Bizup's "BEAM" Worksheet to Evaluate Case Study Sources
BUS 120 SPRING 2020

Read through your article and make note of any examples of Background information, Exhibits, Arguments, or Methods, and briefly explain how this information could be helpful to your group's presentation. Remember that not every article will include all 4 examples.

B  Background sources
   • Any source assumed to be noncontroversial
   • Stipulated as shared facts and information

E  Exhibit or Evidence derived from exhibits
   • Visual images, documents, data, field/lab findings, other artifacts or objects analyzed
   • "Exhibit" specifies used as evidence within the argument

A  Argument sources
   • Critical views and relevant scholarship
   • Other scholarly articles or papers

M  Method or Theory sources
   • References to the theories or methods being employed
   • Sometimes implicit, often explicit

Example | Was this helpful
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Source: Adopted from Bizup, J., 2008