

Company	Fail	Low	Medium	High	Outstanding
<u>Added value to the company</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Company has to measure the level of impact and estimated benefit for the organization.	There is no visible or clearly observable added value	The application of the work will be local or departmental	The work has been done most at a divisional or functional level	The application of the work will affect more than one area of the organization in a cross-functional manner.	The definition of the objective, the work approach, and the results can be defined as global.
<u>Personal contribution</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Company has to measure the personal contribution of the student as analyst, his/her vision and the difficulty for the company to reach the same conclusions internally.	There is no visible contribution whatsoever	The student is putting order in a known problem. The output of the project was expectable and is easy recognisable. Conclusions are obvious and just add order to a known problem.	The skills, knowledge, perspective and intellectual capacities of the student are an alternative for the company. The company is covering the need that could be covered by itself and the main value is based on the time spent.	The skills, knowledge, perspective and intellectual capacities of the student add value and complement the company. The company is covering a need that could not cover by itself.	The skills, knowledge, perspective and intellectual capacities of the student are something totally valuable for the company. The company is potentially increasing or improving its results clearly because of the intervention.
(*) Total marks weigh 25% of the final grade.				Total marks (between 2 and 10)	
Reasoning:					

Tutor	Fail	Low	Medium	High	Outstanding
<u>Level of difficulty</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Tutor has to measure the difficulty to find and gather data and the degree of ambiguity of the information sources.	There are no information sources and the work is based mainly in personal opinions.	The data have to be gathered. Information exists, and there are clear sources. Only a systematic process to search and collect information is required. Some examples are public data sources, Google search or the same company web.	The data have to be built. Despite the information exist or there are clear sources this has to be processed. Building the information implies a process of elaboration. Some examples are concurrence webs, or private reports.	The data have to be deducted. There is a process of researching, evaluating and defining criteria. Information is not already processed. There is not a clear source even if private, confidential or expensive. Some examples are expert interviews or surveys.	The data have to be created. Information does not exist and has to be generated by experimental investigations. Some examples are group observations, role playing or simulations.
<u>Student commitment</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Tutor has to measure the level of independency of the student, his/her effort, regularity and interest.	Student is completely dependent and waits until deadlines to work on the project.	Student is dependent working on the project pushed by meetings or tutor reviews.	Student has a moderate independency and works with regularity. He/she shows interest and demands tutor's advice.	Student is independent and constant. He/she shows interest and demands tutor's advice frequently with not clear criteria.	Student is completely independent and works with regularity on the project. He/she shows interest and demands tutor's advice with criteria when necessary.
(*) Total marks weigh 25% of the final grade.				Total marks (between 2 and 10)	
Reasoning:					

Tribunal	Fail	Low	Medium	High	Outstanding
<u>Added value to the company</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Tribunal has to measure the level of impact and estimated benefit for the organization.	There is no visible or clearly observable added value	The application of the work will be local or departmental	The work has been done most at a divisional or functional level	The application of the work will affect more than one area of the organization in a cross-functional manner.	The definition of the objective, the work approach, and the results can be defined as global.
<u>Level of difficulty</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Tribunal has to measure the difficulty to find and gather data and the degree of ambiguity of the information sources.	There are no information sources and the work is based mainly in personal opinions.	The data have to be gathered. Information exists, and there are clear sources. Only a systematic process to search and collect information is required. Some examples are public data sources, Google search or the same company web.	The data have to be built. Despite the information exist or there are clear sources this has to be processed. Building the information implies a process of elaboration. Some examples are concurrence webs, or private reports.	The data have to be deducted. There is a process of researching, evaluating and defining criteria. Information is not already processed. There is not a clear source even if private, confidential or expensive. Some examples are expert interviews or surveys.	The data have to be created. Information does not exist and has to be generated by experimental investigations. Some examples are group observations, role playing or simulations.
<u>Consultancy model</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Tribunal has to measure the accuracy of the consultancy model.	The work is inconsistent and shows contradictions between statements presented in different parts.	The work is consistent and there is correspondence between title (promise) and work (deliverable)	There is a clear connection between the different parts of the work. All of them complement each other building a reasonable conceptual model.	There is a professional approach with an evaluation of resources and difficulties. The work is potentially applicable by the organization.	There is an application plan with forecast on results or organizational impact.
(*) Total marks weigh 25% of the final grade.				Total marks (between 3 and 15)	
<u>Reasoning:</u>					