

# *ACADEMIC STANDARDS*

## **Executive Master in Corporate Communication**

**Intake April 2016**



Each professor determines the evaluation criteria for his/her course. He/she will inform students of his/her evaluation criteria at the beginning of the course, which is also explained in the course syllabus. Some possible evaluation criteria could include punctuality, class participation, written reports, class presentations, group work, and final examinations, amongst others. Aptitude as well as attitude might be taken into consideration. Workshops will be evaluated as PASS or FAIL according to the evaluation criteria set by the professors.

The **grade point average (GPA)** for each period is calculated based on the numeric equivalent of each letter grade and is weighted according to the number of sessions each course carries. It is applied the four-point scale also frequently used at educational institutions in the United States for the calculation of the GPA.

In order to get the desired results from the learning process, the student must fulfill the following criteria:

- Any student that in the **first period** receives a Grade Point Average (GPA) **lower than 2.5** could be expelled from the program.
- In the **second period**, the student that receives a GPA **lower than 2.5** will be expelled from the program and will not receive his or her Master diploma.
- Upon **completion of the Program**, the student that receives an overall GPA for the whole Program lower than 2.6 will not obtain the Master's degree.

IE is using what is often referred to as a **“curve”** system for two major reasons: to introduce an element of normalization across the many different classes students take throughout their program and to ensure that different professors teaching the same class can use different evaluation systems and criteria. Final term grades are assigned based on the following curve distribution:

