GSM Internship-based Case Study Rubric

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Topic and originality	The research topic and scope are creative, innovative, intellectual, and original. They are clearly defined and advance the field.	The research topic and scope are original. They are clearly defined but expand rather than advance the thinking of the field.	The research topic and scope are defined with a degree of originality by re-using someone else's ideas in a new context.	The research topic and scope are defined but lack of originality; they apply someone else's ideas in a usual way.	The research topic and scope are poorly defined, with no originality, and a lack of clarity.
Case questions	Questions are defined in an original way and clearly identify key components	Defines questions and identifies key components in a satisfactory manner	Questions are defined but lack specificity and/or need some refinements of the key components.	Definition is incomplete but can be discerned with difficulties.	Case questions are unclear or missing.
Awareness of the problem facing the company	Problem and its context are skillfully and clearly defined and is relevant to the company.	Definition of the problem, its context, and relevance are satisfactory defined.	Definition of the problem and its context is strong but needs some refinement.	Definition of the problem and its context is incomplete and/or minimal.	Does not define the problem, the company context and/or lacks relevance.
Survey of case- relevant information and data	Clearly connects case to literature and relevant data. It is clearly and comprehensively explained, current, and of high quality.	Case is connected to appropriate literature and supported by data. It is clearly explained, current, and of good quality.	Case is connected to literature and data on a superficial level, but needs refinements,	Minimal connection between the case and relevant information or data to the case.	No connection of case to any relevant sources or data.

Case relevance	The link between case and the business problem in the case is very clear and original.	The link between the case and the business problem is clear and shows some originality.	The link between the case and the business problem is clear but unoriginal.	The link between the case and the business problem is cursory or weak.	There is no link between the case and the business problem.
Analysis and Integration of Advanced Knowledge	Demonstrates critical analysis with advanced applications of business and management knowledge	Shows satisfactory analysis with appropriate applications of business and management knowledge.	Demonstrated satisfactory analysis with some direct applications of business and management knowledge. More elaboration is needed.	Shows limited evidence of critical analysis and application of business and management knowledge.	Analysis is insufficient or incomplete.
Conclusion and Contributions	Key findings are comprehensively and clearly discussed. Summarizes critical conclusions, elucidates shortcomings, sets out original recommendations and advises on further work that could be done on the subject matter.	Key findings, conclusions, and relevant recommendations are clearly discussed, but need minor refinements.	Key findings, conclusion, and relevant recommendation are discussed, but may lack depth, clarity and/or consistency.	Key finding, conclusion, and recommendation are discernible only with an effort and/or may contain errors. They may also lack depth, clarity and/or consistency.	There are no clear key findings, conclusions or recommendations.
Organization	Overall structure is very logical and easy to follow. Writing is clearly organized around a central theme. Ideas flow smoothly from one to another and are cohesive.	Overall structure is reasonably logical. Writing demonstrates good grasp of organization, with few discernible themes.	Overall structure is logical. Writing demonstrates some elements of organization, but lacks cohesion. The reader is generally understanding about what	Overall structure and logic can only be discerned with effort. Writing is rambling and unfocused. The reader cannot identify a clear line of reasoning in many parts.	Overall structure is neither logical nor apparent. Writing is very disorganized. There is no focus. The reader cannot identify a clear line

	The reader can clearly and easily follow the line of reasoning.	The reader is clear about what writer intends.	writer intends but some clarification may be needed		of reasoning nor understand the authors' intentions.
Grammar	Free or almost free of grammatical, spelling and/or punctuation errors. Word choice is consistently precise and appropriate. Errors that do occur do not detract from the overall product.	Few grammatical, spelling and/or punctuation errors. Word choice is appropriate. Errors may be slightly distracting but meaning is still clear.	Noticeable but acceptable grammatical, spelling or punctuation errors. Word choice is not always consistent/appropriate. Errors can be distracting.	Many grammatical, spelling and/or punctuation errors. Some words are used inappropriately. Errors may impede meaning.	Grammar, spelling, and/or punctuation errors impede meaning. Inappropriate word choice limits meaning.
Citation of Sources	Facts and sources that support claims are rich, and consistently and correctly cited in APA format. Referencing has been done in an accurate manner.	Facts and sources that support claims are correctly cited with some exceptions. Referencing is generally done in a proper manner.	Although facts and sources that support claims are cited and referenced, some statements are unsubstantiated. The reader may be confused about the source of information and ideas.	Facts and sources are poorly cited and referenced. They are missing and/or incorrect.	Facts and sources are not cited/referenced beyond reasonable omissions, or they are false.
Format*	Follows all the requirements set by the college/research committee.	Follows most of the requirements set by the college/research committee.	Occasionally follow the requirements set by the college/research committee.	Rarely follow the requirements set by the college/research committee.	Does not follow the requirements set by the college/research committee.

* Format of Internship-based Case Study

   a. Title Page

   b. Certification Page (indicating the contents of the Research Project as original and/or properly referenced)

   c. Acknowledgments (for any support and advice received)

   d. Executive Summary

   e. Table of Contents (in sufficient detail)

   f. List of Tables/Figures/Appendices

   g. Main Text

   h. Conclusions

   i. List of References

   j. Appendices (supporting materials in addition to the text, if any)

- Paper size: A4   ● Font: **Times New Roman**   ● Alignment: Left   ● Paragraph indentation: 5 – 10 spaces
- Header – 12.5 mm   ● Footer – 12.5 mm   ● Page margins: Left & Top – 35 mm; Right & Bottom – 25 mm
- Font Size: Chapter Titles – 14 point, Main Text – 12 point, Footnotes, page numbers, sources, etc. – 9 point
- Space: Main Text – double spaced

      Footnotes/Endnotes, Charts/Figures/Captions, References, Appendices, etc. – single spaced

- Leave 2 lines between the previous section and the subtitle of the new section   ● Leave 1 line between paragraphs
- Each chapter has to start on a new page

The length of an Internship-based Case Study, excluding references and any appendices, shall be approximately 8,000-15,000 words. However, the length may vary depending on the discipline and shall be set by the Specializations.

Internship-based Case Study

Title Must Be Written with Only the

First Letter of Each Word in Capitals

(Articles and Prepositions Excluded):

Title Should Be Concise

by

LAST NAME First Middle
(as shown on your student ID)

52123456

March 2025
(Month/Year of graduation)

Internship-based Case Study Presented to

Ritsumeikan Asia Pacific University

In Partial Fulfillment of the Requirements for the Degree of

Master of Business Administration

Certification Page *(Sample)*

I, <u>Name as Shown on ID</u> (Student ID 52123456) hereby declare that the contents of this Internship-based Case Study are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.
All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

LAST NAME, First Middle
YYYY/MM/DD

Acknowledgements

This page is optional for those whose contributions and supports are to be acknowledged.

This section is written in the first person. Here, the author expresses appreciation to persons and organizations who have contributed significantly to the completion of the study and the Internship-based Case Study.

Executive Summary

This is an executive summary of the Internship-based Case Study. It <u>must</u> be written in English.

The summary should state the problem, describe the methods and procedures used, and give the main results or conclusions of the research.

Table of Contents

List of Tables

The list of tables is included only if there are tables in your project report. These are listed here along with their caption (description) and the page number where they appear (see example).

Introduction

1.1 Introduction

Begin the Internship-based Case Study here. The line spacing must be set to double-space and printed single side.

List of References

Hanging indentation should be used for the List of References (all lines after the first line of each entry should be indented from the left margin).

The List of References should include all sources cited in the Research Project arranged in alphabetical order. Entries should be alphabetized by the family name of the first author of each work. Family names should be printed first, followed by a comma and then by initials of other names.

For multiple works by the same author(s), entries should be listed in chronological order, starting from earliest to most recent.

Maintain the punctuation and capitalization that is used by the journal in its title.

Although there are several citation styles, APU recommends using APA style.

Books:

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

Articles:

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical*, *volume number*(issue number), pages. http://dx.doi.org/xx.xxx/yyyyy

Electronic Sources:

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical, volume number*(issue number if available). Retrieved from http://www.someaddress.com/full/url/