

# Business Case - Evaluation Criteria

100%	Evaluation criteria	Points from 1 (lowest) to 10 (highest)
Analytical (25%)	1) Problem(s) identification and statement; goal(s) identification;	
	2) Data used - characteristics and quality;	
	3) Use of a specific framework, model or methodology for analysis;	
	4) Breadth of analysis and depth of analysis;	
	5) Knowledge (application) of economic concepts and level of business sense.	
	TOTAL	0
Conceptual (25%)	1) Generate alternatives for case study;	
	2) Select the best alternative;	
	3) Recommendations must be ones to solve problem of the case study;	
	4) Clear structure;	
	5) Ability to think outside the box.	
	TOTAL	0
Quantitative (25%)	1) Technical aspects;	
	2) Multiple data sources;	
	3) Data characteristics and quality;	
	4) Data management;	
	5) Reasonable assumptions and logic.	
	TOTAL	0
Communication (25%)	1) Introduction with the team. Layout and structure of the presentation;	
	2) Are the case questions stated clearly and explicitly?	
	3) Are arguments for and against various resolutions of case study questions presented?	
	4) Timing;	
	5) Professional communication with jury and among team members.	
	TOTAL	0
<b>TOTAL</b>		<b>0</b>