Final written group assignment – Case Vaatepuu

Theory & Practice *(max 10p)*

1) Overall Strategy and Business Model   **/ 3 p**
2) Supply Chain Management   **/ 3 p**
3) Customer Experience Management   **/ 4 p**

Data collection and analysis   **/ 3 p**

Evaluation together with company   **/ 5 p**

e.g. *innovativeness*
       relevance & fit for the company
       possibility to execute

Conclusions and coherence, structure of the essay,   **/ 2 p**
usage of references

/ 20p

Group:
Case:
Maximum score/case: 7.5p

Measurable attributes	0 = insufficient	1= satisfactory	2	3 = good	4	5 = excellent	evaluation 1-5	weight	weighted points	max. points
Analysis 35%	Provides a vague analysis of the case or fails to logically analyse the case.	Most of the questions are covered in the analysis, but does not address some aspects or only grasps them.		Logically and throughly analyses the case and offers a clear justification. Analysis fully answers to all questions, but the analysis does not exeed them.		Demonstrates critical thinking, creativity and insight in analysis. Ties the analysis to relevant literature.	0	0,5	**0**	/ 2,5p
Solution 45%	Provides unclear interpretations and conclusions, and/or provides solution that do not logically emerge from the analysis.	Makes some interpretations and draws conclusions. Provides loosely fit solution.		Provides clear interpretations that emerge from analysis and draws logical solution. Identifies some limitations of the solution		In addition to the description for "good": identifies and discusses problematic issues and limits. Provides possible alternative solution.	0	0,7	**0**	/ 3,5p
Clarity 20%	Text is fragmented and unbalanced. Extremely poor if not illegible writing.	Text is not fully balanced; some key internal links are missing. Does not fully form a coherent whole - some problems with paragraph and section structure.		Forms a balanced and coherent whole. Some internal linkages are implicit rather than explicit. Paragraph and section structure support the overall coherence.		Forms a coherent whole with consistent and explicit internal linkages: the case has a logical flow of argumentation with clearly structured paragraphs and sections.	0	0,3	**0**	/ 1,5p
								Case points	**0**	**/ 7,5p**

Note: Points will be rounded after all assignments have submitted.

Measurable attributes	0 = insufficient	1= satisfactory	2	3 = good	4	5 = excellent	evaluation 1-5	weight	weighted points	max. points
Analysis 35%	Provides a vague analysis of the case or fails to logically analyse the case.	Most of the questions are covered in the analysis, but does not address some aspects or only grasps them.		Logically and throughly analyses the case and offers a clear justification. Analysis fully answers to all questions, but the analysis does not exeed them.		Demonstrates critical thinking, creativity and insight in analysis. Ties the analysis to relevant literature.				
Solution 45%	Provides unclear interpretations and conclusions, and/or provides solution that do not logically emerge from the analysis.	Makes some interpretations and draws conclusions. Provides loosely fit solution.		Provides clear interpretations that emerge from analysis and draws logical solution. Identifies some limitations of the solution		In addition to the description for "good": identifies and discusses problematic issues and limits. Provides possible alternative solution.				

Student:
Chosen brand:
Maximum score: 25p

Measurable attributes	0 = insufficient	1= satisfactory	2	3 = good	4	5 = excellent	points	max points
Fashion brand analysis: Branding	Essay does not cover some section or provides a vague analysis of the brand and its key areas. Fails to logically analyse the brand or develop conceptual structure for essay.	Reports on earlier literature without analysis, or point out some practical examples, but essay stays in descriptive level. Some appropriate concepts are coverd, but the analysis is not consistent and theoretical understanding stays vague. Fails to tie the theory and practice together.		Logically analyses the brand with all key theoretical concepts. Course literature is covered well. Provides a clear analysis which draws logical conclusions. At some places, the theoretical knowledge may stay distant from analysis. Analysis covers all relevant topics but analysis does not exeed them		Demonstrates critical thinking, creativity and insight in analysis. Ties the analysis to relevant academic literature, covers also additional literature. Identifies and discusses problematic issues. Develops a clear and consistent conceptual structure through synthesis of other/new concepts or lenses.	0	/ 5p
Fashion brand analysis: Marketing comms							0	/ 5p
Fashion brand analysis: Retailing							0	/ 5p
Retail- & market trends exploration	Essay does not cover trend section.	Identifies shortly a trend, but essay fails to explicitly show and explore the trend from the perspective of chosen brand.		Explores relevant trend and provides clear interpretations its connection to and some impact of the brand.		In addition to the description for "good": explicates the relationship in an insightful manner. Manage to critically discuss about the implications of the trend in both industry and brand level. Relevant references used to support the argumentation.	0	/ 5p
Conclusions and academic coherence, structure, usage of relevant refererenses	Uses nonacademic style. inaccurate language use interferes with reading and comprehension. Citation format not observed. No conclusion and coherence.	Uses language sufficiently accurately and appropriately for comprehension, but does not fully form a coherent whole. Some problems with paragraph and section structure. Citation format not always observed.		Uses appropriate academic language well. Fluent reading and comprehension. Forms a balanced and coherent whole; some internal linkages are implicit rather than explicit. Citation format almost always observed.		Essay meets academic writing standards. Forms a coherent whole with consistent and explicit internal linkages; the essay has a logical flow of argumentation with clear conclusions and suggestions. Citation format consistently.	0	/ 5p
Comments							0	/ 25p