

Part D: Marking Rubrics

Please see below marking rubric indicating assessment criteria and marks.

Criteria	Mark	A (80-100%)	B (70-79%)	C (60-69%)	D (50-59%)	N (0-49%)
Introduction to the company and its vision, mission, and purpose	15	12-15	10.5-11.5	9-10	7.5-8.5	0-7
		Excellent introduction to the company including name, main product/services being offered, targeted market. The business's vision, mission and purposes are clearly articulated and closely linked to each other. Students show excellent evidence of a deep understanding of the impact of the product/services on sustainable environment, society and economy.	Very good introduction to the company including name, main product/services being offered, targeted market. The business's vision, mission and purposes are clearly articulated and closely linked to each other. Students show evidence of good understanding of the impact of the product/services on sustainable environment, society and economy.	Good introduction to the company including name, main product/services being offered, targeted market. The business's vision, mission and purposes are clearly articulated and closely linked to each other. Students show little evidence of understanding of the impact of the product/services on sustainable environment, society and economy.	Good introduction to the company including name, main product/services being offered, targeted market. The business's vision, mission and purposes are clearly articulated and but not closely linked to each other. Students do not show evidence of understanding of the impact of the product/services on sustainable environment, society and economy.	Poor introduction to the company. Lack of information about any of the: name, main product/services being offered, targeted market. The business's vision, mission and purposes are not clearly articulated and not closely linked to each other. Students show no evidence of understanding of the impact of the product/services on sustainable environment, society and economy.
Develop strategy map	40	32-40	28-31.5	24-27.5	20-23.5	0-19.5
		Shows excellent understanding of the strategy map concept through designing a strategy map with at least four perspectives with at least one	Shows good understanding of the strategy map concept through designing a strategy map with at least four perspectives with at least one	Shows reasonable understanding of the strategy map concept through designing a strategy map with at least four perspectives	Shows limited understanding of the strategy map concept. Goals are developed but limited discussion of the causal	Shows little or no understanding of the strategy map concept. Goals are not suitable for the business, no or little

		goal in each perspective. Different goals of the strategy map are causally linked together using extensive market and literature research. The strategy map is clearly linked to the business's mission, vision and purposes.	goal in each perspective. Different goals of the strategy map are causally linked together using good market and literature research. The strategy map is links to the business's mission, vision and purposes.	with at least one goal in each perspective. Different goals of the strategy map are causally linked together and are supported by some market and literature research. The strategy map and the business's mission, vision and purposes are linked but not very clear.	relationship among different goals in the strategy map. Limited market and literature research was conducted to support the links between goals. The strategy map is weakly linked to the business's mission, vision and purposes.	discussion of the relationship among goals and between goals and the business' mission and vision. No evidence of market and literature research. No link between strategic goals and the company's vision, mission, and purposes.
Develop Performance measures	30	24-30	21-23.5	18-20.5	15-17.5	0-14.5
		Develop at least 1 lead and 1 lag measure for each goal. The performance measures are well linked to the business strategy map. There is excellent explanation and critical evaluation on the (1) suitability of these measures to achieve business goals, and (2) relationship among these measures, using extensive and relevant academic AND market search.	Develop at least 1 lead and 1 lag measure for each goal. The performance measures are linked to the business strategy map. There is very good explanation and critical evaluation on the (1) suitability of these measures to achieve business goals, and (2) relationship among these measures, using good range and relevant academic AND market search.	Develop at least 1 lead and 1 lag measure for each goal. The performance measures are linked to the business strategy map. There is some explanation and critical evaluation on the (1) suitability of these measures to achieve business goals, and (2) relationship among these measures, using relevant academic OR market search.	Develop at least 1 lead and 1 lag measure for each goal. The performance measures are linked to the business strategy map. There is some, but not clear explanation and critical evaluation on the (1) suitability of these measures to achieve business goals, and (2) relationship among these measures, using academic OR market search but not so relevant.	Develop at least 1 lead and 1 lag measure for each goal. The performance measures are weakly linked to the business strategy map. There is no clear explanation and critical evaluation on the (1) suitability of these measures to achieve business goals, and (2) relationship among these measures, using NO academic OR market search.
Reflection	10	8-10	7-7.5	6-6.5	5-5.5	0-4.5
		Demonstrates an excellent ability to reflect on (1) recognizing the challenges and finding ways to overcome the challenges; recognizing the impact of personal experience/prior knowledge on the way to	Demonstrate a good ability to reflect on (1) recognizing the challenges and finding ways to overcome the challenges; recognizing the impact of personal experience/prior knowledge on the way to	Demonstrates a reasonable ability to reflect via (1) giving examples of the challenges and ways to overcome the challenges; AND (2) giving example on how feedback of the previous work has	Demonstrate a reasonable reflection ability via (1) giving examples of the challenges and ways to overcome the challenges; OR (2) giving example on how feedback of the	Fail to demonstrate a reasonable reflection ability via (1) giving examples of the challenges and ways to overcome the challenges; OR (2) giving example on how

		overcome challenges; AND (2) how feedback of the previous work has been capitalized and applied to improve quality of current work using 2 or more examples	overcome challenges; AND (2) how feedback of the previous work has been capitalized and applied to improve quality of current work using 1 or more examples	been applied to improve quality of current work using 1 example.	previous work has been applied to improve quality of current work.	feedback of the previous work has been applied to improve quality of current work.
Professional formatting	5	5	4	3	2.5	0-2.5
		Conform with all format requirements listed in the task description	Conform with 5 out of 6 format requirements listed in the task description	Conform with 4 out of 6 format requirements listed in the task description	Conform with 3 out of 6 requirements listed in the task description	Conform with 2 or less requirements listed in the task description

Part E: Submission Guidelines

What to submit:

- **SUBMIT ONE PDF file:** Report in PDF (1000 words limit)

When to submit:

- Due date: 11.59pm Sunday 28th August 2022 (Week 6)
 - Method of submission: via Turnitin link under [LMS\Assessments\Assignment 1\Submit Assignment 1 here](#)
 - Extension and late submission: please refer to the Extension, Late Submission and Penalties section in the Subject Learning Guide.
- Academic Integrity: please refer to Academic Integrity section in the Subject Learning Guide.