly presents a main idea and supports it throughout the paper. | There is a main idea supported throughout most of the paper. | Vague sense of a main idea, weakly supported throughout the paper. | No main idea |
| **Organization**:  | Well-planned and well-thought out. Includes title, introduction, statement of main idea, transitions and conclusion. | Good overall organization includes the main organizational tools. | There is a sense of organization, although some of the organizational tools are used weakly or missing | No sense of organization |
| **Content** | Exceptionally well- presented and argued; ideas are detailed, well- developed, supported with specific evidence & facts, as well as examples and specific details. | Well-presented and argued; ideas are detailed, developed and supported with evidence and details, mostly specific. | Content is sound and solid; ideas are present but not particularly developed or supported; some evidence, but usually of a generalized nature. | Content is not sound |
| **Style:** Word choice, Tone | There is clear use of a personal and unique style of writing, suited to audience and purpose; the paper holds the reader’s interest with ease. | There is an attempt at a personal style but style of writing may be awkward or unsuited to audience and purpose; the reader may lose interest in some sections of the paper. | There is little attempt at style; reads as flat and perhaps uninteresting in content, which is usually generalized and clichéd. | No attempt at style |