

King Fahd University of Petroleum and Minerals
KFUPM Business School
Department of Management and Marketing

MGT 449: Strategic Management (Term 232)

Blue Ocean Strategy – Presentation Rubric

BOS Case Name:

Student Name / ID #:

Team #:

Date:

#	Evaluated Item	Scale (Points)	Score (Points)	Note (Total Minutes: 20)
1	Attractive introduction (i.e., general overview of the case idea and the assignment)	0 – 5		Approx. 2 minutes
2	Well case summary	0 – 15		Approx. 4 minutes
3	Well external analysis (i.e., analysis tools, opportunities/threats), (use more than one tool in the analysis; the generated opportunities & threats should be a result of using the analysis tools)	0 – 10		Approx. 3 minutes
4	Well internal analysis (i.e., analysis tools, strength/weakness), (use more than one tool in the analysis; the generated strength & weakness should be a result of using the analysis tools)	0 – 10		Approx. 3 minutes
5	Well analysis of the case from the Framework of Blue Ocean Strategy	0 – 25		Approx. 6 minutes
6	Strong learned lessons (at least 3)	0 – 10		Approx. 2 minutes
7	Sufficient written information (i.e., on the slide or on the slide notes)	0 – 10		
8	Well flow of the presentation	0 – 5		
9	Well use of visual aids	0 – 5		
10	Well answering the audience questions	0 – 5		
11	Overall quality of delivered assignment, including following the assignment instructions mentioned in the syllabus)	0 – 10		
Total (out of 110 Points)				
Important Notes in the Next Page				

Notes

- ✦ You need to follow the instructions mentioned in the two sections of the syllabus:
 - ✧ General Instructions for Course Activities
 - ✧ Blue Ocean Strategy Framework Review
- ✦ ***Additional Instructions for the Presentation:***
 - ✧ No limit on the number of used slides. The limit (as mentioned in the syllabus) is on the presentation time (15-20 minutes). Please follow the guidelines of presentation minutes in the above “Note” section of the rubric.
 - ✧ You have 6 major titles for your slides (as per the rubric items) as follows: (1) Introduction, (2) Case Summary, (3) External Analysis, (4) Internal Analysis, (5) Blue Ocean Analysis, and (6) Learned Lessons. Please stick with these 6 major titles in your slides for easy evaluation. If you need to include additional titles, these additional titles should be minor titles in addition to the above major titles.