

Master's thesis evaluation rubrics - Business studies

In use since 1.8.2020

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



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		Practical implications of the	Practical implications of the	There are some problems with
	of research and/or	research and/or suggestions for	research and/or suggestions for	presenting and justifying
	suggestions for	decision-making based on the	decision-making based on the	practical implications of the
METHODS &	decision-making	research are presented very	research are presented clearly	research and/or suggestions for
RESULTS	based on the	clearly and justified particularly	and justified well based on	decision-making based on the
	research	well based on critical discussion	discussion of theory and, where	research.
		of theory and, where applicable,	applicable, empirical evidence.	
		empirical evidence.		
	Proposing avenues	The proposed avenues for future	The proposed avenues for future	There are some problems with
	for future research	research and/or innovations are	research and/or innovations are	the proposed avenues for future
METHODS &	and/or innovations	very clear and highly relevant.	clear and relevant.	research and/or innovations in
RESULTS		They are also justified		terms of clarity and relevance.
		particularly well and		
		demonstrate novelty.		
	Academic style and	Mature academic style and	Mature academic style and	There are some problems with
	language	language are used to	language are used in order to	using mature academic style and
		communicate the key message of	communicate the key message of	language to communicate the
GENERAL		the thesis very clearly and	the thesis clearly. The text is	key message of the thesis. The
EVALUATION &		fluently. The text is very	understandable and contains	text is difficult to follow and
WORK		coherent, easy to follow and	only minor errors. Formatting of	contains numerous errors.
PROCESS		almost error-free. Formatting of	the text mainly follows the	Formatting of the text is only
		the text follows the University of	University of Vaasa writing	partially in line with the
		Vaasa academic writing	guidelines.	University of Vaasa academic
		guidelines consistently.		writing guidelines.
GENERAL	The student's own	The student demonstrates	The student demonstrates	The student demonstrates only
EVALUATION &	input to the research	excellent initiative and	sufficient initiative and	little initiative and responsibility
WORK	*	responsibility at different stages	responsibility at different stages	at different stages of the process.
PROCESS		of the process.	of the process.	
	Response to	The student responds to the	The student responds to the	There are some problems with
	feedback	feedback comprehensively,	feedback sufficiently,	the student's response to
GENERAL		incorporating relevant merits of	incorporating some relevant	feedback in terms of sufficiency
EVALUATION &		the feedback into their work. The	merits of the feedback into their	and with their justification of
WORK		student also justifies their own	work. The student also justifies	choices made where they
PROCESS		choices with highly relevant	their own choices with relevant	disagree with the feedback.
		arguments where they disagree	arguments where they disagree	
		with the feedback.	with the feedback.	
	Keeping to the thesis	The agreed-upon thesis schedule	The agreed-upon thesis schedule	The agreed-upon thesis schedule
GENERAL	timetable *	is kept throughout the process.	is fairly well kept throughout the	is poorly kept throughout the
EVALUATION &		The final version of the thesis is	process. The final version of the	process. The final version of the
WORK PROCESS		delivered by the set deadline or	thesis is delivered by the set	thesis is delivered after the set
PROCESS		before.	deadline.	deadline.
-	* to be evaluated by t			

^{*} to be evaluated by the supervisor

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