

Rubric Name: Rubric– Business Case Executive Recommendation

Criteria	Level 4 4 points	Level 3 3 points	Level 2 2 points	Level 1 1 point	New Level 0 points	Criterion Score
Organization & Structure	Content of the Executive Summary organized in a clear and logical manner and paragraph transitions are logical and made the Executive Summary easy to read	Content of the Executive Summary is organized and paragraph transitions are logical.	Structure of the Executive Summary is clear	Structure of the Executive Summary is not easy to follow	Structure detracts from the message. Paragraphs are disjointed and lack transition of thought	/ 4
Appropriate analysis, evaluation of the case	Analysis of key change drivers and the underlying issues were clearly identified	Analysis of key change drivers and the underlying issues were partially identified	Analysis of key change drivers and the underlying issues inadequate.	Analysis of key change drivers identified, but the underlying issues not identified.	Analysis of key change drivers and the underlying issues not included.	/ 4
Grammar, punctuation & Spelling	Executive Summary contains 3 or less errors	Executive Summary contains 4 to 6 or more errors	Executive Summary contains 7 to 9 or more errors	Executive Summary contains 10 to 11 errors	Executive Summary contains 12 or more errors	/ 4
Possible solutions and recommendations align with analysis	Effective recommendations, solutions, and/or plans of action provided. Specific data or facts referred when necessary to support the analysis and conclusions.	Effective recommendations and/or plans of action partially provided. Specific data or facts occasionally referred when necessary to support the analysis and conclusions.	Effective recommendations and/or plans of action inadequate. Specific data or facts not referred when necessary to support the analysis and conclusions.	Effective recommendations or plans of action not provided. Specific data or facts necessary to support the analysis and conclusions not provided.	Recommendations not presented in a clear and understandable manner. The required possible solutions and recommendation were not included in the Executive Summary.	/ 4
Total						/ 16