

2. Case Study (An example of a shorter assignment, using marks for conversion purpose)

Criteria	Excellent Marks = 10	Good Marks = 8	Satisfactory Marks = 6	Marginal Pass Marks = 4	Fail Marks = 0
KNOWLEDGE Demonstrates an understanding of International Business- Applies class concepts appropriately to the case study at hand	Demonstrates thorough knowledge and understanding of key concepts and characteristics in developing International Business	Demonstrates sufficient knowledge and understanding of key concepts and characteristics in developing International Business	Demonstrates some knowledge and understanding of key concepts and characteristics in developing International Business	Demonstrates limited knowledge and understanding of key concepts and characteristics in developing International Business	PLAGIARISM or NON SUBMISSION
THINKING/INQUIRY - Uses critical and creative thinking skills to analyze case, develop various alternatives and make appropriate recommendations	Uses critical and creative thinking with a high degree of effectiveness in developing case study methods.	Uses critical and creative thinking with a considerable degree of Effectiveness in developing case study methods.	Uses critical and creative thinking with a moderate degree of effectiveness in developing case study methods.	Uses critical and creative thinking with a limited degree of effectiveness in developing case study methods.	
COMMUNICATION Analysis and explanations are clearly written, making effective use of grammar, spelling and vocabulary	Summarizes and writes with a high degree of Effectiveness	Summarizes and writes with a considerable degree of effectiveness	Summarizes and writes with a some degree of effectiveness	Summarizes and writes with a limited degree of effectiveness	
APPLICATION Effectiveness/degree of secondary research Uses appropriate Case Study format (title pages, table of contents, introduction, analysis, alternatives, recommendations and appendix)	Demonstrates research skills and relevant information with a high degree of clarity using appropriate case study method	Demonstrates research skills and relevant information with considerable clarity using most of the required case study method	Demonstrates research skills and relevant information with some clarity using some of the required case study method	Demonstrates research skills and relevant information with little clarity using little or none of the required case study method	