



John Molson Undergraduate Case Competition

Scoring Sheet - Individual

School Name: _____ **Division:** _____

Analysis

Please Circle

Proper identification of problem and key issues	1	2	3	4	5
Demonstrates understanding of how the industry functions	1	2	3	4	5
Demonstrates understanding of customer	1	2	3	4	5
Demonstrates understanding of company strengths and weaknesses	1	2	3	4	5
Addresses the presence/possibility of competition	1	2	3	4	5
Identifies opportunities, threats, limitations and risks	1	2	3	4	5

Recommendation

Effective analysis and comparison of alternatives	1	2	3	4	5
Recommendation is clearly identified	1	2	3	4	5
Recommendation considers financial, human, and operational resources	1	2	3	4	5
Analysis Supports Recommendation	1	2	3	4	5

Implementation

Provides clear and realistic timeline	1	2	3	4	5
Recommendations are actionable	1	2	3	4	5
Identifies and mitigates risks and offers contingencies	1	2	3	4	5
Demonstrates financial impact of implementation	1	2	3	4	5

Questions & Answers

Effectively defends recommendations /10

Presentation

Effective use of language	1	2	3	4	5
Quality of Visuals	1	2	3	4	5
Creativity	1	2	3	4	5
Maintains professionalism	1	2	3	4	5

Overall Score

/100

Please Check

Name (print): _____

Mon **Tue** **Wed** **Sat**
 a.m. a.m. a.m. a.m.

Signature: _____

p.m. p.m. p.m. p.m.



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Scoring Sheet - *Head-to-Head*

Presentation 1

School Name: _____ Score: _____ /100

Presentation 2

School Name: _____ Score: _____ /100

Overall Distribution of Points

<i>Please Check One Only</i>	Presentation 1		Presentation 2
<input type="radio"/>	3	to	8
<input type="radio"/>	4	to	7
<input type="radio"/>	5	to	6
<input type="radio"/>	6	to	5
<input type="radio"/>	7	to	4
<input type="radio"/>	8	to	3

Name (print): _____

Signature: _____

Please Check

Mon	Tue	Wed	Sat
<input type="radio"/> a.m.	<input type="radio"/> a.m.	<input type="radio"/> a.m.	<input type="radio"/> a.m.
<input type="radio"/> p.m.	<input type="radio"/> p.m.	<input type="radio"/> p.m.	<input type="radio"/> p.m.