7) An ability to lead, manage and undertake projects.

Performance Criteria	Level of Learning			
	Initial	**Emerging**	**Developed**	**Experience**
Formulate value propositions: Identifies the needs or problems of potential clients and/or users and is able to formulate a validated solution	There is no understanding of the users / clients or what they need	It shows incomplete understanding of the users / clients and why they would want the proposed solution	Clearly understands users although it still partially justifies why they would want the proposed solution	Clear evidence that knows the customers/users and clearly justifies why they would want the solution
Handle problems: Identifies and solves problems encountered during the realization of a project or task	Does not identify problems or did not make efforts to solve them	Identified and tried to solve only minor problems and not the most important problems	Identified the important problems and tried to apply appropriate solutions	Identified the problems encountered and found reasonably good solutions
Develop contact networks: Identifies contacts and manage them to obtain information or useful resources for a project or task. Contact are unknown people and outside of ESPOL	No evidence to reach contacts or manage them	Approached and effectively managed a contact outside of ESPOL	Approached and effectively managed two or three contacts outside of ESPOL	Approached and effectively managed more than three contacts outside of ESPOL
Elaborate quality products/services: Elaborates a product or service resulting from a task or project whose quality is recognized by a client, potential client or a third with credentials to evaluate it.	The quality and presentation of the product/service are unpleasant	The quality and presentation of the product/service is limited and make it unattractive for customers/users	The quality and presentation of the product/service is acceptable and shows work, but it could be done better with a little more effort	The quality and presentation of the product/service obtained goes beyond what was requested