

Peer evaluation guidelines

TU-E1010 Advanced Strategic Management (5 cr), version 18 September 2020

Peer evaluation allows you to give feedback to other students and receive comments on your own work. The purpose of peer evaluation is to deepen your learning pertaining to the week's topic and to enhance your skills in giving constructive feedback.

Peer evaluations consist of scoring the strategy memo and giving written feedback. Please refer to the strategy memo guidelines for direction.

Scoring the memo

- Please evaluate the memo on a scale from 0 to 10 in line with the strategy memo guidelines
- If in doubt about which grade to give, we encourage you to err upwards rather than downwards. In this setting, it can be easy to be overly critical

Written feedback technicalities

- Please provide written feedback in the "Overall feedback" box in MyCourses
- You can structure your feedback around the instructions given in the strategy memo guidelines
- The suggested total length of your feedback is circa one page. However, the length of feedback is not a grading criterion. You may be able to write an effective peer evaluation using less space, but we also do not penalize for lengthier comments
- You may want to first write your feedback on a separate Word document, and then copy-paste your feedback to MyCourses
- We suggest taking a moment to read your evaluation from the point of view of the recipient before submitting

What constitutes great written feedback?

- Content is aligned with the strategy memo guidelines
- Provides justified reasons for the quantitative score
- Highlights strengths that the author can continue to build on in the future
- Highlights areas of improvement accompanied with clear and actionable suggestions on how to improve strategy memo writing in the future
- Style is constructive and courteous

Scoring the peer evaluations

In scoring the evaluations, we use the following scheme (max. **4 points** scaled linearly to 2.5 course points):

- **1 point:** Both score and written feedback is provided.
- **2-3 points:** In addition to the above, the written feedback is consistent with the strategy memo guidelines and provides a clear rationale for the quantitative score given to the memo. The written feedback highlights both strengths and areas of

improvement in the memo. The feedback is clearly written with no major errors. The writing style is constructive and courteous.

- **4 points:** In addition to the above, the written feedback provides clear and actionable suggestions that the writer of the memo can utilize to improve their strategy memo writing in the future. The feedback is easy to read and understand.