

Work Term II Report Evaluation Form / Grading Rubric			Comm 3801
Student Name:	Pass 60 and above	PASS or FAIL	January, 2018
Student ID:	Fail Less than 60		Instructor: Kathleen Wooden Email: kathleen.wooden@dal.ca
Required elements for the report to be marked:			
	Coil bound	Submitted to Dropbox on Brightspace	Interviewee Contact Information on Title Page
Grade	Area	Feedback	
Current Position -16 Points			
		7 - 8	5 - 6
	Company Background	Succinct description of company background which includes corporate structure, mission/vision, and estimation of the staff count. Identification of one main direct competitor with a concise explanation of what makes the company a direct competitor.	Adequate description of company background which includes all or most of the following corporate structure, mission/vision, and estimation of the staff count. Identification of one main direct competitor with sufficient explanation of what makes the company a direct competitor.
		7 - 8	0 - 4
	Resume	One to two page resume containing up-to-date information on two co-op work terms which follows all or most of the guidelines for an effective resume outlined in the Commerce Co-op Orientation Workbook.	One to two page resume does not include your two work term experiences to date and/or follows only a few of the guidelines for an effective resume outlined in the Commerce Co-op Orientation Workbook or resume is missing.
		7 - 8	0 - 4
Career Plan Research - 53 Points - Each section in this part of the report should be related to your desired career.			
		2	1
	Identification of Desired Career and Industry	Concise description of the desired career and industry in which the student aspires to work in five to seven years after graduation.	Sufficient description of the desired career and industry in which the student aspires to work in five to seven years after graduation.
		8 - 9	0
	Industry Research	Thorough description of industry (code, size and growth) as well as identification and detailed analysis of the impact of the PEST (Political, Economic, Social and Technological) trends on the industry identified.	Adequate description of the industry (industry code, size and/or growth) as well as identification and brief analysis of the PEST trends impacting the industry identified.
		8 - 9	0 - 5
	Career Path Research	Identification and detailed description of the career path to achieve a desired career in five to seven years after graduation (i.e. first two positions in the career path). Each position includes a title, skills and abilities required, education and/or professional designations needed, tasks to be completed and estimated compensation/salary. This section is written in the students words.	Identification and adequate description of the career path to achieve a desired career in five to seven years after graduation (i.e. first two positions in the career path). Each position includes several of the following information: title, skills and abilities required, education and/or professional designations needed, tasks to be completed and estimated compensation/salary. This section is written in the students words.
		8 - 9	0 - 5
	Impact of Current Co-op Position in Achieving Desired Career	Succinct description of three specific examples of how the student's experience in this current work term has either helped or hindered achieving the student's desired career.	Adequate description of three specific examples of how the student's experience in this current work term has either helped or hindered achieving the student's desired career.
		6 - 7	3 - 0
		Complete interviewee contact information on title page and interview transcript in an appendix must be included for this section to be marked.	
		8 - 10	6 - 7
	Summary of Informational Interview	Concise description of the primary data collection process (name, title and company of the individual interviewed, method of data collection, length of the interview, when and where). Succinct summarization of key information learned from an informational interview with an individual in a desired position five to seven years after graduation. Complete contact information is also included on the report title page.	Satisfactory description of the primary data collection process (name, title and company of the individual interviewed, method of data collection, length of the interview, when and where). Adequate summarization of key information learned from an informational interview with an individual in a desired position five to seven years after graduation. Complete contact information is also included on the report title page.
		8 - 10	0 - 5
	Additional Informational Interview Sources	Identification of three additional potential informational interviewees with complete contact information and a succinct description of why each individual would be a valuable or appropriate interviewee.	Identification of three additional potential informational interviewees with complete or the majority of contact information and an adequate description of why each individual would be a valuable or appropriate interviewee.
		6 - 7	0 - 3
		Complete interviewee contact information must be included on title page for this section to be marked.	
		8 - 9	6 - 7
	Informational Interview Transcript (Appendix)	Well planned and documented interview (i.e. interview 1/2 to hour in length, typed transcript includes questions and responses, relevant questions, logical order of questions, etc.) Interviewee meets all of requirements.	Sufficient planning or documentation of the interview (i.e. interview is approximately 1/2 hour in length, typed transcript includes most questions and responses, majority of questions are relevant and in a logical order, etc.). The interviewee meets most of the requirements.
		8 - 9	0 - 5
Research and General Report Formatting - 15 Points			
		8 - 10	6 - 7
	Sourcing	Sourcing follows all or most of the APA guidelines for in-text citations and reference list.	Sourcing follows several of the APA guidelines for in-text citations and reference list.
		8 - 10	0 - 5
		5	3 - 4
	Format	Formatting requirements are followed (i.e. page numbering, font, line spacing, section length, layout, margins, coil-bound, font type and size, etc.).	Several of the formatting requirements are followed (i.e. page numbering, font, line spacing, section length, margins, layout, coil-bound, font type and size, etc.).
		5	0 - 2
Writing Style - 15 Points			
		12 - 15	9 - 11
	Text / Writing	Grammar and spelling are appropriate for business report.	On occasion, language is unprofessional or spelling / sentence structure is distracting.
		12 - 15	0 - 8
Values Survey - 1 Point			
	Personal and Work Place Values Survey	Survey on personal and workplace values can ONLY be completed on Opinio between 9am December 11th till 4pm January 11th (link to survey will be posted on Brightspace). Completion of the survey is part of the work term report however, it is the student's decision as to whether their data will be included as part of the research study.	