

Presentation	1-3	4-6	7-8	9-10
Relevance and importance of business problem/need (/10)	Demonstrate minimal relevance to a current business problem	Demonstrates a good attempt in identifying a relevant business problem	Demonstrates a well developed identification of a current business problem	Demonstrates a sophisticated, relevancy of a current business problem
Effectiveness of solution in addressing business problem/need (/10)	Does not demonstrate an acceptable understanding of relevant concepts and their main elements. Does not address core activity requirements.	Demonstrates a basic to an acceptable understanding of relevant concepts and their main elements. Addresses all core activity requirements. Concepts are accurately applied to a business problem.	Demonstrates a sound understanding of relevant concepts and their main elements. Addresses all core activity requirements. Concepts are accurately applied to relevant business problem	Demonstrates a comprehensive to a broad and deep understanding of relevant concepts and their main elements. Addresses all core activity requirements.
Mastery of handling tools and configuration (/10)	Does not demonstrate the use of tools and or configurations in the solution to their business problem	Sufficient use of tools and configurations in solving the business problem	Good use of tools and configurations in solving the business problem	Advanced demonstration of the use of tools and configurations in solving the business problem
Quality of presentation and audience engagement (/10)	Logic of presentation is unclear	There is logic to the presentation and the purpose to each section is defined to a good degree. Presenter has an over reliance on notes and does not maintain eye contact with audience	There is logic to the presentation and the purpose to each section is defined to a good degree. The presentation is paced well with some reliance on notes. Some nervousness evident but as the presentation progresses the presenter is more confident and relaxed	The flow of the presentation is completely logical and each stage is clearly defined. The presentation is very well paced with occasional reliance on notes. Presenter is confident and relaxed with good eye contact throughout the presentation
Written Report /10	Does not demonstrate an acceptable understanding of relevant concepts and their main elements. Does not address core activity requirements. Description rather than analysis predominates the response. Relevance to topic materials need to be established	Demonstrates a basic to an acceptable understanding of relevant concepts and their main elements. Addresses all core activity requirements. Concepts are accurately applied to professional experience. The analysis is acceptable but descriptive in places. Relevant readings are referenced.	Demonstrates a sound understanding of relevant concepts and their main elements. Addresses all core activity requirements. Concepts are accurately applied to relevant professional experience in an evaluative manner taking contextual factors into consideration. References the most appropriate readings.	Demonstrates a comprehensive to a broad and deep understanding of relevant concepts and their main elements. Addresses all core activity requirements. A deep analysis of professional experience is done in an evaluative and reflective manner considering contextual implications; reflects on and critiques relevant concepts. Draws on a strong set of readings to support the analysis and the critique with compelling arguments.