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ANL488 BUSINESS ANALYTICS APPLIED PROJECT

**Project Oral Presentation – Grading Form**

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| Name of Student: |  | PI: |  |
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| Name of Marker: |  | PI: |  |
| (Supervisor/  2nd Marker) |  |  |  |
| Project Title: |  | | |

Each oral presentation will be graded by the supervisor and a second marker, whose marks will be weighted by 60% and 40% respectively. The supervisor and second marker’s grade should be sent via email to the Programme Executive and the Course Coordinator the day after the end of all the candidates’ presentations. The indicated grades by each marker should be given out of 100 marks as follows:

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| --- | --- | --- | --- | --- |
| **Course Learning**  **Outcomes** | **S/N** | **Component** | **Maximum**  **Marks** | **Score** |
| Apply appropriate business analytics techniques to the business analytics problem, including conducting business understanding, data understanding, data preparation, modelling, evaluation and deployment. | 1. | **Preparation** includes   1. quality and organisation of the slides and/or any speaking notes, 2. amount of information contained in each slide (e.g., explanation and discussion rather than mere “cut-and-paste” output), and the effort put into appearing as professional as possible. | 35 |  |
| Debate the effectiveness of the proposed business analytics solution. | 2. | The **quality of the actual delivery** depends on   1. confidence and flow of the delivery (including eye contact, posture, and vocalization), 2. ability to provide a good understanding of the problem within the time limit (exceeding the time limit by too much should incur a penalty), and 3. ability to understand, interpret and respond to queries promptly. | 35 |  |
| Defend project results to supervisor and second marker. | 3. | **Effectiveness** refers to:   1. overall strength of the candidate’s arguments, and 2. strength and clarity of the oral presentation in explaining what has been achieved by the project. | 30 |  |
|  |  | **TOTAL** | 100 |  |

**Justification is required for marks higher than 75:**

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**Comments (if any):**

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| *The marker is at liberty to make brief comments that can improve the project.* |

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| Signature: |  | Date: |  |

**Notes for markers of Project Oral Presentation:**

1. The overall mean mark is 70 for Oral Presentation. We should aim for a mean mark of 65 to 70 with the exceptional students scoring around 75. If the student is deserving of a higher mark (more than 75), do provide a strong justification.
2. For those students who have not done enough work for the oral presentation, you can ask them to extend for another semester.