



**FACULTY OF HOTEL AND TOURISM MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
HTM655 UNDERGRADUATE PROJECT  
(Creative & Innovative Product)**

**PROPOSAL EVALUATION**

Student Name : .....

Student ID : .....

Program Code : .....

Topic : .....

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Name : <b>(Supervisor)</b>		Signature:
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## PROPOSAL RUBRICS (20%)

	CRITERIA				POINTS
	Excellent (4)	Competent (3)	Needs Improvement (2)	Incomplete (1)	
<b>Introduction/Background of Study</b>	An intriguing introduction based on facts leads clearly into the research proposal. Information presented displays expanded scope and relevance and is organized to enhance response to the problem/question presented. Shows evidence of a critique of prior work on the problem	A fairly well formulated introduction with some evidence to support the topic leads into the research proposal. The information presented is related to problem/question and displays extended scope and relevance	Introduction is not well constructed, uninteresting, or does not lead into the research proposal. Inappropriate information related to problem/question is presented with insufficient citations	Lacks a proper introduction. Weak or inappropriate information related to problem / question is presented; lack of appropriate citations	
<b>Problem Statement</b>	Stated the research problem clearly, and provided motivation for undertaking the research	Fairly well posed statement of the problem that provides evidence, but the evidence is not as strong as it could be	Statement of the problem is not clearly stated and/or lacks quality evidence to support the problem	Lacks a proper statement of the problem. Evidence presented does not support the thesis or problem statement	
<b>Purpose of Study</b>	Very clearly stated purpose of the study and demonstrated its potential value	Fairly well stated purpose of the study but did not demonstrate its potential value	Purpose of the study is not clearly stated and/or the value is not stated	Lacks a purpose of the study statement	
<b>Experimental Design</b>	All elements of a good experimental designs are excellently displayed	All elements of a good experimental design are adequately displayed	experimental design needs some improvement as some vital elements are missing or not properly displayed	Very sloppy experimental design	
<b>Research Scope</b>	Well stated research scope based on the purpose of the study	Fairly well stated research scope based on the purpose of the study	Stated research scope is unclear based on the purpose of the study	Incomprehensible research scope	
<b>Significance of study</b>	The proposed study is very important and nicely builds on existing research. The study is highly significant and innovative.	The proposed study is important and there is a good attempt to build on existing research. There are some innovative elements in the proposed study	The proposed study is relatively important and there is an attempt to build on existing research. However, there are only a small number of innovative elements in the proposed study	The study significance is missing. The proposed study does not tackle an important issue and there is no attempt to build on previous research. There are no innovative elements in the proposed study	
<b>Literature Review</b>	Demonstrated adequate basic knowledge of literature in the area, and of prior work on the specific research problem. The literature review is very comprehensive and describes relevant material. The purpose of the	Demonstrated basic knowledge of literature or previous research in the area. The literature review is relatively comprehensive and describes most relevant material, although significant gaps still exist. The purpose	Unclearly mentioned some previous work in the area. The literature review is not as comprehensive with some relevant materials deemed missing. The purpose of the study is described, but not as clearly as it might be. There	Very minimal mention of any previous research, literature, or theories. The literature review lacks comprehensive coverage of relevant material. The purpose of the study is not clearly described and there is no connection	

	study is clearly described and there is an excellent connection between the material reviewed and the purpose of the study	of the study is described and there is a good attempt to connect the material reviewed with the purpose of the study	is only some attempt to connect the material reviewed with the purpose of the study	between the material reviewed and the purpose of the study	
<b>Methodology</b>	A methods section is present, it is written clearly, and the section is missing none of the key elements of the methods	A methods section is present, and only a few elements of the methods are absent or described insufficiently	A methods section is present, but numerous elements of the methods are absent or described insufficiently	A very sloppy method section is included in the proposal, many key elements of the methods are absent	
<b>Analysis</b>	The proposed analysis is appropriate, theoretically sound and complete given the propose research	The proposed analysis is appropriate, theoretically sound but incomplete given the propose research	The proposed analysis is vague	The proposed analysis is inaccurate	
<b>References</b>	Reference list is relevant, complete and broad enough to support the proposed study and is in the correct APA format	Reference list is limited and is in the correct APA format	Reference list includes non-relevant articles and is not in the APA format	Reference list is incomplete, and format is incorrect	
<b>Organization and Writing Mechanics</b>	The organization of the proposal is excellent All sections of the proposal is present. Adheres to all the proposal writing format requirements as presented in the guidelines. The flow of the writing is excellent across sections and within sections with very minor grammatical errors	The proposal is relatively organized. Most sections of the proposal are present and are presented in the right order. Adheres to most of the proposal writing format requirements as presented in the guidelines. The writing flows relatively well across sections and within sections with few grammatical errors	Fairly written proposal that lacks clarity; has poor transition sentences. There are several grammatical errors. Almost adheres to most of the proposal writing format requirements as presented in the guidelines	Poorly written paper that lacks organization. There are multiple grammatical errors. Fails to adhere to the proposal writing format requirements as presented in the guidelines	
				<b>TOTAL</b>	<b>/ 44</b>
<b>The Total Mark of this section is to be converted to 20% of the overall marks by the SUPERVISOR</b>					<b>/20%</b>