



**FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
HTM655 UNDERGRADUATE PROJECT
(Argumentative Essay)**

PROPOSAL EVALUATION

Student Name :

Student ID :

Program Code :

Topic :

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Name (<i>Supervisor</i>) :		Signature:
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PROPOSAL EVALUATION (20%)

CRITERIA	STATEMENT	INSUFFICIENT (1)	ACCEPTABLE (2)	EXCELLENT (3)	POINTS
Purpose	Proposal has a chance of being followed/implemented				
	Stays on topic				
	Local, worthwhile proposal with community interest.				
Organization	Proposal follows a problem/solution/justification form (or some derivation thereof)				
	Heading done correctly				
	Backing sources included				
Tone/Style	Tone is professional, persuasive, and businesslike				
	Concise and interesting controlled prose writing				
Development	Problem well-explained				
	Consequences of inaction noted				
	Solution is detailed enough to be followed				
Editing and conventions	Follows APA formatting				
	Works adequately cited				
	Relatively error-free written English				
TOTAL					/42
The Total Mark of this section shall be converted to 20% of the overall marks (SCORE÷ 42 X 20)				TOTAL SCORE	/20