CASE STUDY ASSIGNMENTS

A Case Study Assignment is a critical-thinking assignment that allows students to apply business concepts that we have studied thus far to real-life business situations. The assignment may include video clips, full video documentaries, news articles, and/or passages from the text. Essay questions are then assigned. Students should be able to convey their understanding of the business concepts studied and relate it to the real-world situation. Here are some tips for these types of assignments:

- Always use a professional tone. Write the assignment as if you're writing a report to your boss at a major corporation; as if he/she asked you to research a subject for the organization.
- Everything should be written in your own words. Never copy definitions or information from the textbook or the internet.
- One sentence or yes/no answers are never acceptable for a college-level case study assignment. Answers should include examples from the videos/readings and justifications if you are stating opinion.
- Always use proper spelling and punctuation. If there are errors, points will be deducted regardless of your answer. These types of errors are not acceptable in the business world. And remember… do not use acronyms; you are not my Facebook friend. This is a college business course.

Guidelines for Critical Thinking Assignments:

A submission
Justifies answers with specific examples from the text, articles, or film.
May include additional examples from own life/work experiences.
Agrees or disagrees with statements with ample justification.
Uses complete sentences, correct punctuation, and capitalization.
No misspelled words.

B submission
Provides adequate answers but doesn't include specific examples.
Agrees or disagrees with statements but doesn't provide justification.
Writes in complete sentences but may lack punctuation and capitalization.
May have several misspelled words.

C submission
Answers are vague without any justification or examples.
Agrees or disagrees with statements but didn't explain why.
Incomplete sentences, lack of punctuation and capitalization.
Several misspelled words.

D submission
Vague answers.
Did not contribute to the conversation.

Didn't share any ideas.
Short phrases rather than complete sentences.
Lack of spelling, punctuation, capitalization (to the point that the submission was difficult to read).