

Student name: _____

Company: _____

Project / topic: _____

A. Thesis (maximum score: 75)

Factual content
(Correctness, plausibility, critical assessment)

maximum
score

	27
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Composition and structure
(Logic of structure, approach, central theme, objectives and reference to the topic, conclusiveness of the argumentation)

	12
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Derived results

	12
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Expression, style, grammar
(Comprehensibility, simplicity, clarity of phrases, punctuation)

	12
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Academic writing techniques
(Bibliography and further indexes, way of quotation)

	12
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Total A:

	75
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B. Presentation (maximum score: 25)

Content and structure
(Agenda/outline, central theme, conclusion, reference to the topic, traceability)

	9
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Visualization
(Design of the slides, text layout, proportion of text and pictures, relation between text and pictures)

	4
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Charisma
(Confidence, audience involvement, body language, posture)

	4
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Rhetoric and language
(Way of speaking: pace, audibility, breaks, fluency, free speech, audience involvement)

	4
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Time management and behavior during the following discussion

	4
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Total B:

	25
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Sum total (A + B)

	100
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Comments

_____ Date and signature