



Rajeev Gandhi College of Management Studies

Office of: **APRC**

Rubrics for Evaluation- Corporate Strategy (Sem-3)

Assignment- Field project and Report- This activity is aimed at giving students practical knowledge about how organizations create and execute Strategic decisions. It will help students to understand nuances of Strategic planning & execution. This exercise will provide students interaction experience with professionals.

Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Needs Improvement (2)	Poor (1)
Strategic Depth of Questions	Questions reflect deep understanding of business strategy, and competitive positioning.	Questions show a good grasp of strategic topics, with relevance to business goals.	Questions touch on strategic ideas but lack depth or clarity.	Questions are basic or operational with minimal strategic relevance.	Questions are irrelevant or show no understanding of strategy.
Relevance to Leadership Audience	Questions are highly relevant to the leadership role and challenge their thinking.	Questions show awareness of leadership responsibilities and scope.	Moderately relevant to leadership context but somewhat general.	Questions could be asked of anyone in the company; not tailored to leadership.	Leadership context is ignored or misunderstood.
Clarity and Articulation	Questions are well-structured, concise, and confidently delivered.	Clear and coherent, with minor hesitation or wordiness.	Understandable but awkward phrasing or unclear intent.	Unfocused or rambling questions.	Unclear, confusing, or poorly worded.
Critical Thinking & Insight	Shows critical thinking by challenging assumptions or exploring trade-offs in strategy.	Demonstrates thoughtful analysis and curiosity.	Some evidence of insight, but superficial exploration.	Relies on obvious or textbook questions without deeper analysis.	No critical thinking; questions are rote or off-topic.
Impact	Converted this opportunity into Internship/further professional engagement	Report was accepted & appreciated	Report was accepted	Unfocused or rambling focus	No further association

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