

Score Sheet

“CASEKEY”
BUSINESS CASE
COMPETITION



Score Sheet

JUDGE	
TEAM	

SCORE	CRITERION	COMMENTS
/40	ISSUES <ul style="list-style-type: none">• Ability to define/identify key issues• Assessment of company's situation• Implications for key business functions (e.g., finance, HR, marketing, operations)• Ability to focus on most important issues	
/50	ANALYSIS <ul style="list-style-type: none">• Ability to process both quantitative and qualitative data• Depth of analysis• Understanding of underlying business functions• Validity of assumptions• Strength of analytical conclusions	
/40	OPTIONS <ul style="list-style-type: none">• Consistent with analysis• Ability to prioritize options considered• Realism and practicability• Identification of risks / mitigation Strategies	
/50	RECOMMENDATION <ul style="list-style-type: none">• Justification for recommendation• Strategic fit / sustainability• Implementation plan• Identification of implementation barriers• Elaboration of risks / mitigation strategies	
/20	PRESENTATION <ul style="list-style-type: none">• Creativity and professionalism• Ability to work as a team / balanced participation• Overall communication skills• Time management	
/40	QUESTIONS <ul style="list-style-type: none">• Ability to defend/build on recommendation• Answers convincing and consistent w/ recommendation• Balanced participation• Professionalism	
/240	FINAL SCORE	