Marking Rubric for BUS707 Applied Business Research
Assessment 2: Research Plan (short response) – 15%

Criteria	Fail (0 – 49%)	Pass (50 – 64%)	Credit (65 – 74%)	Distinction (75 – 84%)	High Distinction (85 – 100%)
Identify research problem, providing an understanding of the background to the problem in respect to significance and clarity **(20 marks)**	Research problem and background to the problem are not well-developed in respect to significance and clarity	Research problem and background to the problem are somewhat developed in respect to significance and clarity	Research problem and background to the problem well-developed in respect to significance and clarity	Research problem and background to the problem are very well-developed in respect to significance and clarity	Research problem and background to the problem are expertly developed in respect to significance and clarity
Identify a suitable research objective and research questions relevance to research problem **(20 marks)**	Research questions and research objectives are not well-developed with respect to research questions and their links to research objectives.	Research questions and research objectives are somewhat developed with respect to research questions and their links to research objectives.	Research questions and research objectives are well-developed with respect to research questions and their links to research objectives.	Research questions and research objectives are very well-developed with respect to research questions and their links to research objectives.	Research questions and research objectives are expertly developed with respect to research questions and their links to research objectives.
Present a foundation for literature review by demonstrating adequate keywords and identifying 4 (four) highly relevant sources **(20 marks)**	The foundation for the literature review are not well developed with respect to: adequate search keyword and identification of four relevant articles	The foundation for the literature review are somewhat developed with respect to: adequate search keyword and identification of four relevant articles	The foundation for the literature review are well-developed with respect to: adequate search keyword and identification of four relevant articles	The foundation for the literature review are very well- developed with respect to: adequate search keyword and identification of four relevant articles	The foundation for the literature review are expertly developed with respect to : adequate search keyword and identification of four relevant articles
Clearly identify ethical considerations **(20 marks)**	Poor identification of ethical consideration relevant to the research	Sufficient identification of ethical consideration relevant to the research	Adequate identification of ethical consideration relevant to the research	Good identification of ethical consideration relevant to the research	Excellent identification of ethical consideration relevant to the research

Date: 16 March 2018
Term 1 2018

Apply relevant skills and knowledge of research, the wider context of the problem and the inter-relationships between them **(10 marks)**	Poor ability to apply relevant skills and knowledge of research, the wider context of the problem and inter-relationship between them.	Sufficient ability to apply relevant skills and knowledge of research, the wider context of the problem and inter-relationship between them.	Adequate ability to apply relevant skills and knowledge of research, the wider context of the problem and inter-relationship between them.	Good ability to apply relevant skills and knowledge of research, the wider context of the problem and inter-relationship between them.	Excellent ability to apply relevant skills and knowledge of research, the wider context of the problem and inter-relationship between them.
Present the information in a professional manner with correct referencing **(10 marks)**	Poor ability to present information in professional manner with correct referencing	Sufficient ability to present information in professional manner with correct referencing	Adequate ability to present information in professional manner with correct referencing	Good ability to present information in professional manner with correct referencing	Excellent ability to present information in professional manner with correct referencing
Total mark out of 100					
Assessment mark: _____ / 15	Comment:				