

For both Reports and Models	Category	Scoring Criteria	Points	Score	Totals
	Organization	Client and problems are well introduced. (Who & What?)	5		
		Benefits to the client are clearly presented. (Why?)	5		
		Report has obvious conclusions. (So what?)	5		
	Section Total	Organization	15		0
	Content	The problem is well defined, and is original. (Originality)	5		
		Information in a logical sequence and well-communicated. (Logical)	5		
		Model supported by Influence Diagrams and BlackBox Models. (How?)	5		
	Section Total	Content	15		0
	Language	Good language skills and grammar used. (Linguistics)	5		
		Prose flow, vocabulary appropriate to hold interest. (Readability)	5		
		Aesthetically pleasing layout of text and diagrams. (Aesthetics)	5		
		Length of the report as specified (2+1 pages for proposal, 8+2 for final report, not counting the cover page and ToC) (Brevity)	5		
	Section Total	Presentation	20		0
Only for Final Report and Model	Excel Model File	Model works as described in the report (Accuracy)	10		
		Client Feedback (Validation)	5		
		The logic in the model is clear, elegant and well-defended. (Clarity)	5		
		Appropriate level of analyses (sensitivity, trade-off, Monte Carlo) to ensure the validity and robustness of the model. (Analysis)	10		
		The client can easily navigate through the model, with sparingly used sheets hidden. Not unduly long. (Usability)	5		
		Well formatted with logical color scheme. (Aesthetics)	5		
		Formulas protected against accidental overwriting. (Robustness)	5		
		Suppress spurious error messages or #N/A etc. (Error handling)	5		
	Section Total	Model	50		0
	Penalties	Late submission. (Tardiness)	-10		
		Wrong kind of problem - only operational (database, inventory, simple trend/forecast, etc.) (Project Scope)	-10		
		Excel not the right tool or not enough modelling. (Wrong Project)	-10		
		Assumptions not verified, conclusions not defended, lacking back-testing. (Insufficient Analyses)	-10		
		Virtual client, fake or assumed data. (No Client)	-10		
		Extreme verbosity and length of the report. (Verbosity)	-10		
		Extreme complexity of the model (too many sheets, too much VBA etc.) (Complexity)	-10		
	Section Total	Penalties			0
	Score	Total Points	100		0

Optional Penalties

	Marks	Out of
Proposal Report Marks (Out of 3%)	0.00	3
Final Project Report Marks (Out of 15%)	0.00	15