(3) CASE WRITING

Scoring scale 0 = no evidence 1 = little evidence or major flaws 2 = adequate minimum standards 3 = Research well done, few minor omissions, met standards 4 = Research well done, exceeded minimum standards	(a) Weigh tage (%)	(b) Scor e (0-4)	(a)x(b)/4 Total	Comments
A. Teaching Case				
1. Introduction Introduced the case well, where problem of the case implied and interesting. The central issue is relevant and interesting. The problem of the case is interesting and important. Relevance of the case problem(s) to 'solve' the issue(s).	10			
2. Industry Background Is industry background relevant to the central issues? Sufficient information is provided related to the industry.	5			
3. Company Background Is company background relevant to the central issues? Sufficient information is provided related to the company (its operation, industry and competitors).	5			
4. Case Story The case story provides sufficient information to highlight the case problem. The whole case story is properly linked with the central issues and case problem. Appropriate data collection technique is employed.	10			
5. Case Closure The case is properly concluded.	5			
B. Teaching Notes				
1. Case Summary Write a concise summary of the case.	5			
2. Learning objectives The case learning objectives are clearly stated & relevant to the audience.	5			
3. Specific theory(s)/ model(s)/ concept(s) addressed in the case Addressing any particular theory/model/topic within a specific field.	10			
4. Instructed Teaching Approach/ Plan	5			
5. Suggested Case Questions At least five (5) questions.	5			
6. Suggested Case Answer(s)	10			
7. Supports & Clarity on Argument Supports on arguments given through date, charts, tables or diagrams Not long winded but straight to the point	5			
8. Writing style, grammar, sources of information & list of reference is given Interesting, structured and coherent No glaring grammar mistakes and proper use of punctuations List of Reference	10			
10. Adherence to the Norm Similarity index is maximum 20% On time submission – examiner's copy and office copies are submitted on due time	10			
Total:	100			