

TU-E4310 Digital Business Management Group Assignment: Evaluation Rubric

	Coverage and completeness	Quality of content and reporting	Integrity and coherence
	<p><i>Evaluate how completely the submission covers and addresses the assignment instructions.</i></p> <p><i>The submission should address the four viewpoints (see original instructions for details).</i></p>	<p><i>Evaluate the quality of the content and overall reporting i.e. on 'what' submission contains instead of 'how much'.</i></p>	<p><i>Evaluate the integrity and coherence of the submission in writing and overall structure of the submission, and use of citations.</i></p>
0	<p>The submission fails to clearly address all the requested four viewpoints.</p> <p>The submission falls below half of required pages limit of 10-12 pages (excluding cover, TOC, references, appendices, etc).</p> <p>The submission relies solely on one or two sources.</p>	<p>The submission is very unbalanced and gives overly disproportionate weight on only one or two aspects.</p> <p>The descriptive parts contain parts that are clearly false.</p> <p>The analysis contains a lot of contradictions and arguments, claims that are not justified in any way or are not grounded in source material.</p> <p>The analysis does not use relevant theories and concepts as a base or uses them in a way that shows the concepts have been understood wrongly.</p>	<p>Inaccurate language use and mistakes interfere with reading and comprehension. Uses style and language not appropriate for objective, 'no-nonsense' writing (e.g. uses slang).</p> <p>Text is fragmented and unbalanced; internal links among different parts are not explicit; problems with paragraph and section structure, and headings if used: the reader has severe difficulties in following the argumentation of the text.</p> <p>Fails to use either citations or references.</p> <p>The reader cannot distinguish what is the group's own thinking and what is from sources.</p>
1	<p>The submission addresses all the four viewpoints and provides at least some degree of support for arguments made related to each.</p> <p>The submission is mostly descriptive in nature, and contains only a very limited amount of analytic discussion.</p> <p>The submission falls between the required min 5 to 10-12 pages limit (excluding references, other appendices, cover letters, etc.).</p>	<p>The submission is unbalanced and gives too much weight on some aspects over the others.</p> <p>The descriptive parts are largely factual and backed with sources. There are some gaps i.e. some important and relevant phases or events are missing from the descriptive parts.</p> <p>The analysis contains some contradictions and errors. There maybe some claims made that are not justified well or backed with sources but most have at least some degree of support for claims made.</p> <p>The analysis does not use relevant theories and concepts as a base, in most parts, or uses them</p>	<p>Inaccurate language use and mistakes do not interfere substantially with reading and comprehension. Uses sufficiently appropriate style for objective, 'no-nonsense' writing.</p> <p>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, possibly reflected in use of headings; use of illustrations and examples infrequent and/or not fully competent (when appropriate).</p> <p>It is difficult to assess whether the submission addresses the assignment goals (like questions, instructions).</p> <p>Citations and references are used but the style is inconsistent and references are missing required information (to locate the source material).</p>

	The submission is not reliant only on one or two sources, but is still limited in the scope of using sources	in a way that shows the concepts have not been understood fully.	There is an observable effort made to distinguish student's own thinking from sources.
2			
3	<p>The submission addresses all the four viewpoints.</p> <p>The support for arguments made is based on relevant observations from sources and/or appropriately chosen theories.</p> <p>The submission uses many or most of the provided sources possibly adding own sources.</p>	<p>The submission addresses all viewpoints in a balanced manner.</p> <p>The descriptive parts are factual and backed with sources and they cover all important events and phases, with only minor omissions or statements not backed with sources.</p> <p>The analysis contains only minor contradictions and errors. Most claims are justified well and/or backed with sources.</p> <p>The analysis uses relevant theories and concepts as a base in most parts. Their use demonstrates the concepts have been understood.</p>	<p>Uses style and language appropriate for objective, 'no-nonsense' writing fluently. Minor language errors may exist but do not interfere with reading and comprehension.</p> <p>The submission forms a balanced and coherent whole; some internal linkages are implicit rather than explicit; paragraph and section structure typically support the overall coherence, like do headings (if used). Illustrations and examples (when appropriate) contribute to the clarity of the argumentation.</p> <p>There are no difficulties in assessing whether the submission addresses the assignment goals (like questions, instructions).</p> <p>Both citations and references are used and almost always formatted consistently.</p> <p>The reader can distinguish between what is group's own thinking and what from sources, almost always with ease.</p>
4			
5	<p>The submission addresses all the four viewpoints.</p> <p>The support for arguments made is extensive and based on relevant observations from sources and appropriately chosen theories.</p> <p>The submission uses sources extensively to provide both descriptive context and analysis based on theories.</p>	<p>The submission addresses all viewpoints in a balanced manner.</p> <p>The descriptive parts are factual and backed with sources and they cover all important events and phases.</p> <p>The analysis is insightful, with no contradictions and claims and arguments are justified well and backed with sources, when appropriate.</p> <p>The analysis uses relevant theories and concepts as a base. Their use reflect diligent capability to apply them to the case in hand.</p>	<p>Uses style and language appropriate for scientific, objective, 'no-nonsense' writing fluently. The language and argumentation readily conveys meaning.</p> <p>The submission forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation with clearly structured paragraphs and sections, possibly augmented with informative headings. Illustrations and examples (when appropriate) enhance the clarity of the arguments.</p> <p>It is easy to assess whether the submission addresses the assignment goals (like questions, instructions).</p> <p>Both citations and references are used and formatted with a consistent style..</p> <p>All cited sources are found in the references list and only sources cited in the text are in the references list.</p> <p>It is clear and obvious from the text what is the group's own thinking and what is from the source. There is no confusion.</p>