

Criteria	Points	Scale 1	Scale 2	Scale 3	Scale 4	Scale 5
<b>1. Understanding of Key Concepts</b>	20	Limited understanding; struggles to grasp core concepts (20 points).	Basic understanding; demonstrates some familiarity with key concepts (16 points).	Good understanding; able to articulate key concepts with clarity (12 points).	Strong understanding; demonstrates depth of knowledge in core concepts (8 points).	Exceptional understanding; demonstrates mastery of key concepts (4 points).
<b>2. Application and Integration</b>	20	Rarely applies concepts; struggles to connect ideas (20 points).	Attempts to apply concepts but with limited success (16 points).	Applies concepts adequately to some scenarios (12 points).	Applies concepts effectively to various scenarios (8 points).	Consistently applies concepts creatively to diverse real-world situations (4 points).
<b>3. Critical Analysis and Problem-Solving</b>	15	Demonstrates poor critical thinking and problem-solving skills (15 points).	Shows some ability to analyse but lacks depth (12 points).	Analyses effectively but may overlook some aspects (9 points).	Demonstrates strong critical thinking skills and identifies problems accurately (6 points).	Excels in critical analysis and consistently offers innovative solutions (3 points).
<b>4. Engagement and Collaboration</b>	15	Rarely engages and does not collaborate effectively (15 points).	Participates inconsistently; limited collaboration with peers (12 points).	Engages adequately and collaborates effectively in group settings (9 points).	Actively engages and contributes positively to group activities (6 points).	Demonstrates exemplary engagement and fosters collaboration among peers (3 points).
<b>5. Communication and Presentation Skills</b>	10	Communicates poorly; lacks clarity and coherence (10 points).	Communicates with some clarity but lacks engagement (8 points).	Communicates ideas clearly; engages the audience moderately (6 points).	Communicates effectively with clarity and engages the audience well (4 points).	Communicates persuasively with exceptional clarity and audience engagement (2 points).
<b>6. Application to Real-world Contexts</b>	10	Struggles to apply concepts to real-world situations (10 points).	Attempts to apply concepts but with limited success in practical scenarios (8 points).	Applies concepts adequately to some real-world contexts (6 points).	Applies concepts effectively to various real-world situations (4 points).	Consistently applies concepts creatively to diverse real-world scenarios (2 points).
<b>7. Overall Understanding and Synthesis</b>	10	Demonstrates poor understanding and lacks synthesis of concepts (10 points).	Shows some understanding but lacks integration of ideas (8 points).	Understands concepts well; synthesizes knowledge to some extent (6 points).	Demonstrates strong understanding and synthesizes knowledge effectively (4 points).	Excels in understanding and synthesizing knowledge from various sources comprehensively (2 points).

\*Note: Each criterion is rated on a scale from 1 to 5, with clear descriptors for each level of performance and total points, providing a more concise evaluation of learners' proficiency in each aspect.



Co-funded by  
the European Union

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project ID: KA220-HED-9E88D057.*

### Further information

Here below you can find more information about each scoring criteria:

1. **Understanding of Key Concepts:** Demonstrates a thorough understanding of the core concepts presented in all modules. Can articulate the connections between different modules for value creation.
2. **Application and Integration:** Applies concepts learned across all modules to real-world scenarios. Integrates knowledge from different modules for innovative value creation strategies.
3. **Critical Analysis and Problem-Solving:** Critically evaluates the effectiveness of various approaches discussed in the modules. Identifies and solves problems related to value creation using module insights.
4. **Engagement and Collaboration:** Actively engages in discussions, activities, and group exercises. Collaborates effectively with peers to exchange ideas and enhance learning.
5. **Communication and Presentation Skills:** Communicates ideas clearly and persuasively during presentations and discussions. Engages the audience effectively.
6. **Application to Real-world Contexts:** Applies concepts learned to real-world business situations. Provides practical examples or case studies to support arguments or recommendations.
7. **Overall Understanding and Synthesis:** Exhibits a comprehensive understanding of the interplay between modules and their impact on value creation. Synthesizes knowledge for holistic solutions.

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