

SCMG 639 Strategic Management Capstone || Final Presentation Grading Rubric

Dimension	Exemplary	Proficient	Developing	Needs Improvement
	100%	85%	75%	65%
Problem Definition & Business Context	Clearly articulates the business problem, scope, objectives, and constraints	Problem and objectives are clear but may lack depth	Problem is partially defined	Problem unclear or misaligned
Analytical Rigor & Methodology	Applies appropriate analytical methods with accuracy and depth	Uses relevant methods with minor gaps	Limited or superficial use	Minimal or incorrect application
Use of Data & Evidence	Effectively uses data to support insights	Uses data appropriately but with limited depth	Inconsistent data use	Little to no data support
Quality & Feasibility of Recommendations	Actionable, feasible, prioritized recommendations	Logical but lacks prioritization	Generic or weakly supported	Unrealistic or disconnected
Business Impact & Value Creation	Quantifies business impact	Identifies impact but lacks quantification	Limited discussion of value	No clear impact
Professional Communication & Delivery	Clear, concise, executive-ready delivery	Generally clear but lacks polish	Uneven delivery	Unclear or unprofessional
Slide Design & Visual Communication	Clean, effective visuals	Clear but somewhat cluttered	Difficult to interpret	Poor visual quality
Handling of Q&A / Client Engagement	Thoughtful, confident responses	Adequate responses	Incomplete answers	Unable to address questions