

GSM Independent Final Report/Industry Analysis Rubric

Assessor:

Student's Name:

Student's ID:

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Topic and originality	The research topic and scope are creative, innovative, intellectual, and original. They are clearly defined and advance the field.	The research topic and scope are original. They are clearly defined but expand rather than advance the thinking of the field.	The research topic and scope are defined with a degree of originality by re-using someone else's ideas in a new context.	The research topic and scope are defined but lack of originality; they apply someone else's ideas in a usual way.	The research topic and scope are poorly defined, with no originality, and a lack of clarity.
Identification of central issue or problem	Comprehensibly identifies a central argument, problem or issue.	Identifies central argument clearly.	Identifies central argument but lacks depth.	Central argument can be discerned with difficulties.	Does not identify central argument, problem or issue.
Review of the context of the study/industry	Identifies a comprehensive set of sources closely related to the problem/issue or context of study. Clearly reviews the past and current stages, challenges, and opportunities in the context of the study/industry. Includes both micro and macro perspectives.	Identifies appropriate sources related to the problem/issue, or context of study. Adequately states the past and current stages, challenges, and opportunities in the context of study/industry.	Identifies adequate sources related to the problem/issue, or context of study. States only the past or current stages, challenges, or opportunities in the context of study/industry. Needs some refinement.	Identifies a limited set of sources that are related to the problem/issue, or context of study. Some sources may not be relevant. Omissions in the discussion of the past or current stages, challenges, or opportunities in the context of study/industry. Needs significant refinement.	Identifies few relevant resources. Significant omissions in the discussion or the past and/or current stages, challenges, and/or opportunities in the context of the study/industry are also missing.

Data Collection	Utilizes multiple or large data sets that are appropriate for the type of study. Data selection and collection processes are clearly explained, current, and of high quality.	Utilizes data sets that are appropriate for the type of study. Data selection and collection process are clearly explained, current, and of good quality.	Data is correctly collected or selected but may be limited in scope. Refinements are needed in the description of the data collection process	Data is incomplete and/or the collection process inappropriate.	Does not describe data collection method.
Analysis and Integration of Advanced Knowledge	Demonstrates critical analysis with advanced applications of business and management knowledge	Shows satisfactory analysis with appropriate applications of business and management knowledge.	Demonstrated satisfactory analysis with some direct applications of business and management knowledge. More elaboration is needed.	Shows limited evidence of critical analysis and application of business and management knowledge.	Analysis is insufficient or incomplete.
Findings	Key findings are comprehensively and clearly discussed, advancing the thinking of the field.	Key findings are satisfactorily discussed but need minor refinements.	Key findings are discussed but may lack depth, clarity and/or consistency.	Key findings are superficially discussed and may contain errors. They may also lack depth, clarity and/or consistency.	Key findings are poorly discussed. Many important components are missing.
Conclusion and recommendations	Draws critical conclusions, points out shortcomings clearly, sets out original recommendations and recommendations for further work on the subject matter.	Concludes main points well, identifies shortcomings, and provides relevant recommendations.	Summarizes but by mostly repeats what has been presented in the text. Provides few recommendations.	The conclusion and recommendations are discernible only with effort.	There is no conclusion or recommendations.

<p>Organization</p>	<p>Overall structure is very logical and easy to follow.</p> <p>Writing is clearly organized around a central theme. Ideas flow smoothly from one to another and are cohesive.</p> <p>The reader can clearly and easily follow the line of reasoning.</p>	<p>Overall structure is reasonably logical.</p> <p>Writing demonstrates good grasp of organization, with few discernible themes.</p> <p>The reader is clear about what writer intends.</p>	<p>Overall structure is logical.</p> <p>Writing demonstrates some elements of organization, but lacks cohesion.</p> <p>The reader is generally understanding about what writer intends but some clarification may be needed</p>	<p>Overall structure and logic can only be discerned with effort.</p> <p>Writing is rambling and unfocused.</p> <p>The reader cannot identify a clear line of reasoning in many parts.</p>	<p>Overall structure is neither logical nor apparent.</p> <p>Writing is very disorganized. There is no focus.</p> <p>The reader cannot identify a clear line of reasoning nor understand the authors' intentions.</p>
<p>Grammar</p>	<p>Free or almost free of grammatical, spelling and/or punctuation errors. Word choice is consistently precise and appropriate. Errors that do occur do not detract from the overall product.</p>	<p>Few grammatical, spelling and/or punctuation errors. Word choice is appropriate. Errors may be slightly distracting but meaning is still clear.</p>	<p>Noticeable but acceptable grammatical, spelling or punctuation errors. Word choice is not always consistent/appropriate. Errors can be distracting.</p>	<p>Many grammatical, spelling and/or punctuation errors. Some words are used inappropriately. Errors may impede meaning.</p>	<p>Grammar, spelling, and/or punctuation errors impede meaning. Inappropriate word choice limits meaning.</p>
<p>Citation of Sources</p>	<p>Facts and sources that support claims are rich, and consistently and correctly cited in APA format. Referencing has been done in an accurate manner.</p>	<p>Facts and sources that support claims are correctly cited with some exceptions. Referencing is generally done in a proper manner.</p>	<p>Although facts and sources that support claims are cited and referenced, some statements are unsubstantiated. The reader may be confused about the source of information and ideas.</p>	<p>Facts and sources are poorly cited and referenced. They are missing and/or incorrect.</p>	<p>Facts and sources are not cited/referenced beyond reasonable omissions, or they are false.</p>

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.
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* Format of Independent Final Report/Industry Analysis Report

- a. Title Page
- b. Certification Page (indicating the contents of the Research Project as original and/or properly referenced)
- c. Acknowledgments (for any support and advice received)
- d. Executive Summary
- e. Table of Contents (in sufficient detail)
- f. List of Tables/Figures/Appendices
- g. Main Text
- h. Conclusions
- i. List of References
- j. Appendices (supporting materials in addition to the text, if any)

The length of an Independent Final Report/Industry Analysis Report, excluding references and any appendices, shall be approximately 8,000-15,000 words. However, the length may vary depending on the discipline and shall be set by the Specializations.

Independent Final Report

**Title Must Be Written with Only the
First Letter of Each Word in Capitals
(Articles and Prepositions Excluded):**

Title Should Be Concise

by

LAST NAME First Middle
(as shown on your student ID)

51212345

March 2025
(Month/Year of graduation)

Independent Final Report Presented to
Ritsumeikan Asia Pacific University
In Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration

Certification Page (Sample)

I, Name as Shown on ID (Student ID 51212345) hereby declare that the contents of this Independent Final Report are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma. All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

LAST NAME, First Middle
YYYY/MM/DD

Acknowledgements

This page is optional for those whose contributions and supports are to be acknowledged.

This section is written in the first person. Here, the author expresses appreciation to persons and organizations who have contributed significantly to the completion of the study and the Independent Final Report.

Executive Summary

This is an executive summary of the Independent Final Report. It must be written in English.

The summary should state the problem, describe the methods and procedures used, and give the main results or conclusions of the research.

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List of Tables

The list of tables is included only if there are tables in your project report. These are listed here along with their caption (description) and the page number where they appear (see example).

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Introduction

1.1 Introduction

Begin Independent Final Report here. The line spacing must be set to double-space and printed single side.

List of References

Hanging indentation should be used for the List of References (all lines after the first line of each entry should be indented from the left margin).

The List of References should include all sources cited in the Research Project arranged in alphabetical order. Entries should be alphabetized by the family name of the first author of each work. Family names should be printed first, followed by a comma and then by initials of other names.

For multiple works by the same author(s), entries should be listed in chronological order, starting from earliest to most recent.

Maintain the punctuation and capitalization that is used by the journal in its title.

Although there are several citation styles, APU recommends using APA style.

Books:

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

Articles:

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical*, volume number(issue number), pages. <http://dx.doi.org/xx.xxx/yyyy>

Electronic Sources:

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical*, volume number(issue number if available). Retrieved from <http://www.someaddress.com/full/url/>