

### Scoring Rubric for Case Study No. 2

Category	Scoring Criteria	Total Points	Score
<b>Organization (2 points)</b>	The format of the presentation is appropriate for the topic and audience.	.5	
	Information is presented in a logical sequence. There is a clear beginning, middle and end.	1	
	Presentation appropriately cites references.	.5	
<b>Content (6 points)</b>	Introduction is attention-getting, lays out the problem/opportunity well, and establishes a framework for the rest of the presentation.	.50	
	Possible solutions/approach to address problem/opportunity presented.	2	
	Presentation contains accurate information.	.50	
	Material included is relevant to the overall message/purpose.	.50	
	Appropriate amount of material is prepared, and points made reflect well the constraints, benefits, feasibility and risks.	2	
	There is an obvious conclusion summarizing the presentation.	.50	
<b>Presentation (2 points)</b>	Speakers maintain good eye contact with the audience and is appropriately animated (e.g., gestures, moving around, etc.).	.25	
	Speakers use a clear, audible voice.	.25	
	All members of team presented.	.25	
	Good language skills and pronunciation are used.	.25	
	Visual aids are well prepared, informative, effective, and not distracting.	.50	
	Length of presentation is within the assigned time limits.	.25	
	Information was well communicated.	.25	
<b>Score</b>	<b>Total Points</b>	<b>10</b>	

**Comments:**