

Your Assessment

The course assessment is split into three parts:

Part A: Course (Individual Assignment) work or Report, for which you can obtain a maximum of 25% of the total marks.

There are two deadlines:

Definition of Topic : 18h Nov. 2004

Consignment : 13th Jan. 2005

Part B: Mid-term examination worth 25% of the total marks

Part C: Final Exam, for which you can obtain a maximum of 50% of the total marks.

Course Assessment Details – The Report

The report is part A of the SM Course Assessment and is worth a maximum of 25% of the total marks or 7.5/30 pts in the Italian system of marking.

The report must be based on one or more of the topics covered in the Strategic Management course. It is INDIVIDUAL.

The report **MUST** include (at least) the following sections:

- **Abstract or Executive Summary**
- **Topic or Body of Report**
- **Conclusions and Next Steps**
- **Bibliography**
- ..other possible sections incl. Introduction, Interviews, Research Methodology, Keywords, List of Abbreviations etc.

Course Assessment Details – cont'd

Pictures, figures, graphs, illustrations (B/W or Colour), exhibits are allowed. The layout and presentation format is OPEN but the report must be easily readable and *professionally* realised.

The HARVARD referencing system is preferred for the bibliography. Alternatively only the Vancouver system can be used. The preferred word processor is WORD.

The report language is ENGLISH and the maximum word count 3500 words +/-200 words. The word count must be indicated on the front page of the report.

The report must be handed in at the Secretary's office before 14.00 13th Jan. 2005. You will have to sign a receipt of delivery. Reports handed in after this date will be marked at the discretion of the tutor.

Marking Scheme of Your Report

Abstract/Executive Summary	0-6
Content	0-10
Relevance to the course of study	0-4
Conclusions and Next steps	0-6
Bibliography and references	0-6
Layout and presentation	0-4
Language	<u>0-4</u>
Total	0-40

This total will be multiplied by 5/8ths to translate it into the 0-25% score

Report Details – Front Page

The front page must include the following information:

- Your student identity number
- Your full name
- The title of the Report
- Your specialisation e.g. Marketing, Finance etc.
- Report word count
- Date

Pictures or other graphics are allowed also on the front page.

Abstract or Executive Summary

The scope of the Abstract or Executive Summary is to summarise the scope, contents, findings, conclusions and next steps of the report.

An abstract usually starts with the scope and ends with conclusions-recommendations-findings.

An abstract is usually 100-200 words long while an Executive Summary is usually up to one full A4 page. The executive always has more detail than the abstract.

For the SM report the Abstract or E.S. must be on a separate page without references.

Abstract or Executive Summary (0-6pts):

1 point for style, 1 point for scope and/or reasons for report, 2 points for findings, 2 points for ending

Content(s) (0-10pts)

4 points for SM content, 5 points for personal elaboration of topic, 1 point for personal involvement (i.e. passion shown)

Relevance to the course of study (0-4pts)

2 points for relevance to SM, 2 points for SM course material used in report

Language (0-4pts):

1 point for spelling, 2 points for English, 1 point for (correct) terminology

Layout and Presentation (0-4pts):

1 point for use of pictures, figures, tables, foot/endnotes and graphs etc., 1 point for use of colour and graphics, 1 point for organisation of text, 1 point for presentation quality e.g. is it bound or loose leaf, font style etc.

Bibliography (0-6pts)

2 points for correct presentation (Harvard or Vancouver), 2 points for richness of detail, 1 for presentation style, 1 for content, 1 for perfection

Conclusions and Next Steps (0-6pts)

3 points for findings, 1 point for next steps, 1 point for clarity-summary, 1 point for style

Examples of Final Tutor's Comments (Final mark =%)

1. Nicely laid out and professionally presented. Although Nokia presents the advantage of having lots of material available on-line it becomes really difficult to be selective. In spite of the fact that I pointed this out to Riccardo he decided to tackle it anyway. The overall outcome is good and with a little more time probably could have delivered a really top class report. The bibliography was very good but lacked website refs. and page details. 78%
2. The report not only arrived late (hence it should not have been marked) but was very low on content, especially SM content. In fact it was more about event marketing. 33%

Examples of Final Tutor's Comments (Final mark =%)

3. Very effective executive summary and probably the best. Very good graphics. The figures were strangely numbered and tables were classified as figures. There were some simple spelling mistakes. The conclusions did not have any next steps. The report was very well appreciated and professionally delivered. 88%
4. Very well prepared and presented, pity about the bibliography and layout where there were a couple of imperfections. Last figure was not numbered and one figure is too small. I totally agree that Dell is a very good company for a case analysis. 89%
5. Very little SM content, it was mostly marketing but even then of little use/interest. Abstract: very tempted to give 5 but no recommendations or next steps given. The layout had patchy section titles, there were no figures, tables or graphs; fonts are wrong although the text font was easy to read. I liked the idea of showing a list of innovations although it would have been better to present them more professionally. Bibliography and websites were handled separately! websites =no access dates 48%

Examples of Final Tutor's Comments (Final mark =%)

6. Good, honest, try by Dario. With a little bit of guidance he would have obtained may be another 10-15%. Considerations instead of conclusions. Problem with fig.8 that covered text. Abbreviations used but not commented. Quality of print was poor and must be improved next time. Access dates of websites missing. 64%
7. Francesco has done a good job but needs help in handling graphics, layout and figures. Data is handled in several currencies (DM, Euros, \$, £ etc.) 69%
8. Good conclusions but PEST is more indicated than SWOT. Very good idea to analyse Alessi because they make and design cheap things that are sold at high price and apparent prestige. Very good layout and handling of pictures. Good idea to interview. Why not interview customers next time. Keep this topic for your thesis! 84%
9. Abstract is missing. Supplied with floppy!. Not bound. More marketing than SM (in fact you can see this in the title - *Microsoft Marketing Strategies for XBOX*). Figures not referenced. 48%