

Marking Criteria Individual Research Report – MBAS904

Criteria	Exceeds Expectations (80-100%)	Meets Expectations (50-80%)	Below Expectations (0-50%)
1. Analyses of given business context to identify issues and define problems (20%)	Identifies and analyses complex interrelationships among the issues or problems in a business scenario	Identifies and analyses issues and problems in a business scenario	Identifies few, if any issues and problems in a business scenario, demonstrating little or no analysis
2. Collects reference material, information and data (20%)	Collects a range of relevant references and other reliable information. Generates data using an appropriate protocol.	Collects some relevant references and information from reliable sources. Generates basic data using a prescribed protocol.	Collects few relevant references. Generates poor quality data due to little understanding or use of prescribed protocol.
3. Analyse (research) data (20%)	Can select and apply appropriate methods to analyse data and create useful information	Can apply prescribed methods to analyse data and create usable information	Does not analyse data using prescribed methods to create usable information
4. Gives examples demonstrating practices, principles or theories to arrive at logical conclusion (20%)	Identifies the key practices, principles and/ or theories applicable to resolving business issues or problems with complex interrelationships. Applies appropriate practices, principles, and theories in a business scenario which demonstrates complex interrelationships between the issues and problems leading to sound resolutions	Identifies the key practices, principles and/ or theories applicable to resolving business issues or problems. Applies appropriate practices, principles, and theories in a business scenario that demonstrates basic solutions to the problems and issues.	Identifies few if any practices, principles and/ or theories applicable to resolving business issues or problems. Demonstrates poor knowledge application thus resulting the issues and problems being incompletely resolved.
5. Innovation (10%)	Develops strong conceptualisations of core ideas leading to creative synthesis of main themes	Some conceptualisation of ideas. Creative synthesis of main themes is limited.	No conceptualisation of ideas. The synthesis of main themes lacks creativity.

6. Organisation (10%)	Clear statement of theme, aims and conclusions. The report is presented in a highly professional manner. Reference system is consistent and appropriate	Vague statement of theme, aims and conclusions. The report is presented in a somewhat professional manner. Reference system is somewhat consistent and appropriate.	The report lacks professionalism. Reference system is false, incomplete, and inconsistent
Comments			

TOTAL MARK _____%