

Exported Rubric Title: Peer Review Rubric**Rubric exported from the site: SMPL101 Spring 2020****Rubric exported on: 2021/02/03 12:25:46**

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| Knowledge | | Inadequate : 0.0 points Summarizes the report in such a way that readers can rapidly become acquainted with the outcomes without having to read the full report (max 10 pts). | Meets expectations : 1.0 points The executive summary includes items that exceed expectations eg. A drop-through calculation. | Exceeds expectations : 2.0 points The Executive Summary includes the key conclusions of the external analysis, internal analysis and confrontation matrix, all of which are logically linked to the strategy. | |
| Writing | Inadequate : 0.0 points The Executive Summary includes a statement of strategy of maximum 50 words and the most important annual plan objectives. The Executive summary also includes key items from the internal and external analysis. As well as a table with the most important objectives/KPIs compared to previous years. | Poor : 5.0 points The Executive Summary is limited to one page in length. | Fair : 10.0 points Gives insight into the market situation that the hotel will be moving into, taking broad trends (macro) and the operating environment (micro) into account (max 10 pts). | Good : 15.0 points All items included are relevant, logical and realistic. The External Analysis conclusion is a synthesis of the items described. | Exceptional : 20.0 points The implications of trends are given and are clearly limited to hotels like ours (i.e. hotels comparable to the case hotel). Implications logically linked to the trend described. The conclusion of the external analysis is more than just a summing up of the opportunities and threats. |
| | Practice | Inadequate : 0.0 points The combining of external and internal analysis elements are put into a bigger context to enable a comprehensive higher level conclusion of the total matrix. | Meets expectations : 7.0 points Conclusion(s) are drawn from the matrix. There is repeated evidence of combining external and internal analysis elements. | Exceeds expectations : 2.0 points The relationship between the objectives and outcome confrontation matrix is described and clarified. Objectives have been put into context and compared to with previous years' results (both in absolute and relative terms). | |