Grading Rubric for final projects in comm486M:

This applies to the presentation, Q&A and review of the full written report.

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|  | EE: Exceeds expectations: 85+%: grades can be issued at 85, 90, 95, 100. | ME: Meets expectations: 76 to 83% range: grades issued at 77,80, 83 | BE: Below expectations: 65-75 range: grades can be issued at 65,70,75, or lower. |
| Analysis of key issues, with use of multiple, relevant tools of strategic analysis |  |  |  |
| External research, potentially including primary research, such as expert interviews |  |  |  |
| Integration of relevant functional areas such as finance, operations, marketing and HR |  |  |  |
| Coverage of several macro issues, flowing to priorities in strategy setting |  |  |  |
| Practical implementation balanced with sensitivity to cultural challenges |  |  |  |
| Link to measurement and risks |  |  |  |
| Professional and (close to) ready to use in industry application |  |  |  |
| Appendices add value and are cross-referenced effectively in the main document |  |  |  |
| Q&A was well-handled, showed good preparation and organization. |  |  |  |