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| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Fail**  **(<50%)** | **Pass**  **(50% - 64%)** | **Credit**  **(65% - 74%)** | **Distinction**  **(75% - 84%)** | **High Distinction**  **(85% - 100%)** |
|  |  |  |  |  |  |
| **Structure** (0.25 pt)**:** How is the structure of the proposal? | * Structure & physical layout detract from work * Many inaccuracies * Considerable lack of detail in presentation | * Poor attempt at structure and physical layout * Many inaccuracies in presentation of work | * Fair attempt at structure and physical layout * Some inaccuracies in presentation | * Very good logical structure, physical layout and attention to detail * Work presented in coherent and accurate manner | * Excellent logical structure, physical layout and appropriate attention to detail * The work is presented in an accurate, concise and coherent fashion |
| **Grammar / spelling** (0.25 pt): Are there grammar and/or spelling errors? | * Numerous spelling mistakes and/or grammar errors detract from work * Writing is | * Multiple spelling mistakes and/or grammatical errors * Errors make reading difficult | * Occasional spelling mistakes and/or grammatical errors * Errors distract from reading | * Minimal spelling mistakes and/or grammatical errors | * No spelling mistakes and/or grammatical errors |
| **Conclusion and References** (0.5 pt)**:** Have all statements been referenced? Has referencing been done properly? How is the structure of conclusion? | * Failures to appropriately acknowledge the work of others * Several errors in referencing or bibliography formatting. * No references * Unattributed statements * Plagiarised statements * Incomplete conclusion | * Poor use of referencing * Multiple errors in referencing and/or bibliography formatting * Poor attempt to acknowledge the work of others. * Most statements are unsubstantiated. * Poor conclusion | * Fair use of references * Errors in referencing  and/or reference list * Mostly acknowledges the work of others * Many statements are unsubstantiated. * Satisfactory conclusion | * Good use of references * Appropriate referencing style with a correctly formatted reference list * Appropriately acknowledges the work of others * Many statements are substantiated with references * Concise and well written * conclusion | * Excellent use of references * Appropriate referencing style with a correctly formatted reference list * Appropriately acknowledges the work of others * All statements are substantiated with valid references * Excellent conclusion |
| **Executive Summary** (0.5 pt.)**:** Does the summary address the whole proposal? | * Summary is unclear. * Poorly written * Contains many errors * Missing details * Incomplete * Plagiarised | * Poorly written * Lacking details * Wordy | * Satisfactorily written * Missing details | * Concise and well written * Addresses all or most sections within the business case. | * Concise, detailed and very well written * Addresses all sections within the business case. |
| **Reasons for doing the project** (0.5 pt):What are the reasons for doing this project | * unclear. * Poorly written * Contains many errors * Missing details * Incomplete * Plagiarised | * Poorly written * Lacking details * Wordy | * Satisfactorily written * Missing details | * Concise and well written | * Concise, detailed and very well written |
| **Objectives** (1 pts) | * unclear. * Poorly written * Contains many errors * Missing details * Incomplete * Plagiarised | * Poorly written * Lacking details * Wordy | * Satisfactorily written   Missing details | * Concise and well written | * Concise, detailed and very well written |
| **Quantitative Analysis** (2 pts) | * unclear. * Poorly written * Contains many errors * Missing details * Incomplete * Plagiarised | * Poorly written * Lacking details * Wordy | * Satisfactorily written * Missing details | * Concise and well written | * Concise, detailed and very well written |
| **List the Business Options** (1pt):What are the Business Options? | * unclear. * Poorly written * Contains many errors * Missing details * Incomplete * Plagiarised | * Poorly written * Lacking details * Wordy | * Satisfactorily written * Missing details | * Concise and well written | * Concise, detailed and very well written |
| **Project Requirements** (1.5 pts)**:** What are the requirements to carry out this project? | * Project requirements are not accurately identified * Omitted * Unclear, shows lack of understanding * Plagiarised | * Some project requirements are accurately identified; | * Most project requirements are accurately identified | * Project requirements are accurately identified | * Project requirements are accurately identified and presented in an excellent manner |
| **Costs** (1.5 pts):How much does this project cost? | * Estimate is unrealistic and inaccurate * Missing evidence to substantiate costs * Omitted * Unclear, shows lack of understanding * Plagiarised | * Most estimates are unrealistic * Most estimates lack substantiation | * A somewhat accurate and realistic estimate of the project is given; * Missing some evidence to back up costs | * An accurate and realistic estimate is given with evidence to back up the cost | * A very accurate and realistic estimate of the project is given with evidence up the cost |
| **Risk (**1.5 pts)**:** What are the risks associated with the project? | * Risks are not correctly identified * Omitted * Unclear, shows lack of understanding * Plagiarised | * Few risks are correctly identified nor discussed in a clear manner * Missing details * Irrelevant or vague | * Most risks are correctly identified | * All risks are correctly identified   and discussed in a detailed manner. | * All risks are correctly identified and discussed in an excellent manner. |
| **Timescale** (1.5 pts)**:** How long is the project? | * Missing most   important milestones   * Missing out evidences to back up estimates * Omitted * Unclear, shows lack of understanding * Plagiarised | * Missing many important milestones * Missing evidences to back up estimates | * Some milestones are correctly identified * Unrealistic time estimates | * Includes most crucial milestones * Segments are well written * Realistic time estimates | * All necessary milestones are correctly identified and included. * Realistic time estimates |

The report of this assignment is worth 12%. As explained in the class, the milestones of this assignment are worth 3% (each 1%).