MGF2351 Report Marking Rubric

**Student Name & ID:**

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| --- | --- | --- | --- | --- | --- |
|  | **Fail** | **Pass** | **Credit** | **Distinction** | **HD** |
| **PRELIMINARIES 5%** | | | | | |
| * **Title Page** * **Table of Contents** * **Executive Summary** | Missing any of the title page, table of contents or the executive summary. | Includes all three of the required elements (title page, ToC and executive summary), but executive summary is missing multiple elements. | Includes all three of the required elements (title page, ToC and executive summary). Executive summary effectively summarises most elements of the report, but is missing a single element. | Includes all three of the required elements (title page, ToC and executive summary). Executive summary summarises the purpose, company background info, findings for all 3 questions and conclusion, but could use more detail. | Includes all three of the required elements (title page, ToC and executive summary). Executive summary effectively summarises the purpose, company background info, findings for all 3 questions and conclusion. |
| **INTRODUCTION 15%** | | | | | |
| * **Purpose** * **Company background information** * **Assumptions and limitations** * **Outline of the report** | Missing multiple required elements. | Missing one of the required elements, or does not directly address all of the elements as required. | Outlines all four of the required elements (purpose, company background info, assumptions/limitations and outline) but could include further detail in relation to multiple elements. | Outlines all four of the required elements (purpose, company background info, assumptions/limitations and outline), but could include further detail in relation to a particular element. | Outlines all four of the required elements (purpose, company background info, assumptions/limitations and outline) in comprehensive detail. |
| **BODY/DISCUSSION 60%** | | | | | |
| ***Question 1***   * **Identification and application of relevant IB concepts, models and theories** | Does not demonstrate an understanding of the question, and completely lacks the relevant international business concepts, models and theories covered this semester. | Addresses the question, but only in a practical sense or by using theory that is not directly relevant to the question. Lacks depth of critical analysis. | Identifies the relevant international business concepts, models and theories covered this semester, but their application is incorrect, missing an element, or is largely descriptive. | Identifies the relevant international business concepts, models and theories covered this semester. Their application is correct and appropriate but could use more detail. | Identifies the relevant international business concepts, models and theories covered this semester. Applies these concepts, models and theories in detail, with strong links to the chosen case. Produces strong insights that are well-supported by evidence of research. |
| ***Question 2***   * **Identification and application of relevant IB concepts, models and theories** | Does not demonstrate an understanding of the question, and completely lacks the relevant international business concepts, models and theories covered this semester. | Addresses the question, but only in a practical sense or by using theory that is not directly relevant to the question. Lacks depth of critical analysis. | Identifies the relevant international business concepts, models and theories covered this semester, but their application is incorrect, missing an element, or is largely descriptive. | Identifies the relevant international business concepts, models and theories covered this semester. Their application is correct and appropriate but could use more detail. | Identifies the relevant international business concepts, models and theories covered this semester. Applies these concepts, models and theories in detail, with strong links to the chosen case. Produces strong insights that are well-supported by evidence of research. |
| ***Question 3***   * **Identification and application of relevant IB concepts, models and theories** | Does not demonstrate an understanding of the question, and completely lacks the relevant international business concepts, models and theories covered this semester. | Addresses the question, but only in a practical sense or by using theory that is not directly relevant to the question. Lacks depth of critical analysis. | Identifies the relevant international business concepts, models and theories covered this semester, but their application is incorrect, missing an element, or is largely descriptive. | Identifies the relevant international business concepts, models and theories covered this semester. Their application is correct and appropriate but could use more detail. | Identifies the relevant international business concepts, models and theories covered this semester. Applies these concepts, models and theories in detail, with strong links to the chosen case. Produces strong insights that are well-supported by evidence of research. |
| **Evidence of wide reading and researching** | Includes less than 6 academic journal sources. | Includes 6 academic journal sources. | Includes 7 academic journal sources. | Includes 8 academic journal sources. | Includes 9 or more academic journal sources. |
| **CONCLUSION 10%** | | | | | |
| * **Summary of the findings** * **Concluding statement/ implications** | Conclusion is missing, or is present but neither summarises the main points from the discussion, nor provides any concluding statement/implications. | Provides some indication of the main points from the discussion, but in limited detail or not aligned with the findings. Does not provide any concluding statement/implications. | Summarises the main points from the discussion in detail, but does not provide any concluding statement/implications. | Summarises the main points from the discussion in detail, and provides basic insight in the form of concluding statement/implications. | Summarises the main points from the discussion in detail, and provides thorough, insightful concluding statement/implications. |
| **PRESENTATION 10%** | | | | | |
| **Well-structured with logical flow of sections** | Lacking a clear report structure. | Demonstrates only basic aspects of report structuring. | Adheres to main aspects of report format, but could be more coherently structured. | Clearly and logically structured in accordance with report format. | Intuitive and professional structure in line with report format. |
| **Correct application of APA referencing style** | Poor application of the APA style with errors throughout. | Requires a more careful application of the APA style. | Generally good application of the APA style, but with a number of errors. | Very good application of the APA style with minor errors. | Excellent application of the APA style. |
| **Professional presentation (Headings and sub-headings, times new roman, size 12 font, double spacing, page numbers)** | Missing most of the required elements listed on the left. | Meets many of the required elements listed, but missing three such as double spacing, page numbers and size 12 font. | Meets many of the required elements listed, but missing two such as double spacing and page numbers. | Meets most of the required elements listed, but missing one such as double spacing. | Meets all of the required elements listed. |
| **Well-written (Appropriate grammar, punctuation & spelling)** | Poorly-written, requiring much greater proofreading or assistance with language use. | Needs significantly more proofreading. | Generally well-written, but needing more careful proofreading. | Very well-written, with minor errors. | Professionally-written. |
| **Meets word length requirements (+/-10%)** | Exceeds 20% of word limit. | Within 20% of word limit. | Within 15% of word limit. | Within 12.5% of word limit. | Within 10% of word limit. |

**Grade and Comments:**