

## SBUS 4999 Senior Year Project Oral Presentation

Student Name:		Student No.:		Supervisor Name:		Supervisor Signature:	
Project Title:					Date:		

Marks	Outstanding	Good	Satisfactory	Marginal	Unsatisfactory	Mark awarded
Objective 20%	Provide a comprehensive discussion on background information with a clear linkage with research objectives. Project contributions clearly specified. Clear definition of research objectives and questions.	Provide good background information. Research benefits sufficiently specified. Research objectives clearly defined but research questions and contributions have not been fully stated.	Background information reasonably discussed. Some benefits or contributions discussed. Research objectives and questions specified but lack clarity.	Display a lack of understanding of the background of the topic. Unclear what the research contribution is. Research objectives discussed poorly.	Relevant background is incomplete or missing. Benefit or contributions are incomplete or missing. Research objectives are incomplete or missing.	
Scope 10%	Provide a comprehensive discussion on the scope of the study. Clear definition of all research processes involved in the study.	Provide good discussion on the scope of the study. But research processes involved in the study have not been fully stated.	Scope of the study reasonably discussed. Research processes involved in the study specified but lack clarity.	Scope is defined but unclear. Research processes are discussed but unclear.	The scope of the study is incomplete or missing. Discussion on the research process is incomplete or missing.	
Literature Review 5%	Provide a comprehensive literature review on the study. Demonstrate outstanding ability in summarizing the findings from the literature review.	Provide a good literature review on the study. Demonstrate good ability in summarizing the findings from the literature review.	Provide a fair literature review on the study. Demonstrate fair ability in summarizing the findings from the literature review.	Literature review is insufficient. Demonstrate inadequate ability in summarizing the findings from the literature review.	Literature review is incomplete or missing. Demonstrate very weak ability in summarizing the findings from the literature review.	

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Research Method 15%	Provide a strong justification and comprehensive discussion on the selection of the data gathering and preparation processes. Provide a strong justification and comprehensive discussion on methodology.	Provide a good justification and comprehensive discussion on the selection of the data gathering and preparation processes. Provide a good justification and comprehensive discussion on methodology.	Provide a fair justification and comprehensive discussion on the selection of the data gathering and preparation processes. Provide a fair justification and comprehensive discussion on methodology.	Provide insufficient justification and comprehensive discussion on the selection of the data gathering and preparation processes. Provide insufficient justification and comprehensive discussion on methodology.	Justifications and discussions on the selection of the data gathering and preparation processes are incomplete or missing. Justifications and discussions on methodology are incomplete or missing.	
Finding Discussion 20%	Provide a comprehensive discussion on the findings. Offer substantial evidence to support the arguments. Arguments are sound and valid. Offer thoughtful conclusions. Provide excellent summary, policy implications, suggestions based on conclusions.	Provide a good discussion on the findings. Offer a good amount of evidence to support the arguments. Most of the arguments are sound and valid. Offer detailed conclusions. Provide good summary, policy implications, suggestions based on conclusions.	Provide a fair discussion on the findings. Offer a fair amount of evidence to support the arguments. Arguments and conclusions are provided but not very clear. Summary, policy implications, suggestions are provided but the linkage is not very clear.	Discussion on the findings is not detailed enough. Evidence is not strong enough to support the arguments. Arguments and conclusions are provided but not clear. Summary, policy implications, suggestions are provided but the linkage is not clear.	Discussion on the findings is weak. Evidence is too weak to support the arguments. Arguments and conclusions are ambiguous. Summary, policy implications, suggestions are incomplete or missing	
Q&A 10%	Managed to correctly address all the questions raised in the Q&A session.	Managed to address the questions raised but some answers were not substantiated with evidence.	Able to answer some (about 50%) of the questions correctly.	Being overly defensive. Failed to answer most questions correctly.	Failed to answer the question(s) raised or address the question(s) in an unprofessional manner.	

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Presentation Skills 20%	Clearly spoken and engaging the audience. Presentation slides were clearly structured, to-the-point and concise. Good control of time	Clearly spoken. Presentation slides were clearly structured but not sufficiently concise. Good control of time	Clearly spoken in some places but sometimes monotonous. The slides were mostly clear with an unbalanced use of texts, tables and graphs in some places. Time management is fair.	Monotonous or reading from slides. Unbalanced use of text, graphs, tables or pictures throughout the presentation. Bad time management	Spoken in a way that most audience could not understand. Failed to use visual aids properly (e.g. too many slides, too small font size, etc.)	
					Total	