

CASE WRITE UP EVALUATION FORM WITH POINT ALLOCATIONS

All written cases must be submitted in the proper form specified at the end of the case -- for example: letter, short memo, long memo or short business report. The length depends upon the nature of the assignment. Each paper must identify the principal "writer" and the principal "editor" for that case. This role should be rotated on each team assignment so everyone gets to write and to edit.

1. Focus & Audience (20%)

- 1.1. The intended *audience* of the analysis is clearly identified (it is definitely **not the teacher**).
- 1.2. The writing is clear about the *author's role* or rhetorical stance (analyst, consultant, etc.).
- 1.3. The main *issues* or the *purposes* of the writing are clearly identified before presenting the analysis.
- 1.4. The most important *ideas* or *conclusions* are up front and clear (i.e. "headlines are first!").
- 1.5. The writing is *focused* on the relevant issues identified and does not stray from the subject.
- 1.6. The writing style is appropriate for the intended audience (not too technical or patronizing).

2. Organization and Flow (30%)

- 2.1. Ideas *flow* logically between paragraphs and sentences.
- 2.2. Each paragraph starts with a clear *topical sentence*.
- 2.3. Sentences and *paragraphs are short*.
- 2.4. Sections and subsection *headings* have been used to break up long bodies of text.
- 2.5. Relevant *facts* (accounting reports, statistics, other data . . .) support the analysis, decisions and recommendations.
- 2.6. The writing clearly differentiates when an argument is based on *facts*, when the author is making an *assumption*, and when they are stating an *opinion*.
- 2.7. No use of circular or tautological reasoning. (**Example of circular reasoning: An activity based costing system is better than a traditional cost system because it uses activities**).
- 2.8. Provide reasons for positions taken instead of assertions. (**Example of an assertion: An activity based costing system is better than a traditional cost system because it provides true costs**).
- 2.9. Statements do not confuse correlation with causation. (**Example of spurious causation: Blue eyes cause skin cancer**).

3. Clarity, Correctness and Conciseness of Style (30%)

- 3.1. Written in a style that is *understandable* by a manager. (That is, proper business English without excessive *jargon*, *slang* words, or *colloquial* phrases.)
- 3.2. The length is right -- not too long to lose a busy manager's attention and not too short to omit critical information the manager needs to understand the analysis.
- 3.3. Uses active rather than passive voice.
- 3.4. The sentences are short and declarative. No vague and general statements.
- 3.5. The writing is grammatically correct; automatic *grammar* and *spell* check features have been used.
- 3.6. Sentences are not "wordy" (use of many words when few or one may be enough) or "awkward".
- 3.7. Sentences use the "best" or "appropriate" word to convey an idea or an issue.

4. Presentation (20%)

- 4.1. Typed on a word processor with standard 1" margins on all four sides.
- 4.2. Typed in a professional font, such as Times Roman or Arial, and not fancy fonts such as Marigold.
- 4.3. Proper spacing between lines and new paragraphs is used so the document is easy to read.
- 4.4. Graphics and spreadsheets are incorporated in the document.
- 4.5. All exhibits/tables are numbered and labeled. Column headings aligned with data and a consistent format is employed throughout the document.
- 4.6. Narrative guides readers through the content of tables and exhibits.
- 4.7. Tables are not split tables across pages.
- 4.8. Document does not contain obvious typos and pages have been numbered.
- 4.9. The finished product is stapled or clipped neatly.