Report Rubric

Assess the **standard** on each of the following **criteria** and comment on the strengths, weaknesses and potential enhancements (c.30-60words):

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| **Criteria** | **Standard** |
| #1  **Description:**Is the description concise, accurate and understandable? **Statements:**Concise and accurate SWOT, PEST, 5 Forces, Mission, Vision, etc. statements **Requirements:**Realistic requirements for each stakeholder group  #2  **Strategies:**Long terms strategic objectives divided into appropriate strategic thrusts **Indicators:** Long term, appropriate and measurable performance indicators **Other Lists:** e.g. Strategic Risks, etc.  #3  **Projects:**Timebound, resourced, ranked, balanced, payback, quick-win **Other Lists:** e.g. Ideas, Problems, Tactical risks, etc.  #4  **Connections:** Goals vs. Actions, Action vs. Goals, etc. **Other Connections:** e.g. Skills vs. Teams, Processes vs. Projects, etc.  #5  **Additional Lists:** e.g. Processes, Competencies, etc. **Originality:**distinctive, novel or transformative. **Significance:**exerts an influence on ‘real-life’ scenarios. **Rigor:** clearly and holistically articulated **Informed:** from Readings, Use Cases, etc. | Grade A (>70%)  \* Exceptional performance, engaging deeply and systematically with the question set,  with consistently impressive demonstration of:  \* a comprehensive mastery of the subject matter; amply supported by evidence and citation,  \* reflecting deep and broad knowledge and critical insight as well as extensive reading  \* a highly-developed capacity for original, creative and logical thinking.  Grade B (60-69%)  \* Excellent performance, engaging substantially with the question set, demonstrating  \* strong grasp of the subject matter, well supported by evidence and relevant citation  \* well-developed capacity to analyse issues, organise material, present arguments clearly and cogently  \* some original insights and capacity for creative and logical thinking  Grade C (50-59%)  \* Good performance - intellectually competent answer (i.e. factually sound) with:  \* acceptable grasp of the subject material  \* ideas stated rather than developed and insufficiently supported by evidence and relevant citation  \* omission of parts of the subject in question or the appearance of several minor errors  \* average critical awareness and analytical qualities  \* limited evidence of capacity for original and logical thinking  Grade D (40-49%)  \* Mediocre/Barely Acceptable performance only with:  \* limited focus on question asked  \* showing limited understanding/knowledge of topic and some omissions or inaccuracies in answer  \* appearance of unsubstantiated statements, lacking in relevant evidence  \* descriptive rather than argumentative or analytical answer presented  \* a lack of detailed explanation or critical reflection  Grade E (35-39%)  \* Unacceptable performance, with either  \* insufficient understanding of the question displayed  \* failure to address the question resulting in a largely irrelevant answer  \* a display of some knowledge but with very serious omissions, errors and/or inaccuracies |