



CLIL4ALL

Economic Fundamentals course: Pestel analysis

University and degree programme: TH Wildau, Preparatory Programme Wildau Foundation
Year

Course: Grundlagen der Wirtschaft, 5 ECTS

Timing: January 2025

Lecturers: Simon Devos

Evaluation grid for drafting and presenting a PESTEL Analysis

Criteria	Excellent (5 Points)	Good (4 Points)	Satisfactory (3 Points)	Needs Improvement (0-1-2 Points)	Score
Content	Thorough and insightful PESTEL analysis, covering all six factors with relevant examples and clear links to the topic.	Covers all six PESTEL factors with appropriate examples and some analysis.	Covers most PESTEL factors, though some may be underdeveloped or lack strong examples.	Incomplete PESTEL analysis with significant gaps or irrelevant examples.	
Structure	Clear introduction, logical flow of ideas, well-organized sections for each PESTEL factor, strong conclusion.	Mostly logical structure with minor lapses in flow. Clear intro and conclusion.	Some organizational issues; ideas may not flow seamlessly, with a basic intro and conclusion.	Poor structure; ideas are disorganized or difficult to follow.	
Language Use	Excellent command of the foreign language; accurate grammar, diverse vocabulary, and appropriate terminology.	Good language use with few grammatical errors and fairly diverse vocabulary.	Adequate language skills, but with noticeable grammatical errors or limited vocabulary.	Significant language errors that affect comprehension. Basic vocabulary.	
Pronunciation & Fluency	Clear pronunciation and smooth, confident delivery.	Good pronunciation with minor hesitations.	Some pronunciation issues and occasional hesitations.	Difficult to understand due to poor pronunciation or lack of fluency.	
Presentation Skills	Confident, engaging presentation; strong eye contact, appropriate gestures, and use of visuals.	Engaging presentation with some eye contact and use of gestures or visuals.	Basic presentation skills; limited engagement or minimal visual support.	Reads from notes, lacks eye contact, and minimal effort to engage audience.	
Teamwork & Collaboration	Seamless collaboration; all members actively contribute and support each other.	Effective teamwork, though contributions may be slightly uneven.	Some teamwork issues; uneven participation among group members.	Little collaboration evident; presentation feels disjointed.	
Time Management	Perfect timing; keeps within the allotted time frame.	Slightly over or under time, but generally well-managed.	Noticeably over or under time.	Poor time management; significantly exceeds or falls short of time limit.	
Q&A	Handles questions confidently and provides well-thought-out answers.	Answers most questions clearly, with minor hesitation.	Struggles with some questions but attempts to respond.	Unable to answer most questions or shows lack of preparation.	