

2017 Case Competition Judging Rubric

*A score from 4-16 is possible. Scores of either 4 or 16 should be reserved for exceptional cases.
Judges will not know the identity of the authors for any case.*

	1 pt.	2 pts.	3 pts.	4 pts.
Clear moral/ethical issue	Issue is not present.	Issue can be inferred, but is not clearly outlined and/or is not ethical in nature.	Issue is clearly stated and ethical in nature, but questions do not push reader past a 'right' and 'wrong' side.	Issue is clearly stated, and ethical in nature. There is no clear 'right' or 'wrong' side in questions.
Starts a conversation	Little to no context (background info about industry, situation, characters, etc) in case that could add nuance/complexity	Some nuance and complexity, but missing crucial context.	Appropriate context to have a comprehensive discussion about the case.	Provides above and beyond context that allows for a rich discussion of the ethical issue that depends on details unique to the case.
Creativity	Issue, situation, context and question framing are all not unique.	Issue is not unique, but the situation, context or framing of questions is.	Two out of the four — issue, situation, context, question framing — are unique.	Three or more out of the four — issue, situation, context, question framing — are unique.
Writing quality	Too complex (i.e, an academic tone) for a high school student, or issues with mechanics and presentation, such as poor structure, typos and hard-to-follow sentences.	Mostly written at a high school level, but some issues with tone, presentation or mechanics.	At a high school level in tone, presentation and mechanics.	Writing is not just suitable for a high school student but engaging and lively, drawing the reader in.

Drawn from rubrics used by the University of Arizona Eller College of Management and National High School Ethics Bowl