

Executive Report — Marking Rubric

RubricMark sample · Demo only · Total 20 marks

Criteria	Outstanding 5	Good 3	Unacceptable 1	Absent 0	Total
Executive Summary	Outstanding summary; clear and concise; very well organized and compelling.	Good summary of the report but needs better organization and sharper focus on key points.	No or incoherent summary; wordy and disjointed; missed focus.	No summary.	/5
Issue Identification	Excels in comprehensiveness, clarity, and presents a compelling issue set-up.	Competent, well-developed arguments, but missing a few critical issues or connections.	No or dismal attempt at issue identification.	No issue identified.	/5
Recommendations	Strong recommendations that offer an excellent and well-supported solution to the current issue, often tackling deeper or sequenced issues.	Competent but marginally-articulated recommendations; may be somewhat unrealistic or incomplete.	No or inappropriate recommendations; unrelated to issues or incomplete.	No recommendations offered.	/10
Video — content	Key aspects of case presented in full: introduction, issue, analysis, options, recommendations and summary in succinct, professional manner.	Many aspects of case simply presented, but may have missed significant elements within.	Core aspects of case missing, unprofessional or disrespectful treatment of content.	No video submitted.	/5
Grand total					/20