

# Marking Criteria

## Report Marking Criteria

1. Quality of the business concept
2. Presents a convincing case for funding a full business plan
3. Identifies and responds to challenges and potential problems
4. Evidence of team collaboration
5. Evidence of incorporation of cross-cultural perspectives, drawing on strengths of member countries
6. Consideration of real-world issues
7. Presentation

## Journal Marking Criteria

1. Evidence of personal learning
2. Evidence of teamwork – especially managing across cultures
3. Writing style
4. Insight
5. Inspiration
6. Evidence of managing challenges