TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Khóa Luận Tốt Nghiệp			
Mã học phần:	7TM0650		Số tin chỉ:	6
Mã nhóm lớp học phần:	242_7TM0650_02			
Hình thức thi: **Dự án/Đồ án/Bài tập lớn/Tiểu luận**		Thời gian làm bài:	**30**	Phút/ ngày
☒ GV giao đề bài trong thời gian giảng dạy lớp học phần		☐ TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố		
☒ Cá nhân	☐ Nhóm	Số SV:		1
Quy cách đặt tên file	***Student ID_Student Name_242_ 7TM0650_02_Group Name_*Final**			

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 06/04/2025**.

1. Formatting Guide

- Assignment total length should be within 30 slides PowerPoint (±10%) and a Word Documents of no more than 15000 words
- Individuals submit a soft copy of their finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.
- This is a group assignment.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhất Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Asessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	The relevance of the topic to the major	Individual Presentation	10%	1	1	**PI4.1, PI4.2, PI4.3**
CLO2	The presentation format of the thesis	Individual Presentation	10%	1	1	**PI6.2**
CLO3	The scientific and practical significance of the topic in the thesis	Individual Presentation	20%	2	2	**PI7.1**
CLO4	Methodology	Individual Presentation	20%	2	2	**PI8.2**
CLO5 and CLO6	Content and achieved results (According to research objectives).	Individual Presentation	40%	2	4	**PI9.2 PI10.2**

III. Assignment Requirement

1. Topic
You should choose a topic related to the field of marketing.
Context:

All discussions must be supported and justified with published facts, published journal articles, and references from credible sources The group assignment must be written in a report format.

Report Requirement:

In this task, you will prepare a research project with the following sections:

1. Introduction – 1 point

- Provide background information on the research topic, including its significance in the field of Marketing.
- Define the research problem or gap, and present your research question(s).

- Clearly outline your research objectives and hypotheses.

2. Literature Review – 2 points

- Review relevant academic literature to establish a theoretical foundation for your study.
- Identify theoretical gaps in past studies and discuss why these gaps are significant.
- Explain how your research addresses these gaps, particularly focusing on any unique aspects relevant to your study.

3. Methodology – 2 points

- Describe the research design (e.g., survey, experiment) and justify your choice.
- Detail the sampling strategy, including sample size, sampling technique, and data collection procedures.
- Explain the data analysis methods (e.g., descriptive statistics, regression analysis) you will use to test your hypotheses.

4. Data Analysis and Findings – 2.0 points

- Present and analyze your quantitative findings, using tables, charts, and graphs where appropriate.
- Include results from statistical tests (e.g., t-tests, chi-square, correlation, or regression analysis).
- Explain and interpret your findings about your research questions and hypotheses.

5. Discussion – 1.5 points

- Interpret your findings within the context of the literature reviewed.
- Discuss the theoretical and practical implications of your results.
- Address any limitations of your study and suggest potential areas for future research.

6. Conclusion – 0.5 points

- Summarize the key findings and contributions of your study.
- Restate the significance of your research in addressing the research question or problem.
- Provide any final insights or recommendations for marketing practitioners or further studies.

7. References – 0.5 points

- Cite all sources used in your research according to APA, MLA, or other appropriate academic referencing style.

8. Appendices (if necessary) – 0.5 points

- Include any supplementary materials, such as survey instruments, raw data, or additional statistical outputs, that support your study.

Format requirements:
- Word Limit: Maximum 15,000 words (excluding tables, appendix, and references).
- Format: Times New Roman, 13-point font, double-spaced, with 1.5-inch margins.

- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide

- The assignment's total length should be within 15000 words (±10%); (excluding tables, appendix, and references).
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Student Name_242_ 7TM0650_02_Group Name_*Final Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Criteria	Score	Very Good 8-10 pts	Good From 6.5 – under 8 pts	Average From 5 to under 6.5 pts	Poor Under 5
1. Introduction	1	- Clear, compelling research problem; precise objectives and hypotheses; excellent relevance and significance of topic.	- Clear research problem; objectives and hypotheses mostly relevant; demonstrates topic relevance.	- Acceptable problem definition; objectives and hypotheses lack precision; relevance is moderate.	- Vague or unclear problem; objectives and hypotheses poorly defined; little relevance to Marketing.
2. Literature Review	2	- Comprehensive review; synthesizes relevant theories, clearly identifies theoretical gaps, and links them to research.	- Good coverage of relevant literature; identifies gaps; connects theory to research question.	- Basic literature coverage; some theoretical gaps identified, but connection to research is weak.	- Insufficient or irrelevant literature; theoretical gaps not identified; unclear theoretical framework.
3. Methodology	2	- Clear, robust design; appropriate sample and data collection method; excellent description and justification of	- Logical design; sampling and data methods are appropriate; analysis methods mostly justified.	- Basic design and sampling; data collection lacks detail; analysis methods minimally justified.	- Methodology lacks coherence; sampling, data collection, and analysis poorly chosen or justified.

		analysis methods.			
4. Data Analysis & Findings	2	Thorough and accurate analysis; appropriate use of statistics; clear interpretation of data; insightful findings relevant to research question.	- Good analysis; most statistics correctly used; findings generally clear and relevant.	- Basic analysis with some errors; findings lack depth or clarity; some relevance to question.	- Weak or incorrect analysis; findings unclear or irrelevant to the research question.
5. Discussion	1,5	- Insightful interpretation; connects findings to theory and implications; discusses limitations effectively.	- Clear interpretation; relates findings to theory; discusses limitations with some insight.	- Basic interpretation; weak links to theory; limited discussion of implications or limitations.	- Superficial or absent discussion; no clear connection to theory; lacks insight into limitations.
6. Conclusion	0,5	- Concise summary; effectively highlights key findings, implications, and future research suggestions.	- Summarizes main points; identifies implications and suggests future research moderately well.	- Basic summary; little depth in implications; limited future research suggestions.	- Lacks clear summary; implications or future research suggestions missing or unclear.
7. Academic Writing & Structure	0,5	- Well-organized, clear, concise writing; excellent grammar and referencing; academic tone maintained throughout.	- Generally well-structured; minor errors in grammar or referencing; academic tone mostly maintained.	- Acceptable structure; several errors in grammar or referencing; inconsistent academic tone.	- Poorly organized; frequent grammar or referencing errors; academic tone largely absent.
8. Referencing & Appendices	0,5	- Comprehensive, accurate referencing of all sources; appendices fully support the research.	- Mostly accurate referencing; appendices are helpful and mostly relevant.	- Basic referencing; some inaccuracies or omissions; appendices partially relevant.	- Little or no referencing; appendices missing or irrelevant.

Internal Verifier　　　　　　　　*Ho Chi Minh City, 10th March 2025*
Lecturer

PhD. Trần Nguyễn Hải Ngân   **PhD. Hoàng Thành Nhơn**