

MBA-OJT EVALUATION RUBRIC

☐ SIMMC ☐ SIBMT

Student Name:		Roll No.:	
Date of Viva:		Total Marks:	_____ / 50

Performance Scale: 5 Exceptional | 4 Proficient | 3 Competent | 2 Developing | 1 Unsatisfactory | N/A = Not Applicable

Sr.	Evaluation Item	Wt.	5 – Exceptional	4 – Proficient	3 – Competent	2 – Developing	1 – Unsatisfactory
		Marks					
1	Title	2	Precise; fully aligned to work, objectives and scope; confidently justified.	Clear and well aligned to work and objectives; explained well.	Adequately reflects work/objectives; minor clarity gaps.	Partially reflects work; weak alignment with objectives.	Unrelated to work/objectives or substantially unclear.
2	Company Certificate	2	Authentic, complete, authenticated and fully aligned with OJT work; prescribed format followed.	Authentic and aligned; only minor format/documentation issue.	Received and broadly aligned; minor deficiencies in format/authentication.	Received but major deficiencies in format, authentication or alignment.	Missing, unauthenticated or substantially inconsistent with work.
3	Executive Summary	3	Concise; covers context, objectives, method, key findings, conclusion and recommendations.	Clear summary covering major objectives, findings and conclusion.	Adequate summary; limited detail on findings/recommendations.	Too brief/long or mainly descriptive; key elements missing.	Missing, vague or does not represent the actual work.
4	Company Profile	2	Comprehensive, relevant and current; all prescribed aspects covered.	All major prescribed aspects covered with good relevance.	Basic required aspects covered adequately; limited depth.	Limited coverage; largely descriptive or incomplete.	Missing or substantially inadequate.
5	Industry Profile	2	Comprehensive; relevant industry structure, trends, competition and context clearly presented.	Major prescribed aspects covered with relevant information and analysis.	Adequate overview; limited analysis/depth.	Limited coverage; largely descriptive.	Missing or substantially inadequate.
6	Objectives of Study	3	Specific, clear and logically sequenced; fully aligned and confidently explained.	Clear and well aligned; explained well.	Relevant and broadly aligned; could be more specific.	Present but poorly framed or weakly aligned.	Missing or disconnected from actual work.
7	Research Methodology	5	Appropriate and justified; data sources, sampling/tools and procedures correctly applied and explained.	Appropriate, documented and correctly applied; good explanation.	Appropriate and adequately described; limited justification/depth.	Partially appropriate/inadequately applied; limited understanding.	Inappropriate, copied without understanding, missing or unrelated.
8	Task-Based Sections / Actual Work	6	Tasks clearly documented; strongly match OJT role/objectives; contribution and learning explained with evidence.	Tasks clearly documented and aligned; student justifies work well.	Major tasks documented and generally aligned; adequate explanation.	Tasks partly documented or weakly aligned; limited justification.	Actual work missing, unclear or substantially inconsistent.
9	Questionnaire / Data Collection	3	Instrument is logical, comprehensive and directly linked to objectives; design is confidently explained.	Sufficient, logical and aligned questions; explained well.	Adequate questions with minor coverage/structure limitations.	Incomplete/insufficient or weakly aligned instrument.	Missing where required or fundamentally disconnected.

Sr.	Evaluation Item	Wt.	5 – Exceptional	4 – Proficient	3 – Competent	2 – Developing	1 – Unsatisfactory
		Marks					
10	Data Analysis & Charts	5	Accurate, appropriate and insightful analysis; charts clear; results and implications interpreted confidently.	Accurate and appropriate analysis; clear charts; results explained well.	Adequate analysis addressing objectives; minor errors/limitations.	Significant errors, weak technique or weak interpretation.	Missing, copied, substantially incorrect or unrelated to data/objectives.
11	Hypothesis Testing	2	Correct hypotheses/tests; accurate execution, interpretation and confident explanation.	Correctly conducted and interpreted; minor explanation gaps.	Correct at a basic level; conclusions broadly appropriate.	Applicable but contains statistical/methodological errors.	Not done when required, fundamentally incorrect or not understood.
12	Findings & Conclusions	4	Accurate, insightful and data-based; addresses all objectives; conclusions logically supported.	Well derived from data and addresses all major objectives.	Adequately derived and addresses most objectives.	Limited linkage to data/objectives or weakly supported conclusions.	Missing, unsupported or unrelated to objectives.
13	Suggestions & Recommendations	4	Specific, practical and actionable; directly derived from findings and organisational needs.	Relevant, practical and clearly linked to findings/objectives.	Reasonable recommendations with adequate linkage.	General/vague or only partly linked to findings.	Missing, irrelevant or unsupported.
14	Key Contribution to Organisation	3	Significant, practical contribution identified with clear value/impact and evidence.	Meaningful contribution clearly identified and explained.	Major contribution identified with adequate explanation.	Contribution vague, limited or poorly explained.	No meaningful contribution identified.
15	Limitations & Future Scope	2	Realistic limitations identified; specific and feasible future work proposed.	Important limitations and relevant future work clearly stated.	Basic limitations and reasonable future scope stated.	Generic/incomplete limitations or weak future scope.	Missing or shows little understanding of constraints.
16	References, Annexures, Formatting & Language	2	Complete documentation; credible sources/citations; professional format and excellent academic language.	Well documented; good sources; consistent format/language with minor errors.	Acceptable documentation, formatting and language with some minor issues.	Limited/inconsistent references, annexures, formatting or language errors affect quality.	Substantially incomplete/poor documentation, formatting or language; major rework required.

Evaluation instruction: Tick ONE level for each applicable item. Use N/A only where the criterion genuinely does not apply. Weighted marks may be used to total 50.

Overall Comments / Observations:

Weighted Score _____ / 50

Overall Rating _____ / 10

Evaluator's Decision ☐ Rejected ☐ Major Corrections ☐ Minor Corrections ☐ Accepted

Date _____

Project Guide / Evaluator Signature: _____

Date: _____