

Grading Rubric Bachelor Thesis			
Student name (incl. study model)	?? S1 First name S1 Last name	?? S2 First name S2 Last name	
Type of assignment	Bachelor Thesis		
Title of assignment			
Confidentiality level			
Programme and location	Please choose program	Please choose model	Please choose location of program
Faculty / Supervisor	First name	Last name	
Client organization	Name of organization		
Client / Client representative	First name	Last name	
Location, date	[Location]	[Date]	
		Weight	Achieved Points
		Written Assignment 90%	0.00
		Oral Assignment 10%	0.00
		Achieved points Total	0.00
		- Deduction	- 0.00
		+ Point modification	+ 0.00
		Given points	0.00
Calculated grade	1.0		
Grade, rounded to a half grade	1.0		
Feedback on written assignment			
I. Documentation & formal criteria (Weight: 14%)			Sub-total
Remarks Documentation & formal criteria		0% of total points of section	0.00
II. Research (conceptual/theoretical) Framework (Weight: 16%)			Sub-total
Remarks Research (conceptual/theoretical) Framework		0% of total points of section	0.00
III. Procedure & analysis (Weight: 16%)			Sub-total
Remarks Procedure & analysis		0% of total points of section	0.00
IV. Interpretation & reflection (Weight: 16%)			Sub-total
Remarks Interpretation & reflection		0% of total points of section	0.00
V. Achievement of objectives & Critical appraisal (Weight: 18%)			Sub-total
Remarks Achievement of objectives & Critical appraisal		0% of total points of section	0.00
VI. Solution recommendation (Live Project, Practical Project and Bachelor Thesis only) (Weight: 20%)			Sub-total
Remarks Solution recommendation		0% of total points of section	0.00
		Total written part (of max. 100.0)	0.00
Formatting and Appearance	Minor: deviations from HSW Guide	5 points deduction	- 0
Minor / Major deviations	Major: distracting and inconsistent formatting	10 points deduction	- 0
Plagiarism and Academic honesty	Minor: Insufficient indication of sources	up to 10 points deduction	- 0
	Major plagiarism detected (fail)	Grade 1.0 awarded	
FX Grade	Remediable formal mistakes in section I.	Grade min. 3.5 awarded; achieve at maximum 4.0	
Late submission	Up to 24 hours late	Grade 4.0 awarded at maximum	
Extraordinary Points	[Comment]		+ 0

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Programme and location	Please choose program	Please choose model	Please choose location of program
Faculty / Supervisor	First name	Last name	
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Client / Client representative	First name	Last name	
Location, date	[Location]	[Date]	
Feedback on oral assignment			
I. Delivery (Weight: 30%)			Sub-total
Remarks Delivery		0% of total points of section	0.00
II. Content (Weight: 70%)			Sub-total
Remarks Content		0% of total points of section	0.00
Total oral part (of max. 100.0)			0.00
Overall Appraisal			
The lecturer confirms that the assignment was checked / reviewed for compliance with academic standards.			
Location, date		Signature of the client	
Location, date		Signature of the lecturer	

Grading Rubric Bachelor Thesis written

Title of assignment 0

Assessment criteria	Exceeds expectations A	Meets expectations B	Partially meets expectations C	Does not meet expectations D	Assessment
I. Documentation & formal criteria					Section weighted: 14%
Structure of text	The structure and layout are clear and support the content; all the required elements are included in a logical manner, well-linked and signposted	The structure and layout are clear; all the required elements are included in a relatively logical manner, sufficiently linked and signposted	The structure and layout are mostly clear, but somewhat illogical; all the required elements are included but they may be insufficiently linked or signposted	The structure and layout are unclear or illogical; required elements or links are missing	
Style of writing	Style of writing is competently tailored to the target group; excellent use of subject specific terminology throughout; language is precise and clear; language use is gender neutral and objective	Style of writing is generally tailored to the target group; good use of subject specific terminology; language is generally precise and clear; language use is gender neutral and generally objective	Style of writing is inconsistently tailored to the target group; some use of subject specific terminology; language lacks some precision and clarity at times; language use is gender neutral, but occasionally subjective	Style of writing is insufficiently tailored to the target group; there is little use of subject specific terminology; the text lacks precision and clarity; language use is gender biased and subjective	
Grammar and punctuation	The text contains a wide range of grammatically and orthographically correct structures	The text contains a range of grammatically and orthographically correct structures	The text contains some grammatical and orthographical mistakes or the range of structure is limited	The text contains grammatical and orthographical mistakes which negatively affect readability	
Reference list and in-text citations	THESE REQUIREMENTS CAN ONLY BE MET NOT EXCEEDED	Reference list and in-text citations adhere to the current FHNW guide and most recent edition of APA	Reference list and in-text citations somewhat adhere to the current FHNW guide and most recent edition of APA	Reference list and in-text citations do not adhere to the current FHNW guide or most recent edition of APA	
Comments				max. points unweighted 16.67	points unweighted 0.00
Remarks Documentation & formal criteria				max. points weighted 14.00	Points Sub-total 0.00

Grading Rubric Bachelor Thesis written

Title of assignment 0

Assessment criteria	Exceeds expectations	Meets expectations	Partially meets expectations	Does not meet expectations	Assessment
II. Research (conceptual/theoretical) Framework					Section weighted: 16%
Objectives	Aims / research question(s) are excellently delimited to fit the size of the project; objectives are precise, verifiable and well-formulated	Aims / research question(s) are adequately delimited to the size of the project; objectives are precise and verifiable	Aims / research question(s) are only somewhat delimited to the scope and/or lack precision and verifiability	Aims / research question(s) are not delimited, precise or verifiable	
Identification of field / context	The field / context in which the project is situated is clearly identified and its relevance is thoroughly outlined in a precise manner	The field / context in which the project is situated is sufficiently identified and the relevance of the research is outlined	The field / context is mentioned, but the present project is not contextualized; relevance of the present project is only partially discussed	The field / context is mentioned, but the present project is not contextualized; relevance of the present project is not discussed	
Previous research / relevant literature	A wide range of highly relevant, up-to-date, reliable literature is identified and critically accessed	A sufficient range of relevant, up-to-date, reliable literature is identified and discussed	Somewhat relevant, up-to-date and reliable literature is identified and partially discussed	Relevant, up-to-date, literature and sources are insufficiently identified and discussed	
Theory, models, concepts	Relevant, up-to-date, respected theories, models or concepts are excellently identified and critically assessed	Generally relevant, up-to-date, theories, models or concepts are identified and discussed	Relevant theories, models or concepts are identified, but not thoroughly discussed	Relevant theories, models or concepts are overlooked.	
Comments				max. points unweighted 16.67	points unweighted 0.00
Remarks Research (conceptual/theoretical) Framework				max. points weighted 16.00	Points Sub-total 0.00

Grading Rubric Bachelor Thesis written

Title of assignment	0
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Assessment criteria	Exceeds expectations	Meets expectations	Partially meets expectations	Does not meet expectations	Assessment
III. Procedure & analysis					Section weighted: 16%
Methodology	The methodology is thorough; the selected method(s) is / are well explained and justified; the rationale for the research approach / method(s) is provided; the selected method(s) is / are well-suited to the objectives and field	Three of the following five criteria are achieved: (1) the methodology is thorough; the selected method(s) is / are (2) explained and (3) justified; (4) the rationale for the research approach / method(s) is provided; (5) the selected method(s) is / are suited to the objectives and field	Two of the following three criteria are achieved: (1) the selected method(s) is / are explained; (2) the rationale for the research approach/method(s) is outlined; (3) the selected method(s) is / are suited to the objectives and field	Fewer than two of the following three criteria are achieved: (1) the selected method(s) is / are explained; (2) the rationale for the research approach / method(s) is outlined; (3) the selected method(s) is / are suited to the objectives and field	
Application of method(s)	The selected methods are skillfully applied to the data / context / case in a systematic and consistent manner	The selected methods are generally applied to the data / context / case in a systematic way	The selected methods are somewhat applied to the data / context / case, but the application could be more systematic	The selected methods are unsystematically or not applied to the data / context / case	
Analysis	All aspects of the research question(s) (if required), sources (and data, if required) are systematically analyzed; the analyses show great understanding	Most aspects of the research question(s) (if required), sources (and data, if required) are analyzed; the analyses show understanding	Most aspects of the research question(s) (if required), sources (and data, if required) are analyzed; understanding is lacking	Aspects of the research question(s) (if required), sources (and data, if required) are overlooked; understanding is lacking or non-existent	
Initiative and communication	The student(s) took initiative and completed the project independently, without overlooking useful and necessary support; communication was excellently tailored to the needs of all stakeholders	The student(s) took some initiative completed the project independently, without overlooking useful and necessary support; communication was generally tailored to the needs of the stakeholders	At times, the student(s) somewhat struggled to complete the project independently, or overlooked some useful and necessary support; communication was inconsistently tailored to the needs of the stakeholders	Throughout the project, the student(s) struggled to work independently, or frequently overlooked useful and necessary support; communication was not tailored to the needs of the stakeholders	
Comments				max. points unweighted 16.67	points unweighted 0.00
Remarks Procedure & analysis				max. points weighted 16.00	Points Sub-total 0.00

Grading Rubric Bachelor Thesis written

Title of assignment 0

Assessment criteria	Exceeds expectations	Meets expectations	Partially meets expectations	Does not meet expectations	Assessment
IV. Interpretation & reflection					Section weighted: 16%
Reflection	The significance of the findings (i.e. outcomes of the analysis) is thoroughly discussed in relation to previous research and / or the business context	The significance of the main findings (i.e. outcomes of the analysis) is discussed, some connections to previous research and / or the business context are made	The significance of the main findings (i.e. outcomes of the analysis) is discussed; links to the research or business context are overlooked	The significance of the findings (i.e. outcomes of the analysis) is insufficiently discussed or not discussed; links to the research or business context are not made	
Consideration of context	All specific and relevant dimensions of the (international) business context are made explicit and explained clearly, showing an adept awareness and expertise of the (cultural) context	Most relevant dimensions of the (international) business context are identified and explained, showing some adept awareness of the (cultural) context	Some relevant dimensions of the (international) business context are identified and explained showing slight awareness of the (cultural) context	Relevant dimensions of the (international business) context are missing or not explained showing a lack of awareness of the (cultural) context	
Interpretation of findings	Interpretations are clearly and explicitly informed by previous research and / or the business context	Interpretations are generally informed by previous research and / or the business context	Interpretations are somewhat informed by previous research and / or the business context	Interpretations are not informed by previous research and / or the business context	
Management summary (abstract)	The management summary provides a concise and meaningful outline of the objectives, procedure and results, which is reader friendly and generates interest in the topic	The management summary provides a generally concise and meaningful outline of the objectives, procedure and results	The management summary provides a somewhat meaningful outline of the objectives, procedure and results; some aspects are lacking	The management summary fails to provide a meaningful outline of the objectives, procedure or results	
Comments				max. points unweighted 16.67	points unweighted 0.00
Remarks Interpretation & reflection					
					max. points weighted 16.00 Points Sub-total 0.00

Grading Rubric Bachelor Thesis

written

Title of assignment 0

Assessment criteria	Exceeds expectations	Meets expectations	Partially meets expectations	Does not meet expectations	Assessment
V. Achievement of objectives & Critical appraisal					Section weighted: 18%
Answer(s) to research question(s)	All aspects of the research question(s) are thoroughly answered providing insight for stakeholders	Most aspects of the research question(s) are answered	The research question(s) are only partially answered	The research question(s) are not answered or are insufficiently answered	
Critical appraisal of present work	Specific and unavoidable limitations and weaknesses of the research (e.g. method, data) are skillfully identified and explained, showing strong critical thinking skills	Some specific and unavoidable limitations and weaknesses of the research (e.g. method, data) are identified and explained	Multiple limitations and weaknesses of the research (e.g. method, data) are overlooked	Multiple limitations and weaknesses of the research (e.g. method, data) are completely overlooked	
Critical appraisal of future work	Potential approaches or studies for further research in the field / industry are specified, providing further key insight	Potential approaches or studies for further research in the field / industry are identified and provide some relevant insight	Potential approaches or studies for further research in the field / industry are overlooked or insufficiently identified	Potential approaches or studies for research that would further the field / industry are missing or inadequate	
Achievement of objectives	All agreed upon objectives are achieved	Agreed upon objectives are generally achieved	Agreed upon objectives are only partially achieved	Agreed upon objectives are not sufficiently achieved	
Comments				max. points unweighted 16.67	points unweighted 0.00
Remarks Achievement of objectives & Critical appraisal					
				max. points weighted 18.00	Points Sub-total 0.00

Grading Rubric Bachelor Thesis

written

Title of assignment 0

Assessment criteria	Exceeds expectations	Meets expectations	Partially meets expectations	Does not meet expectations	Assessment
VI. Solution recommendation (Live Project, Practical Project and Bachelor Thesis only)					Section weighted: 20%
Recommendation (research informed)	The recommendation / solution is innovative/insightful; it is informed by the research (including previous research, the context and the findings)	The recommendation / solution is generally informed by the research (including previous research, the context and the findings)	The recommendation / solution is insufficiently informed by the research	The recommendation / solution is missing or not informed by the research	
Recommendation (contextually informed)	The recommendation / solution is valid for the specific context, logical and insightful	The recommendation / solution is generally valid for the specific context	The recommendation / solution is not entirely valid for the specific context	The recommendation / solution is not valid for the specific context	
Practicability	The results and recommendation can directly be put into practice; restrictions and limitations are critically discussed	The results and recommendation can be put into practice with little modification; restrictions and limitations are discussed	The results and recommendation can only be put into practice after modification; restrictions and limitations are discussed	The results and recommendation can not be put into practice without major modifications; restrictions and limitations are overlooked	
Business Context	Adept awareness of the business context is displayed; potential implications and effects of the context on business decisions are presented clearly	Awareness of the business context is generally displayed; potential implications and effects of the context on business decisions are presented	Little awareness of the business context is displayed; potential implications and effects of the context on business decisions are only partially addressed	Insufficient or no awareness of the business context is displayed; potential implications and effects of the context on business decisions are overlooked	
Comments				max. points unweighted 16.67	points unweighted 0.00
Remarks Solution recommendation					
				max. points weighted 20.00	Points Sub-total 0.00
Written communication				Achieved points Total:	0.00

Grading Rubric Bachelor Thesis oral

Title of assignment 0 Location and Date of Presentation:
[Location], [Date]

Assessment criteria	Exceeds expectations A	Meets expectations B	Partially meets expectations C	Does not meet expectations D	Assessment
I. Delivery					Section weighted: 30%
Use of language	Delivery is poised, controlled, and smooth; register is apt; language is precise and fluent	Delivery is smooth, with few exceptions in free speech; register is apt; precision is attempted	Delivery is smooth as a whole, but contains multiple exceptions in free speech. Language use is comprehensible, but register is inappropriate; precision is lacking	There is a considerable lack of free and smooth speech; language use is flawed; register is inappropriate	
Eye contact	Presenter maintains eye contact with and engages the audience throughout the presentation	Presenter partly maintains eye contact with the audience throughout most of the presentation	Presenter partly attempts to make eye contact with the audience, but often looks over or away from the audience	Presenter avoids eye contact with the audience	
Body language	Posture comes across professional and confident, yet friendly	Posture mostly comes across professional and friendly	Sometimes posture comes across as nervous or insecure	Posture comes across as aggressive or insecure	
Visualisation	The content is clearly visualised, and visualisation skillfully enhances the content	The content is clearly visualised	The content is inconsistently visualised or clarity is lacking	The content is not clearly visualised or is visualised in an inappropriate way.	
Use of media	The media selected are excellently chosen and adapted to support the content	The media selected are adapted to support the content	The media selected only partially support the content	The media selected are detrimental to the delivery	
Comments				max. points unweighted 50.00	points unweighted 0.00
Remarks Delivery				max. points weighted 30.00	Points Sub-total 0.00

Grading Rubric Bachelor Thesis oral

Title of assignment **0** Location and Date of Presentation:
[Location], [Date]

Assessment criteria	Exceeds expectations	Meets expectations	Partially meets expectations	Does not meet expectations	Assessment
II. Content					Section weighted: 70%
Structure	The structure of the presentation is logical, coherent and clear	Two of the following criteria must be met: structure of the presentation is logical, coherent and clear	The structure of the presentation is only partially coherent, logical and is not always clear	The structure of the presentation is illogical or incomprehensible	
Completeness and factual correctness	The key-points touched on in the analysis are skillfully connected to thesis. All relevant content is correct, and the thesis is well supported	The key-points touched on in the analysis are mostly connected to thesis. Most relevant content is correct, and the thesis is decently supported	The key-points touched on in the analysis are not well connected to thesis. Some relevant aspects are overlooked, while some irrelevant is present	Relevant content is overlooked or incorrect; the thesis is not well supported	
Summary and conclusion	Key points are summarized concisely and synthesized into a logical conclusion with an insightful take-home message	Key points are summarized concisely (with a few exceptions) and synthesized into a conclusion with a clear take-home message	Key points are summarized (with a few exceptions) into a conclusion with a generic or unclear take-home message	There is no conclusion or important content is missing	
Discussion	The discussion is actively promoted and moderated competently	The discussion is promoted and moderated	The discussion is only partially moderated	The discussion is not moderated and comes across without any concept	
Q&A	During the discussion, questions are answered correctly and in a manner that focuses on the specific question being asked, providing excellent insight	During the discussion, questions are answered correctly and in a manner that focuses on the specific question being asked	During the discussion, answers deviate, to some extent from the question asked or are not entirely correct	During the discussion, questions are not answered or not correctly answered	
Comments				max. points unweighted 50.00	points unweighted 0.00
Remarks Content				max. points weighted 70.00	Points Sub-total 0.00
Oral communication				Achieved points Total:	0.00