

**ASSESSMENT RUBRIC-RESEARCH PROJECT**  
**Dra. Núria Vergés Bosch**  
**Intercultural communication techniques- International business (UB)**

**DATE**

**NAME**

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**From 0 to 10**

|  | <b>GROUP NUMBER</b> |  |  |  |  |
|--|---------------------|--|--|--|--|
| <b>CRITERIA</b>  |                     |  |  |  |  |
| <b>INTRODUCTION:</b> Effective introduction of the topic and its relevance. They get the attention and interest of the class. Expose clear objectives and main ideas that will follow.   |                     |  |  |  |  |
| <b>METHODOLOGY:</b> Clear, well and briefly explained how research was carried out. Questions/hypothesis and research techniques (interviews, surveys, observation, video analysis etc...)   |                     |  |  |  |  |
| <b>RESULTS:</b> Questions and/or hypothesis well answered. Clear, interesting and well explained findings  |                     |  |  |  |  |
| <b>CONCLUSIONS:</b> clear highlights and contributions, limitations, future research.  |                     |  |  |  |  |
| <b>DEBATE:</b> There were enough questions and debate, questions well answered...  |                     |  |  |  |  |
| <b>COMMUNICATION SKILLS:</b> Well organized, easy to follow and coherent, few language mistakes, demonstrate knowledge of the topic well demonstrated, well time managed, well done non-verbal language and intercultural communication... |                     |  |  |  |  |
| <b>CREATIVITY AND TECHNOLOGIES:</b> A creative presentation, as well as an effective use of technologies for presentations (powerpoint, prezi, graphs, videos etc...)  |                     |  |  |  |  |
| <b>RELEVANCE FOR THE SUBJECT:</b> To what extent this helps you to understand or deepen into your knowledge of this subject?   |                     |  |  |  |  |
| <b>TOTAL</b>   |                     |  |  |  |  |

**What have we learnt? (knowledge and skills):**