

评分标准

项目材料

Topic	Contents		Weighting	Score
Practice Process	Executive Summary	Is the Executive Summary concise and to the point?	20%	
		Is the Executive Summary creatively designed and highly informative?		
	Business report	Is the report written in a formal business format?		
		Is the report written with language accuracy?		
Sub-total			20%	

陈述部分

Topic	Contents		Weighting	Score
Creativity and Practicality	Project Overview	Is the topic well-chosen?	10%	
		Does the project reflect creativity right through the whole process from practice to presentation?		
		Are the problem solutions highly feasible?		

Presentation	Organization/Structure	Is the presentation organized with a logical structure including an introduction, a main body and a conclusion?	10%		
		Is the main argument adequately developed with good transition between the sections?			
	Content	Are all the key issues well clarified?	20%		
		Is sufficient evidence offered in support of their arguments/conclusions where appropriate?			
		Do the speakers apply any business models/theories relevant to their discussion?			
		Are the conclusions/suggestions drawn practical?			
	Delivery	Is the language grammatically accurate?	20%		
		Is the vocabulary appropriate to the subject areas and audience?			
		Is the pronunciation clear and the voice well-controlled?			
		Do the speakers use physical behavior that conveys an impression of self-confidence, enthusiasm and awareness of audience attention (including appropriate eye contact, facial expressions, gestures, posture and personal appearance)?			
		Are the visual aids used to support the message (content displayed well visible, good choice of font, colors, pictures, well balanced screens)?			
		Do the speakers act effectively as a team rather than a series of individuals (introduction of group members, job assignment and group co-operation)?			
	Q & A	Are speakers open to questions?		20%	
		Are the answers helpful in clarifying the understanding of the issues?			
Are the answers presented clearly and sufficiently?					
Sub-total			80%		
Total			100%		