APM Thesis Rubric

Assessor:
Student's Name:
Student's ID:

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Introduction	Clearly and eloquently identifies a subject central theme in a persuasive/ interesting way.	Identifies a subject central theme adequately.	Identifies subject central theme but unclear in some parts.	Subject central theme can be discerned with difficulties.	Does not identify subject central theme.
Research objectives & problem statement	Research objectives and problem statement is clearly stated and persuasive.	Research objectives and problem statement is adequately stated.	Research objectives and problem statement is stated and understandable, but unclear.	Research objectives and problem statement is unclear and confused.	Does not state research objectives and problem statement.
Research questions/ hypotheses	Defines research questions clearly and/or identifies key hypotheses in an original way.	Defines research questions and/or identifies key hypotheses but needs minor refinements.	Defines research questions and/or identifies key hypotheses with an effort. Many parts are unclear.	Poorly defines research questions and/or incorrectly identifies key hypotheses.	Does not state research questions/hypotheses.
Literature review	Reflects very clear and excellent understanding of business and management concepts. Theories on the subject are comprehensively covered.	Reflects good understanding of business and management concepts. Theories on the subject are adequately discussed.	Reflects average understanding of business and management concepts. Theories on the subject are fairly discussed.	Reflects poor understanding of business and management concepts. Theories on the subject are poorly discussed.	Reflect very poor understanding of business and management concepts. No theories on the subject are discussed.
Method	Method is very well written/conducted and highly appropriate for the type of research and are directly linked to the research objectives and research questions.	Method is moderately well written/conducted and appropriate for the type of research. There is a link to research objectives and research questions but	Partial description of method is stated which appear to be appropriate and somewhat related to research objectives and research questions.	Incomplete and little description of method is stated. Applied method is inappropriate or unrelated to research objectives and research questions.	Does not describe method.

		need minor refinements.			
Analysis and Integration of Knowledge	Shows critically and accurately analysis with very good application of business and management knowledge/tools. Needs little or no refinement.	Shows reasonably analysis with good application of business and management knowledge/tools but needs some refinements.	Shows partially analysis with an effort of business and management knowledge/tools application and from time to time there is inconsistent in analysis.	Analysis is minimally sufficient or incomplete. Hardly see the application of business and management knowledge/tools.	Analysis and application of business and management knowledge/tools are absence.
Conclusion	Answers research all questions clearly. Draws original conclusion with insightful implications. Limitations and areas for future study are clearly identified.	Answers all research questions but need minor refinements. Concludes main points reasonably well and provides implications. Limitations and areas for future study are identified.	Answers some of the research questions. Summarizes but mostly repeats what has been presented in the text. The implications are provided but unclear. Limitations and areas for future study are identified but unclear.	Answers few of the research questions. The conclusion and implications, as well as limitations and areas for future study are discernible provided with an effort.	There is no conclusion and fails to answer research questions. Does not provide implications, limitations and areas for future study.
Organization	Overall structure is very logical and quickly apparent. Writing is clearly organized around a central theme. The reader can clearly and easily follow the line of reasoning.	Overall structure is reasonably logical and apparent. Writing demonstrates good grasp of organization, with few discernible theme. The reader is clear about what writer intends.	Overall structure is logical but not always apparent. Writing demonstrates some grasps of organization, with many discernible themes. The reader is fairly understand about what writer intends.	Overall structure and logic can only be discerned with effort. Writing is rambling and unfocused with the main theme. The reader cannot identify a clear line of reasoning in many parts.	Overall structure is neither logical nor apparent. Writing is very disorganized. There is no focused with the main theme. The reader cannot identify a clear line of reasoning and hardly understand in most of the parts.
Grammar	Free or almost free of grammatical, spelling or	Few grammatical, spelling or punctuation errors.	Noticeable but acceptable grammatical, spelling or	Many grammatical, spelling or punctuation errors.	Unacceptable numbers of grammatical, spelling or

			punctuation errors.		punctuation errors.		punctuation errors.
Citation of Sources	Facts and sources that support claims are consistently and always correctly cited in APA format.	Facts and sources that support claims are correctly cited with some exceptions.	Although facts and sources that support claims are fairly cited, some statements are unsubstantiated. The reader is from time to time confused about the source of information and ideas.	Facts and sources are rarely cited, missing and incorrect in most parts.	Facts and sources are not cited beyond reasonable omissions, or they are false.
Format*	Follows all the requirements set by the college/research committee.	Follows most of the requirements set by the college/research committee.	Occasionally follow the requirements set by the college/research committee.	Rarely follow the requirements set by the college/research committee.	Does not follow the requirements set by the college/research committee.

* Format of Undergraduate's Thesis
    a. Title Page
    b. Certification Page (indicating that the Undergraduate's Thesis contains only original and/or properly referenced material)
    c. Acknowledgments (for any support and advice received)
    d. Executive Summary
    e. Table of Contents (should describe the contents in sufficient detail)
    f. List of Tables/Figures/Appendices
    g. Main Text (e.g., Introduction, Literature Review, Methodology, Data Analysis and Finding)
    h. Conclusions
    i. References
    j. Appendices (supporting materials in addition to the text, if any)

The length of an Undergraduate's Thesis, including main text, footnotes, references and any appendices, shall be approximately 7,000-15,000 words. However, the length may vary depending on the discipline and shall be set by the Division.

Undergraduate Project Rubric

	Very Good	Good	Poor
Description of the Project	The project's objective is very clear and understandable to those outside the field.	The project's objective is somewhat clear and understandable to those outside the field.	The project's objective is not clear and difficult to understand to those outside the field/ no project's description.
Significance of the project	Importance and relevance to the field are clearly justified.	Importance and relevance to the field are somewhat justified, but need modifications.	Importance and relevance to the field are not justified.
Process/ Methodology	Process/methodology is clearly defined and appropriate for the project to meet the objective.	Process/methodology is somewhat defined and appropriate for the project to meet the objective.	Process/methodology is not defined or inappropriate for the project to meet the objective.
Integration of Knowledge	Shows advanced application of management knowledge/tools. Supports project with strong reasons and evidence/data.	Shows a sufficient effort of management knowledge/tools application. Supports project with fairly balanced reasons and evidence/data.	Hardly see the application of management knowledge/tools. Supports project with limited reasons and evidence/data.
Creativity and Innovativeness	The project shows excellent creativity and innovativeness which gives value, effectiveness and efficiency to the industry/sector/stakeholder.	The project shows moderate creativity and not identical with other projects. People may consider it as one of the possible means in the industry/sector/stakeholder.	The project shows little or no creativity/ innovativeness.
Substance/amount of workload/effort	Clearly demonstrates the amount of workload/effort that is equivalent to undergraduate research for the positive learning outcome.	Sufficiently demonstrates the amount of workload/effort that somewhat is equivalent to undergraduate research for the positive learning outcome.	Fails to demonstrate the amount of workload/effort that is equivalent to undergraduate research for the positive learning outcome.

APM Independent Final Report/Industry Analysis Rubric

Assessor:
Student's Name:
Student's ID:

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Introduction	Clearly and eloquently identifies a subject central theme in a persuasive/ interesting way.	Identifies a subject central theme adequately.	Identifies a subject central theme but unclear in some parts.	A subject central theme can be discerned with difficulties.	Does not identify subject central theme.
Review of study context/industry	Skillfully identifies and comprehends sources of information closely related to the problem/issue, or context of study.	Shows a good grasp of sources and of their parts related to the problem/issue, or context of study.	Makes an effort to identify sources and of their parts related to the problem/issue, or context of study.	Shows poor grasp of sources and of their parts somewhat related to the problem/issue, or context of study.	Shows very poor grasp of sources and of their parts, completely unrelated to the problem/issue, or context of study.
Method	Data collection method is very well written/conducted and highly appropriate for the type of study.	Data collection method is moderately well written/conducted and appropriate for the type of study.	Partial description of data collection method is stated and somewhat unclear.	Incomplete and little description of data collection method is stated.	Does not describe method.
Analysis and Integration of Knowledge	Shows critically and accurately analysis with very good application of business and management knowledge/tools. Needs little or no refinement.	Shows reasonably analysis with good application of business and management knowledge/tools but needs some refinements.	Shows partially analysis with an effort of business and management knowledge/tools application and from time to time there is inconsistent in analysis.	Analysis is minimally sufficient or incomplete. Hardly see the application of business and management knowledge/tools.	Analysis and application of business and management knowledge/tools are absence.
Finding	Key findings are comprehensively and clearly discussed in an original way.	Key findings are reasonably discussed but need some refinements.	Key findings are fairly or partially discussed. There are unclear and inconsistent with the analysis in some parts.	Key findings are poorly discussed. Important components are missing.	Fails to discuss key findings.

Conclusion and recommendation	Draws conclusions, points out shortcomings, and sets out original recommendations.	Concludes main points reasonably well, identifies shortcomings and provides some relevant recommendations.	Summarizes but by mostly repeats what has been presented in the text. Provides few recommendations.	The conclusion and recommendation are discernible only with an effort.	There is no conclusion or no recommendations.
Organization	Overall structure is very logical and quickly apparent. Writing is clearly organized around a central theme. The reader can clearly and easily follow the line of reasoning.	Overall structure is reasonably logical and apparent. Writing demonstrates good grasp of organization, with few discernible theme. The reader is clear about what writer intends.	Overall structure is logical but not always apparent. Writing demonstrates some grasps of organization, with many discernible themes. The reader is fairly understand about what writer intends.	Overall structure and logic can only be discerned with effort. Writing is rambling and unfocused with the main theme. The reader cannot identify a clear line of reasoning in many parts.	Overall structure is neither logical nor apparent. Writing is very disorganized. There is no focused with the main theme. The reader cannot identify a clear line of reasoning and hardly understand in most of the parts.
Grammar	Free or almost free of grammatical, spelling or punctuation errors.	Few grammatical, spelling or punctuation errors.	Noticeable but acceptable grammatical, spelling or punctuation errors.	Many grammatical, spelling or punctuation errors.	Unacceptable numbers of grammatical, spelling or punctuation errors.
Citation of Sources	Facts and sources that support claims are consistently and always correctly cited in APA format.	Facts and sources that support claims are correctly cited with some exceptions.	Although facts and sources that support claims are fairly cited, some statements are unsubstantiated. The reader is from time to time confused about the source of information and ideas.	Facts and sources are rarely cited, missing, and incorrect in most parts.	Facts and sources are not cited beyond reasonable omissions, or they are false.
Format*	Follows all the requirements set by the college/research committee.	Follows most of the requirements set by the college/research committee.	Occasionally follow the requirements set by the college/research committee.	Rarely follow the requirements set by the college/research committee.	Does not follow the requirements set by the college/research committee.

* Format of Independent Final Report/Industry Analysis Report
  a. Title Page
  b. Certification Page (indicating that the Undergraduate's Project contains only original and/or properly referenced material)
  c. Acknowledgments (for any support and advice received)
  d. Executive Summary
  e. Table of Contents (should describe the contents in sufficient detail)
  f. List of Tables/Figures/Appendices
  g. Main Text (e.g., Introduction, Review of study context/industry, Data collection, Analysis and Finding)
  h. Conclusion and Recommendation
  i. References
  j. Appendices (supporting materials in addition to the text, if any)

The length of an Independent Final Report/Industry Analysis Report, including main text, footnotes, references and any appendices, shall be approximately 5,000-10,000 words. However, the length may vary depending on the discipline and shall be set by the Division.

APM Business Plan/Startup Proposal Rubric

Assessor:
Student's Name:
Student's ID:

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Business/ Startup Description	An overview of the business/startup idea is clearly discussed in an persuasive/creative way, including but not limited to the reason for starting, business vision, mission, goals, business focus, value proposition, products and/or services offer.	An overview of the business/startup idea is adequately discussed, including a large portion but not all of the key components.	An overview of the business/startup idea is partially discussed, but many key components are unclear.	An overview of the business/startup idea is poorly discussed with an effort. Many key components are missing.	An overview of the business/startup is not provided.
Industry/Market Analysis	Provides complete and comprehensive industry/market analysis, including but not limited to industry/market size and maturity, opportunities and threats, overall industry/market outlook, and major competitors. Clearly explains how the proposed business/startup idea is distinct from others.	Provides almost complete and adequate industry/market analysis, including a large portion but not all of the key components. The analysis needs some refinements. Explains how the proposed business/startup idea is distinct from others.	Provides somewhat complete industry/market analysis, but many parts of the analysis are unclear. Fairly explains how the proposed business/startup idea is distinct from others.	Provides largely incomplete industry/market analysis. Many important parts of the analysis are missing. Fails to explain how the proposed business/startup idea is distinct from others.	No industry/market analysis is provided.
Management Team	A form of business ownership (e.g., sole proprietorship, partnership, corporation) and	A form of business ownership and management team are defined. The reasoning is	A form of business ownership and management team are chosen, but unclear reasoning about	A form of business ownership and management team are chosen, but no	No form of business ownership and management team is included in the business

	management team are clearly defined. The reasoning is clearly stated for the choice of ownership and composition of management team.	stated for the choice of ownership and composition of management team but needs some refinements.	the choice of ownership and/or composition of management team.	explanation about reasoning.	plan/startup proposal.
Marketing Plan	Clearly defines potential target market. Comprehensively discusses about marketing mix, including but not limited to a complete line of product/service offerings, selling at what price and in what distribution channel, as well as promotion plan. Unique selling point (USP) is explicitly explained and persuasive.	Adequately defines potential target market and discusses about marketing mix and USP but needs some refinements in few parts.	Fairly defines potential target market and discusses about marketing mix and USP but need refinements in many parts.	Partially defines potential target market with effort. Somewhat discusses about marketing mix and USP. But many parts are unclear and/or missing.	Fails to define potential target market and develop marketing plan.
Operation Plan	Provides concrete and thorough resources and tasks to realize the proposed business/startup plan for the specific time frame. Comprehensively and thoroughly discusses how things will be executed.	Provides some necessary resources and tasks to realize the proposed business/startup plan for the specific time frame. Adequately discusses how things will be executed.	Provides resources and tasks to realize the proposed business/startup plan for the specific time frame, but need some refinements. Fairly discusses how things will be executed.	Partially provides resources and tasks to realize the proposed business/startup plan for the specific time frame, but necessary resources and/or tasks are missing. Few discussions with an effort on how things will be executed.	Fails to provide necessary resources and tasks to realize the proposed business/startup plan for the specific time frame. No discussion on how things will be executed.
Financial Plan and Risk Mitigation	Includes comprehensive startup costs.	Includes startup costs. Provides reasonable sales	Includes some startup costs, sales forecasts,	Startup costs, sales forecasts, and revenue	No startup cost reports. Sales forecasts,

	Clearly provides feasible sales forecasts, revenue projection, and risk mitigation for the specific time frame.	forecasts, revenue projection, and risk mitigation, but needs some refinements.	revenue projection, and risk mitigation. Many parts of financial estimations, sensitivity analysis and/or risk mitigation are inaccurate or unclear.	projection are poorly estimated with effort. Most parts of financial estimations do not make sense or false. Risk mitigation is missing.	revenue projection, risk mitigation are absences.
Organization	Overall structure is very logical and quickly apparent. Writing is clearly organized around a central theme. The reader can clearly and easily follow the line of reasoning.	Overall structure is reasonably logical and apparent. Writing demonstrates good grasp of organization, with few discernible theme. The reader is clear about what writer intends.	Overall structure is logical but not always apparent. Writing demonstrates some grasps of organization, with many discernible themes. The reader is fairly understand about what writer intends.	Overall structure and logic can only be discerned with effort. Writing is rambling and unfocused with the main theme. The reader cannot identify a clear line of reasoning in many parts.	Overall structure is neither logical nor apparent. Writing is very disorganized. There is no focused with the main theme. The reader cannot identify a clear line of reasoning and hardly understand in most of the parts.
Grammar	Free or almost free of grammatical, spelling or punctuation errors.	Few grammatical, spelling or punctuation errors.	Noticeable but acceptable grammatical, spelling or punctuation errors.	Many grammatical, spelling or punctuation errors.	Unacceptable numbers of grammatical, spelling or punctuation errors.
Citation of Sources	Facts and sources that support claims are consistently and always correctly cited in APA format.	Facts and sources that support claims are correctly cited with some exceptions.	Although facts and sources that support claims are fairly cited, some statements are unsubstantiated. The reader is from time to time confused about the source of information and ideas.	Facts and sources are rarely cited, missing, and incorrect in most parts.	Facts and sources are not cited beyond reasonable omissions, or they are false.
Format*	Follows all the requirements set by the college/research committee.	Follows most of the requirements set by the college/research committee.	Occasionally follow the requirements set by the college/research committee.	Rarely follow the requirements set by the college/research committee.	Does not follow the requirements set by the college/research committee.

* Format of Business Plan/Startup Proposal

    a. Title Page

    b. Certification Page (indicating that the Undergraduate's Project contains only original and/or properly referenced material)

    c. Acknowledgments (for any support and advice received)

    d. Executive Summary

    e. Table of Contents (should describe the contents in sufficient detail)

    f. List of Tables/Figures/Appendices

    g. Business/Startup Description

    h. Industry/Market Analysis

    i. Management Team

    j. Marketing Plan

    k. Operation Plan

    l. Financial Plan and Risk Mitigation

    m. Business Model (e.g., Business Model Canvas if any)

    n. References

    o. Appendices (supporting materials in addition to the text, if any)

The length of a Business Plan/Startup Proposal, including main text, footnotes, references and any appendices, shall be approximately 4,000-8,000 words. However, the length may vary depending on the discipline and shall be set by the Division.

APM Innovative and Creative Project Rubric

Assessor:
Student's Name:
Student's ID:

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Originality	Exceptional uses of new ideas and originality. All ideas, methods and implementations in the project are original. Successfully break rules and conventions.	Good uses of new ideas and originality. Originality applies to numbers of areas (e.g. ideas, methods, implementations) in the Project.	Uses some of new ideas. Originality only applies to limited areas (e.g. ideas, methods, implementations, etc.) in the project.	Little use of new ideas. The project modifies existing ideas, methods and implementations of other people's ideas/project.	No use of new ideas and originality. The project reproduces other people's ideas, data and methods without giving credit.
Creativity	The project shows excellent creativity in design. The project is unique, does not look like the others, with creativity work, exciting and fresh.	The project shows good creativity in design. Many original and creative touches are added to the project, it seems fresh and different from others.	The project shows moderate creativity in design. A few original and creative touches are added to the project, and somewhat not identical with other projects	The project shows little or poor creativity in design. The project is similar to other existing projects.	The project shows no creativity in design.
Innovativeness	The project introduces revolutionary changes/ improvement in current practices, which gives value, effectiveness and efficiency to the industry/sector/stakeholder.	The project introduces good changes/improvement in the current practice. It is adequately adopted in the industry/sector/stakeholder.	The project demonstrates mildly changes/ improvement in current practice at moderate level. People may consider it as one of the possible means in the industry/sector/stakeholder.	The project only introduces little changes/ improvement in the current practice. Generally not generate much value to the industry/sector/stakeholder.	The project does not introduce changes/ improvement in current practice.

| Applicability, Feasibility, and Prototype | The project is feasible, adaptable to existing system/market.

The prototype is presented. | The project is achievable by spending a fair amount of money and time to develop.

The prototype is not presented but could feasibly develop. | The project is somewhat costly to develop and time consuming for existing system/market to adapt.

The prototype could be developed with extensive work. | The project is difficult to achieve. It is costly to develop and time consuming for existing system/market to adapt. | The project is not achievable and unrealistic in real situation. |
|---|---|---|---|---|---|
| Budgeting and Risks | The project budget and justification is thoughtfully and completely explained.

Risks are minimal. | The project budget and justification is adequately explained but needs some refinements.

Risks are outweighed by the benefits of the project's outcome. | The project budget and justification is partially explained, missing some important associated costs.

Associated risks are mentioned, but unclear. | The project budget and justification is poorly explained with an effort, missing many important associated costs.

Associated risks are outweighed the benefits of the project's outcome. | The project budget and justification is not included.

Associated risks are not mentioned. |
| Impact | There is significant and clear positive impact to the industry/sector/stakeholder. | There is potential and believable impact to the industry/sector/stakeholder at modest scale. | The impact of the project to the industry/sector/stakeholder is limited. | The impact of the project to the industry/sector/stakeholder is unclear and not well defined. | The impact of project to the industry/sector/stakeholder is not defined. |