

FINAL EXAM: Guidelines for the Examining Board

BEFORE THE EXAM

You will receive the following documents:

- ✓ The Executive Summary of each project, allowing you to review it before the day of the exam
- ✓ The project presentation schedule and the assigned secretaries

DAY OF THE EXAM


Preparation

- ✓ Please arrive on time in order to go over the instructions and discuss the procedure for the day.
- ✓ Please sign the attendance form that the Program Management team will hand to you.
- ✓ You will be given a folder with the project presentation schedule.
- ✓ Evaluation sheet. You will be given access to a digital evaluation sheet directly on your laptop.
- ✓ Project deliverables: for each project you will receive a printed copy of the presentation and a printed copy of the Executive Summary.
- ✓ The Role of the Examining Board Secretary: On the project presentation schedule, you will see the groups you will have to supervise as Secretary. The Secretary will remind the groups about their time limit for the presentation and will act as coordinator taking care of his/her groups' possible review requests and, in case of appeal, supporting the Dean of Academic Affairs providing information regarding the logic of the evaluation and possible issues raised by the students.

During the evaluation

- ✓ Timing: Remind the groups you have been assigned to about their time limit for their presentations: 15 minutes for the presentation itself and 5 min for Q&A.
- ✓ Evaluation Sheet. The evaluation sheet is common for any typology of exam that you will evaluate. You will evaluate each of the candidates by indicating their performance for each of the criteria using numbers (from 1 to 5, 5 being the maximum possible score).
 - Comments: Please record your observations on your evaluation sheet. This is extremely important should the students request feedback later.

EVALUATION SHEET



Program XXXXXXXX

Group XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Grader: _____

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Assessment criteria	Score: 5 - Fail; 2 - Pass; 3 - Proficiency; 4 - Excellence; 5 - Honors				
1. Opportunity - Is there a real and compelling unmet need, problem or want, which the proposed venture/initiative will exploit?					
2. Customer & Market Analysis - Was the customer who is going to pay identified? Is there a real interest from the target group in the product-service? Was understanding of the potential market and competitive demonstrated?					
3. Strategic approach - Was a differential, relevant and sustainable business strategy presented?					
4. Marketing strategy and plan - Was a relevant marketing strategy for the defined target group well defined? Was a solid and consistent implementation plan for that marketing strategy presented?					
5. Financial analysis and economic viability - Is the proposal properly founded from a financial perspective? Is the proposal viable from an economic point of view?					
6. Operational and Implementation Plan - Were the processes and resources needed for implementation, plus key milestones, explained?					
7. Risks and Mitigations - Were major risks identified and feasible mitigations presented?					
8. Presentation Skills - Was the pitch professional, effective and confidently presented?					
9. OBA - Oral Business Answer - Were the questions answered concisely and in a satisfactory manner?					
Strong points from the proposal					
Points to be reviewed/ improved from the proposal					
GRADING KEY Honors: 40-50 points; Excellence: 37-39 points; Proficiency: 29-32 points; Pass: 21-24 points; Fail: 13-6 points	Name and Signature				

At the end of the exam

- ✓ Please make sure that you have correctly completed and saved the digital evaluation sheets.

Thank you very much for your collaboration!