Master's thesis evaluation rubrics - Business studies

In use since 1.8.2020

	Evaluation trait	5	4	3	2	1	0
RESEARCH PROBLEM	Definition and delimitation of the research problem	The research problem is defined very clearly and delimited particularly well. The defined problem is challenging and innovative.		The research problem is defined clearly and delimited well. The defined problem is fairly challenging.		There are some problems with defining and deliming the research problem. The defined problem is somewhat trivial.	
RESEARCH PROBLEM	Identification of research gaps	The identified research gaps are highly relevant, forming a very clear and coherent work as a whole with the research question(s).		The identified research gaps are relevant, forming a clear work as a whole with the research question(s).		There are some problems with identifying relevant research gaps and with forming a clear work as a whole.	
THEORY	Knowledge of relevant core theories and research	Deep knowledge of core theories is demonstrated. Up-to-date research and publications are critically analyzed and tied very clearly to the research topic.		Solid knowledge of core theories is demonstrated. Fairly new research and publications are discussed and tied clearly to the research topic.		There are some problems with demonstrating knowledge of core theories. There are also some problems with discussing recent enough research and publications as well as with tying them to the research topic.	
THEORY	Critical analysis of literature	The critical analysis of relevant literature is very deep and of a particularly high quality. The analysis is linked to the identified research questions very clearly.		The critical analysis of relevant literature is deep and of a good quality. The analysis is linked to the identified research questions clearly.		There are some problems with the critical analysis of relevant literature in terms of depth and quality. The link between the analysis and the identified research questions is somewhat vague.	
THEORY	Formulation of the theoretical framework	The theoretical framework is linked to the research problem very clearly. The latest relevant research findings on the topic are presented particularly well within the framework.		The theoretical framework is linked to the research problem clearly. Previous research findings on the topic are presented well within the framework.		There are some problems with linking the theoretical framework to the research problem. The previous research findings on the topic are presented within the framework in a somewhat limited manner.	
METHODS & RESULTS	Data quality and reliability	The data is highly suitable for the research problem and more than sufficient in terms of quality and quantity. The process of collecting the data is described very clearly and justified particularly well.		The data is suitable for the research problem and sufficient in terms of quality and quantity. The process of collecting the data is clearly described.		There are some limitations with the data in terms of suitability, quality and quantity. The process of collecting data is described somewhat unclearly.	
METHODS & RESULTS	Application of research methods and their justification	Highly relevant research methods are applied and their use is justified particularly well. The research methods fit the needs of the research problem particularly well.		Relevant research methods are applied and their use is justified well.		There are some problems with the relevance and use of the research methods, as well as with their justification.	
METHODS & RESULTS	Connection between results and theory	A strong connection between the results and the underlying theoretical framework has been very clearly established.		A connection between the results and the underlying theoretical framework has been clearly established.		There are some problems with establishing a connection between the results and the underlying theoretical framework.	
METHODS & RESULTS	Presentation and interpretation of the results	The results of the thesis are presented and interpreted very clearly and justified particularly well.		The results of the thesis are presented and interpreted clearly and justified sufficiently.		There are some problems with presenting and interpreting the results of the thesis in terms of clarity and justification.	

METHODS & RESULTS	Practical implications of research and/or suggestions for decision-making based on the research	Practical implications of the research and/or suggestions for decision-making based on the research are presented very clearly and justified particularly well based on critical discussion of theory and, where applicable, empirical evidence.	Practical implications of the research and/or suggestions for decision-making based on the research are presented clearly and justified well based on discussion of theory and, where applicable, empirical evidence.	There are some problems with presenting and justifying practical implications of the research and/or suggestions for decision-making based on the research.	
METHODS & RESULTS	Proposing avenues for future research and/or innovations	The proposed avenues for future research and/or innovations are very clear and highly relevant. They are also justified particularly well and demonstrate novelty.	The proposed avenues for future research and/or innovations are clear and relevant.	There are some problems with the proposed avenues for future research and/or innovations in terms of clarity and relevance.	
GENERAL EVALUATION & WORK PROCESS	Academic style and language	Mature academic style and language are used to communicate the key message of the thesis very clearly and fluently. The text is very coherent, easy to follow and almost error-free. Formatting of the text follows the University of Vaasa academic writing guidelines consistently.	Mature academic style and language are used in order to communicate the key message of the thesis clearly. The text is understandable and contains only minor errors. Formatting of the text mainly follows the University of Vaasa writing guidelines.	There are some problems with using mature academic style and language to communicate the key message of the thesis. The text is difficult to follow and contains numerous errors. Formatting of the text is only partially in line with the University of Vaasa academic writing guidelines.	
GENERAL EVALUATION & WORK PROCESS	The student's own input to the research *	The student demonstrates excellent initiative and responsibility at different stages of the process.	The student demonstrates sufficient initiative and responsibility at different stages of the process.	The student demonstrates only little initiative and responsibility at different stages of the process.	
GENERAL EVALUATION & WORK PROCESS	Response to feedback	The student responds to the feedback comprehensively, incorporating relevant merits of the feedback into their work. The student also justifies their own choices with highly relevant arguments where they disagree with the feedback.	The student responds to the feedback sufficiently, incorporating some relevant merits of the feedback into their work. The student also justifies their own choices with relevant arguments where they disagree with the feedback.	There are some problems with the student's response to feedback in terms of sufficiency and with their justification of choices made where they disagree with the feedback.	
GENERAL EVALUATION & WORK PROCESS	Keeping to the thesis timetable *	The agreed-upon thesis schedule is kept throughout the process. The final version of the thesis is delivered by the set deadline or before.	The agreed-upon thesis schedule is fairly well kept throughout the process. The final version of the thesis is delivered by the set deadline.	The agreed-upon thesis schedule is poorly kept throughout the process. The final version of the thesis is delivered after the set deadline.	

* to be evaluated by the supervisor

NOT INCLUDED IN GRADE POINT AVERAGE BUT COLLECTED THROUGH THE SAME EVALUATION FORM	Communicating research results through digital media	Digital media is used particularly well to communicate the thesis results very clearly. The key content of the thesis is delivered in a very concise and fluent presentation.	Digital media is used sufficiently well to communicate the thesis results clearly. The key content of the thesis is delivered in a reasonably concise and fluent video presentation.	There are some problems with using digital media to communicate the thesis results. The delivery of the key content of the thesis in a video presentation lacks conciseness and fluency.	