

Grading rubric for the final research plan

Introduction	1 Poor introduction of the research topic. Objectives are unclear. More background information would have been needed for the reader to understand the topic.	2 Limited introduction of the research topic and background. Objectives of the research become clear, but information would have been needed for the reader to understand the topic. The argument for the importance of the research is weak.	3 The research topic is adequately introduced. Background of the research is presented and the research questions and objectives leave nothing open. Importance of the topic is sufficiently argued.	4 The research topic is clearly introduced with very good use of background materials. The importance of the topic is clearly argued.	5 The research topic is clearly and engagingly introduced with excellent use of background materials (such as relevant statistics). Excellent formulation of research question/objectives. The importance of the topic for the organization is convincingly argued.
Literature review and positioning of the proposal	1 Limited or no use of prior academic literature, poor sources.	2 Prior academic literature is reviewed, but it's mostly a summary of different topics.	3 Relevant prior academic literature is reviewed. A conceptual synthesis is built.	4 Relevant prior academic literature is reviewed and it clearly makes a case for this research. The literature review mainly focuses on publications in top-tier journals.	5 The literature review is extensive and uses top-tier journals. A clear research gap is illustrated.
Suggested research methods and data-collection plan	1-2 The suggested methods are not suitable for the stated research objectives.	3-4 The suggested methods are suitable for the research objectives, but no target group or data-collection plan is presented.	5-6 The suggested methods are clearly introduced and they are consistent with the research objectives. The target group selection seems logical. The data-collection plan suits the methods chosen.	7-8 The suggested methods are clearly introduced and meet the research objectives very well. The data-collection plans suits the method chosen and seems extensive enough to answer the research question.	9-10 Excellent description and justification of the chosen methods. The target-group selection clearly contribute to meeting the research objectives. Extensive data-collection plan with details of potential informants, timetables etc.
Expected findings and managerial relevance	1 No or limited section on expected findings. Managerial relevance is not discussed.	2 Expected findings are discussed on a basic level.	3-4 Expected findings and managerial relevance becomes clear.	5-6 Expected findings and managerial relevance are elaborated in detail.	7 Expected findings and managerial relevance are elaborated in detail. Many examples of the practical use of results are presented
Reporting skills	0,5 Poor grammar, lacks basic reporting skills. Significant errors in referencing.	1 The use of language has some errors. Shows some reporting skills. Clear issues with referencing.	1,5 The use of language has few errors. Shows basic reporting skills. Referencing is adequate with some mistakes.	2 The use of language is mostly consistent and fluent. Shows good reporting skills. References are mostly well done.	2,5 The use of language is consistent and fluent. Strong reporting skills. Excellent referencing.