

PRACTICAL EXAM SCORE SHEET**A. COURSE AND STUDENT DETAILS**

Course Information		Student Details	
Course Title	Communication in the Digital Age- Practicum	Student's Name	
Course Code	COM 504	FWU Redg. No	
Credits Hour	1	Exam Roll No.	
Program/Semester	MBA/First	Campus Roll No	
Level	Graduate	Admission Year	

B. SUMMARY OF MARKS OBTAINED

Activity	Activity Name	Total Marks	Marks Obtained
1	Creating Professional Business Documents	25	
2	Delivering Presentations	25	
3	Developing Digital Communication Campaign	25	
4	Cross-cultural Business Communication Practice	25	
	Total	100	

C. ACTIVITYWISE MARKS DETAILS

Activities	Evaluation Criteria	Full Marks	Marks Awarded
1: Creating Professional Business Documents (Proposal for organizational problem-solving or new initiative (1,000-1,500 words))	Rationale/Objective of the Proposal	5	
	Content and Relevance	5	
	Structure and Organization	5	
	Formatting and Presentation Style	5	
	Professionalism in Writing	5	
	<i>Subtotal (25 marks)</i>		
2: Delivering Presentations (Presentation and Q&A session)	Content and Structure	5	
	Slide Design	5	
	Oral Delivery	5	
	Response to Q & A	5	
	Overall Reflection	5	
<i>Subtotal (25 marks)</i>			
3: Developing Digital Communication Campaign (Campaign strategy document (500-750 words) – Situation analysis, objectives, target audience, key messages, channel strategy, timeline, measurement plan)	Situation Analysis	5	
	Objectives and Target Audience	5	
	Key Messages and Channel Strategy	5	
	Timeline and Measurement Plan	5	
	Clarity and Professionalism	5	
<i>Subtotal (25 marks)</i>			
4: Cross-cultural Business Communication Practice (Multicultural team meeting, and cross-cultural conflict resolution)	Cultural Awareness	5	
	Communication Effectiveness	5	
	Collaboration and Teamwork	5	
	Conflict Resolution Skills	5	
	Reflection and Learning	5	
<i>Subtotal (25 marks)</i>			

D. EVALUATORS

Evaluator	Evaluator 1	Evaluator 1
Name:		
Designation:		
Signature:		
Date:		

E. APPROVAL

Approved by (Campus Chief/ Principal/HoD):

Date:

Stamp:

Instruction: Submit this individual student's record to the Office of the Controller of Examination and forward one copy to the Dean's Office, Faculty of Management, Far Western University. The documents (business documents, campaign strategies, and presentation photos) of every student must be kept safely in the Campus/Department until the student completes the program. The Dean's Office may inspect them at any time.