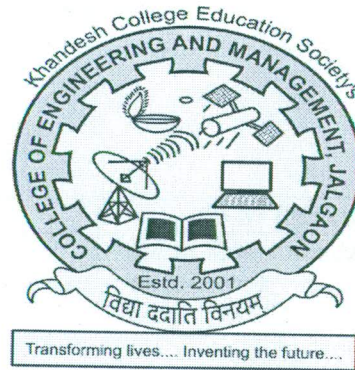


**Khandesh College Education Society's
College of Engineering and Management, Jalgaon**



Rubrics for Management Programs

w.e.f: AY 2020-21



KCES's College of Engineering & Management-Jalgaon
DEPARTMENT OF MANAGEMENT
Rubrics for the Internal Marks Distribution

As Per University Guidelines

Particulars	Marks
Attendance	10
Assignment	10
Internal Examination 1	10
Internal Examination 2	10
Total	40

Rubrics for Attendance

Particulars	Out Off	10 (Marks)	09-07 (Marks)	06-04 (Marks)	01-03 (Marks)
Attendance	10	More than 90% Attendance	90% to 85% Attendance	85 % to 80% Attendance	80% to 75 % Attendance

Rubrics for Assignments

S. N.	Criteria and Marks	Evaluation Criteria and Marks			Score
1	Regularity (3)	Submitted on or before due date (3)		Submitted within one week after due date (2)	Submitted after one week but before two weeks of due date (1)
2	Presentation (3)	Good handwriting, proper diagram, minimum language error, All solutions in stepwise (3)		Good handwriting but poor diagram, most of solutions in stepwise. (2)	Handwriting not legible, poor diagram, no stepwise solution (1)
3	Accuracy (4)	More than 90 % answers are correct (4)	70 % to 90 % answers are correct (3)	50 % to 70 % answers are correct (2)	Less than 50 % answers are correct (1)
Total					




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RUBRIC for MBA 408 SIP Assessment

Criteria	Exceptional (40-36 MARKS)	Good (35-31 MARKS)	Satisfactory (30-21 MARKS)	Poor (15-20 MARK)
SELECTION OF INDUSTRY (10 MARKS) Describe the purpose and overall program or work that will take place within the industry and the benefit that interns will learn.	<ul style="list-style-type: none"> It is clear what the overall program or work is that will take place. The purpose of this work is clear. There are specific benefits described for having interns including the unique perspectives that interns can bring to this specific work. 	<ul style="list-style-type: none"> It is clear what the overall program or work is that will take place. The purpose of this work is clear. There are specific benefits described for having interns. 	<ul style="list-style-type: none"> It is clear what the overall program or work is that will take place. There are generalized benefits described for having interns 	<ul style="list-style-type: none"> It is unclear what the program is or how interns will contribute to the work of the organization or business.
INTERNSHIP JOB DESCRIPTION (10 MARKS) Provide an overview of the internship position responsibilities including any required skills or abilities.	<ul style="list-style-type: none"> The job description is clear. Responsibilities will utilize intern's current skills. Responsibilities are reasonable for the duration of internship. Responsibilities will help interns to develop new skills and actively engage in a work setting. 	<ul style="list-style-type: none"> The job description is clear. Responsibilities will utilize Interns current skills. Responsibilities are reasonable for the duration of internship. Responsibilities will help interns develop new skills and actively engage in a work setting. 	<ul style="list-style-type: none"> The job description is clear. Responsibilities will utilize Interns current skills. Responsibilities are reasonable for the duration of internship. 	<ul style="list-style-type: none"> The job description is unclear and responsibilities will not utilize intern's current skills. (OR) There is an insufficient or excessive amount of job duties for the time frame of internship. (OR) The required skills are beyond the reach of most teens.
ATTENDANCE AND BEHAVIOUR OF STUDENTS DURING INTERNSHIP (10 MARKS) Provide the Record of attendance present during Internship.	<ul style="list-style-type: none"> Attendance is of 100 %. Behavior during the internship is excellent. 	<ul style="list-style-type: none"> Attendance during the internship is up to 90%. Behavior during the internship is good. 	<ul style="list-style-type: none"> Attendance during the internship is up to 75%. Behavior during the internship is good. 	<ul style="list-style-type: none"> Attendance during the internship is below 75%. Behavior during the internship is not good.
COMMUNICATION DURING INTERNSHIP (5 MARKS) Describe the student communication skill with industrial organization person.	<ul style="list-style-type: none"> Idea conveyed properly and has excellent communication skills. Has excellent logical sequencing. 	<ul style="list-style-type: none"> Idea conveyed properly and has good communication skills. Has good logical sequencing. 	<ul style="list-style-type: none"> Idea conveyed properly but poor communication skills. Has satisfactory logical sequencing. 	<ul style="list-style-type: none"> Unable to convey the idea and poor communication skills.
DOCUMENTATION AND REPORT WRITING (5 MARKS) Describe the detailed analysis of work done during the internship.	<ul style="list-style-type: none"> Own work. Alignment is proper. Proper use of figures and tables. Proper use of modern tools. 	<ul style="list-style-type: none"> Own work. Alignment is proper. Proper use of figures and tables. Conventional tools with graphs/plots/charts are used. 	<ul style="list-style-type: none"> Own work is less. Alignment is not proper. Proper use of figures but table are not properly used. Modern tools are used. 	<ul style="list-style-type: none"> Copied work and lot of spelling mistakes. Copied from slides. No modern tools used.


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RUBRIC for MBA 308 Field Work/ Survey Assignment

Criteria	Exceptional (40-36 MARKS)	Good (35-31 MARKS)	Satisfactory (30-21 MARKS)	Poor (15-20 MARK)
Topic Selection Objectives & Research Methodology (10)	<ul style="list-style-type: none"> • Topic is Appropriate • Objectives are Clearly defined • Provides accurate, description of how the data was collected, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context 	<ul style="list-style-type: none"> • Topic is Clear and precise • Description of data collection, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context is adequate but limited. 	<ul style="list-style-type: none"> • Topic is acceptable • Description of data collection, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context is somewhat confusing/not clearly articulated. 	<ul style="list-style-type: none"> • Topic is not clear and precise • Description of data collection, what/how many data sources were analyzed, plan of analysis or measurement instrument, research context is not clear.
Theoretical Background & Literature Review (5)	<ul style="list-style-type: none"> • Clearly denotes and discusses research focus/purpose of research • Research focus is clearly grounded in previous research/ theoretically relevant literature 	<ul style="list-style-type: none"> • Moderate discussion of research focus/purpose of research • Research focus is moderately grounded in previous research /theoretically relevant literature 	<ul style="list-style-type: none"> • Minimal discussion of research focus/purpose of research • Research focus is somewhat grounded in previous research /theoretically relevant literature 	<ul style="list-style-type: none"> • Very less discussion of research focus/purpose of research • Research focus is not well-grounded in previous research /theoretically relevant Literature.
Data Analysis, Interpretation & Findings (15)	<ul style="list-style-type: none"> • Results are clearly explained in a sufficient level of detail and are well- organized • Tables/figures clearly and concisely convey the data. • Statistical analyses (if used) are appropriate tests and are accurately interpreted. • Suggestions for further research in this area are insightful and meaningful. 	<ul style="list-style-type: none"> • Results are moderately explained, level of detail is somewhat sufficient, and there are somewhat organized. • Tables/figures are moderately clear / concise in conveying the data. • Statistical analyses (if used) are appropriate tests but are less accurately interpreted. • Suggestions for further research in this area are moderate. 	<ul style="list-style-type: none"> • Results are not very clearly explained, level of detail is insufficient, and there are more organizational issues • Tables/figures are not clear / concise in conveying the data. • Statistical analyses (if used) are inappropriate tests and/or are not accurately interpreted. • Suggestions for further research in this area are very limited. 	<ul style="list-style-type: none"> • Results are not very clearly explained, level of detail is insufficient, and there are more organizational issues • Tables/figures are not clear / concise in conveying the data. • Statistical analyses (if used) are inappropriate tests and/or are not accurately interpreted. • Suggestions for further research in this area are very limited.
Presentation (10)	<ul style="list-style-type: none"> • No spelling & grammar mistakes • Excellent presentation 	<ul style="list-style-type: none"> • Very less spelling & grammar mistakes • Good presentation 	<ul style="list-style-type: none"> • Noticeable spelling and grammar mistakes • Satisfactory presentation 	<ul style="list-style-type: none"> • Lot of spelling and grammar mistakes • Poor presentation



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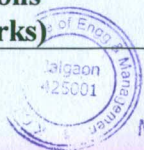
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DEPARTMENT OF MANAGEMENT

Rubric for MBA Case Study Papers

Grading for Case Study (Specialization Papers 407) (20 marks Cases)

Criteria	Exceptional 81-100 Marks	Admirable 61-80 Marks	Average 0-60 Marks
Facts / Summary (2 Marks)	Information presented is excellent in logical easy to follow sequence. Title is appropriate.	Information presented in logical sequence. Title is justified.	Sequence of information is average. Title is poorly related.
Problem Identification (2 Marks)	Problems are clearly identified with major and minor problems	Problems are moderately identified with major and minor problems	Problems are minimally identified.
Analysis of Problem (8marks)	Problems are analyzed exceptionally well with sufficient application of theories	Problems are moderately analyzed with few application of theories	Problems are poorly analyzed / analyzed with common theories.
Alternate Solution and Best Solution (4 marks)	Extraordinary solutions given. Demonstrated full knowledge. Exceptionally elaborated best solution.	Alternate solutions are stated clearly with sufficient justification. Best solution suggested is good.	Alternative solutions are poorly stated and given not so good solution.
Implementation Plan (4 marks)	Exceptional implementation plan	Appropriate implementation plan	Implementation plan is average
For Cases having questions and answers			
Answersto Questions (16Marks)	Outstanding answers to the questions.	Answers given are sufficient and very well justified	Answers given are not sufficient and not very well justified



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Rubric for MBA Case Study Papers

Grading for Case Study (101, 106, 206, 301) (12 Marks Case)

Criteria	Exceptional 81-100 Marks	Good 61-80 Marks	Average 0-60 Marks
Facts / Summary & Case Title (2Marks)	Information presented is excellent in logical easy to follow sequence. Title is appropriate.	Information presented in logical sequence. Title is justified.	Sequence of information is average. Title is poorly related.
Problem Identification (2 Marks)	Problems are clearly identified with major and minor problems	Problems are moderately identified with major and minor problems	Problems are minimally identified.
Analysis of Problem (5marks)	Problems are analyzed exceptionally well with sufficient application of theories	Problems are moderately analyzed with few application of theories	Problems are poorly analyzed / analyzed with common theories.
Alternate Solution and Best Solution (3 marks)	Extraordinary solutions given. Demonstrated full knowledge. Exceptionally elaborated best solution.	Alternate solutions are stated clearly with sufficient justification. Best solution suggested is good.	Alternative solutions are poorly stated and given not so good solution.
For Cases having questions and answers			
Answers to Questions (8 Marks)	Outstanding answers to the questions.	Answers given are sufficient and very well justified	Answers given are not sufficient and not very well justified