Grade Criteria
Module: Fundamentals of Business
Assessment 5: Case Study

	100-80%	79-70%	69-60%	59-50%	49-40%	39-30%	29-0%
	The work produced is exceptional in most/all aspects, substantially exceeding expectations for this level	The work produced is of excellent quality, exceeding expectations for this level in many aspects.	The work produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in several of them	The work produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in some of them.	The work produced meets all of the intended learning outcomes at, but rarely exceeding the threshold expectations for this level.	The work produced fails to meet all of the intended learning outcomes and is marginally inadequate for this level.	The work produced fails to meet all of the intended learning outcomes and is inadequate for this level.
Knowledge and Understanding (20%) Students need to summarize the characteristics of the company and identify its distinct features among other competitors.	Accurately summarise factual information of the business including organisational form, financing source, business performance etc, with many indications of greater breadth and depth of knowledge, beyond expectations for this level; ☐ Information always relevant and drawn from a wide range of sources, many of them independently identified; ☐ Demonstrates an understanding of the principles, terms, concepts, theories and practices within the subject/discipline that substantially exceeds expectations for the level in many aspects.	Accurately summarise factual information of the business including organisational form, financing source, business performance etc, with several indications of greater breadth and depth of knowledge, beyond expectations for this level; ☐ Information consistently relevant and drawn from a wide range of sources, some of which are independently identified; ☐ Demonstrates an understanding of the principles, terms, concepts, theories and practices within the subject/discipline that exceeds expectations for the level in several aspects.	Accurately summarise factual information of the business including organisational form, financing source, business performance etc, with occasional indications of greater breadth of knowledge; ☐ Relevant information drawn from a wide range of sources is organised logically and clearly; ☐ Recognises and demonstrates clear understanding of the key principles, terms, concepts, theories and practices within the discipline/field.	Accurately summarise a satisfactory range of factual information of the business, including organisational form, financing source, business performance etc. ☐ Relevant information drawn from appropriate range of sources is clearly organised; ☐ Recognises and demonstrates basic understanding of the key principles, terms, concepts, theories and practices within the discipline/field.	Accurately summarise an acceptable range of factual information of the business, including organisational form, financing source, business performance etc. ☐ Mostly relevant information drawn from an adequate range of sources; ☐ Recognises the basic principles, terms, concepts, theories and practices within the subject/field.	Summarise a limited range of factual information of the business, including organisational form, financing source, business performance etc, with some inaccuracies/omissions; ☐ Information not always relevant and drawn from a limited range of sources; ☐ Occasional errors/omissions/misrecognitions of the basic principles, terms, concepts, theories and practices within the subject/field.	Summarise a limited range of factual information of the business, including organisational form, financing source, business performance etc, with substantial inaccuracies/omissions ☐ Range of information inadequate, often irrelevant and disorganised; ☐ Fails to recognise the basic principles, terms, concepts, theories and practices within the subject/field.

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Cognitive Skills (35%) Students will need to explain why the company makes such strategies, including minimum viable product development, pricing strategy, outsourcing strategy	Analysis of the business strategy is exceptional, taking into account the unpredictable environment and the business' life cycle ☐ Demonstrates outstanding ability to apply learning in less familiar contexts/situations.	Analysis of the business strategy is excellent, taking into account the unpredictable environment and the business' life cycle ☐ Ability to apply learning in less familiar contexts/situations exceeds expectations for this level in some aspects.	Analysis of the business strategy is great, partially taking into account the unpredictable environment and the business' life cycle ☐ Evidences ability to apply learning in less familiar contexts/situations.	Analysis of the business strategy is good, with few consideration of unpredictable environment and the business' life cycle ☐ Applies learning to produce a satisfactory response to a less familiar context/ situation.	Analysis of the business strategy is adequate, with few consideration of unpredictable environment and the business' life cycle ☐ Limited application of learning to address a less familiar context/situation.	Analysis of the business strategy is marginally inadequate, with few consideration of unpredictable environment and the business' life cycle ☐ Marginally fails to apply learning when dealing with a less familiar context/situation.	Analysis of the business strategy is poor or absent with reliance on description; ☐ Fails to apply learning in a less familiar context/situation.
Practical and Professional Skills (35%) Students need to identify the challenges and opportunities the company faces	Challenges and opportunities identification is exceptional, taking into account the factors that affect the challenges and opportunities in both short run and long run.	Challenges and opportunities identification is excellent, taking into account many factors that affect the challenges and opportunities in both short run and long run.	Challenges and opportunities identification is great, taking into account several factors that affect the challenges and opportunities in both short run and long run.	Challenges and opportunities identification is good, although without taking into account factors that affect the challenges and opportunities in both short run and long run.	Challenges and opportunities identification is adequate, although without taking into account factors that affect the challenges and opportunities in both short run and long run.	Challenges and opportunities identification is inadequate and not related to its importance.	Challenges and opportunities identification is poor or absent.
Transferrable and Key Skills (10%) Students need to communicate in a clear manner given the word count requirement and use Harvard Referencing system.	Organisation of information is exceptionally logical and convincing for work at this level; Work demonstrates independence and initiative beyond level expectations, setting objectives and taking responsibility for outcomes. Referencing (including in-text citation) is properly done and the references are relevant to the task. The word count of the work satisfies the requirement.	Organisation of information is consistently logical and convincing; Work demonstrates independence and some initiative in setting objectives and taking responsibility for outcomes. Referencing (including in-text citation) is properly done and the references are relevant to the task. The word count of the work satisfies the requirement.	Organisation of information is generally clear; Work demonstrates independence in setting some objectives beyond those given and taking responsibility for outcomes. Referencing (including in-text citation) is properly done. The word count of the work satisfies the requirement.	Organisation of information is generally clear; Work demonstrates satisfactory independence in addressing objectives and taking responsibility for outcomes. Referencing (including in-text citation) is properly done with few errors. The word count of the work satisfies the requirement.	Organisation of information is generally clear; Work demonstrates adequate independence in addressing given objectives and taking some responsibility for outcomes. Referencing (including in-text citation) is properly done with several errors. The word count of the work does not satisfy the requirement.	Some errors in organisation of information; Work demonstrates insufficient independence in attempting to address given objectives and taking responsibility for outcomes. Referencing (including in-text citation) is not properly done with significant errors. The word count of the work does not satisfy the requirement.	Substantial errors in organisation of information; Work fails to address objectives and take responsibility for outcomes. Referencing (including in-text citation) is not properly done with significant errors. The word count of the work does not satisfy the requirement.