

Marking Criteria for practicum report

School of Business Management

(Bachelor of Business Administration/Entrepreneurship)

Student's Name :	Matric No. :
Lecturer's Name :	Course Code :
Topic :	

Section	Scores				
A. Background of the organization (20%) <ul style="list-style-type: none"> • Explanation on organization's vision, mission and objectives • Organization's products/services • Description on organisation's structure • Observation on/explanation of organization's culture 	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
B. Problem (s) identification (40%) <ul style="list-style-type: none"> • Evidence of adequate reading/understanding of the problem (s)/issue (s) • Application of SWOT analysis <ul style="list-style-type: none"> - Organization's strength (s) - Organization's weakness(es) - External threat (s) - External opportunity (ies) • Ability to develop logical and reasonable solution (s) to the problem (s) – weaknesses/threats • Ability to develop logical and reasonable suggestion (s) to increase the strength (s) and to gain the opportunity (ies) • Overall analytical skill 	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
C. Self-experience (25%) <ul style="list-style-type: none"> • Incorporation of knowledge in the given tasks (noted: knowledge acquired from various subjects in BBA program, esp theory) • Summary of the candidate's 	1	2	3	4	5
	1	2	3	4	5

Bachelor of Operations Management (Hons)

Practicum Assessment

Criteria	Marks and Weightage*	Poor	Fair	Good	Excellent	Marks
		1	2	3	4	
Content	5	Lacks necessary elements and points.	Has adequate points and elements but leaves gaps in the information.	Has enough points and elements to be informative.	Contains all relevant points and elements.	
Language	5	Multiple mistakes hinder comprehension.	Mistakes in grammar and usage occasionally hinder comprehension.	Sporadic mistakes but does not hinder comprehension.	No grammatical mistakes and proper idiomatic use of language.	
Creativity	3	Totally uncreative.	Mostly cliché.	Creative but some clichés present.	Original and creative.	
Presentation	2	Format unintelligible.	Conventions often ignored but still recognizable.	Occasional misuse of conventions.	All presentation conventions used.	
Total maximum score is 60 marks						

* The weightages ranging from 2 to 5 indicate the relative importance of the criteria to the assignment.