

Table D.3. First Proposal of Report Rubrics

Criteria	1	2	3	4	5	Comments
Conceptualization - Theory background - Dealing with complexity	No understanding of the underlying theories and unable to grasp the complexity of the problem .	Poor theoretical approach and low understanding of the complexity of the problem.	Appropriate theoretical approach and limited understanding of the complexity of the problem .	Good understanding of the underlying theories, which contributes to understanding the complexity of the problem .	Insightful theoretical approach and discussion about the complexity of the problem. In-depth problem analysis helps discover the limits of the theory and provides ideas as to how to expand it .	
Focus - Economic inequality	Highly dispersed and lack of awareness of the relevant social issues at stake.	Weak focus on relevant issues.	Partial focus on relevant issues and some awareness of the companies' social responsibility.	Focus on relevant issues and addresses basic questions about the companies' social responsibility.	Highly focused and addresses very relevant issues about the companies' social responsibility.	
Feasibility	The proposals cannot be produced or executed .	Vague or unrealistic proposals with many questions about feasibility.	Clear but rather unrealistic proposals with some questions about feasibility .	Clear and quite realistic proposals with minor questions about feasibility .	All proposals can be produced and executed affordably.	
Quality of outputs - First draft of Report	Quality is very poor (lacking formal register and appropriate structure, orthographic errors are visible) and/or deliverable is incomplete .	Quality is poor (errors can be frequently found) and/or deliverable is not fully developed .	Quality is appropriate but with room for improvement .	High quality with room for some minor improvements.	Excellent quality, creative editing.	