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	Accurately summarise	Accurately	Accurately summarise	Accurately summarise	Accurately summarise	Summarise a limited range of	Summarise a limited
Understanding (20%)	factual information of	summarise factual	factual information of	a satisfactory range of	an acceptable range of	factual information of the	range of factual
	the business including	information of the	the business including	factual information of	factual information of the	business, including	information of the
Students need to	organisational form,	business including	organisational form,	the business, including	business, including	organisational form, financing	business, including
summarize the	financing source,	organisational form,	financing source,	organisational form,	organisational form,	source, business performance	organisational form,
characteristics of the company and identify	business performance	financing source, business	business performance etc. with occasional	financing source,	financing source, business performance	etc, with some inaccuracies/omissions;	financing source, business performance
its distinct features	etc, with many indications of greater	performance etc, with	indications of greater	business performance		⊓accuracies/omissions;	etc, with substantial
among other	breadth and depth of	several indications of	breadth of knowledge;	etc.	etc.	□ Information not always relevant	inaccuracies/omissions
competitors.	knowledge, beyond	greater breadth and	Dieautii oi kilowieuge,	Relevant information	Mostly relevant	and drawn from a limited range	
competitors.	expectations for this	depth of knowledge,	Relevant information	drawn from appropriate	information drawn from	of sources;	Range of information
	level:	beyond expectations	drawn from a wide	range of sources is	an adequate range of		inadequate, often
		for this level;	range of sources is	clearly organised;	sources;	Occasional	irrelevant and
	Information always		organised logically and	□ □		errors/omissions/misrecognitions	disorganised;
	relevant and drawn	Information	clearly;	Recognises and	Recognises the basic	of the basic principles, terms,	
	from a wide range of	consistently relevant		demonstrates basic	principles, terms,	concepts, theories and practices	Fails to recognise the
	sources, many of them	and drawn from a	Recognises and	understanding of the	concepts, theories and	within the subject/field.	basic principles, terms,
	independently	wide range of	demonstrates clear	key principles, terms,	practices within the		concepts, theories and
	identified;	sources, some of	understanding of the	concepts, theories and	subject/field.		practices within the
		which are	key principles, terms,	practices within the			subject/field.
	Demonstrates an	independently	concepts, theories and	discipline/field.			
	understanding of the	identified;	practices within the				
	principles, terms,		discipline/field.				
	concepts, theories and	Demonstrates an					
	practices within the	understanding of the					
	subject/discipline that	principles, terms,					
	substantially exceeds	concepts, theories					
	expectations for the level in many aspects.	and practices within the subject/discipline					
	level in many aspects.	the subject/discipline that exceeds					
		expectations for the					
		level in several					
		aspects.					

Cognitive Skills (35%)	Analysis of the business strategy is	Analysis of the business strategy is	Analysis of the business strategy is	Analysis of the business strategy is	Analysis of the business strategy is adequate,	Analysis of the business strategy is marginally inadequate, with	Analysis of the business strategy is
Students will need to	exceptional, taking into	excellent, taking into	great, partially taking	good, with few	with few consideration of	few consideration of	poor or absent with
	account the	account the	into account the	consideration of	unpredictable	unpredictable environment and	reliance on description;
explain why the					•	the business' life cycle	Teliance on description;
company makes such	unpredictable	unpredictable	unpredictable	unpredictable	environment and the	•	
strategies, including	environment and the	environment and the	environment and the	environment and the	business' life cycle		Fails to apply learning
minimum viable product	business' life cycle	business' life cycle	business' life cycle	business' life cycle		Marginally fails to apply learning	in a less familiar
development, pricing			<u> </u>		Limited application of	when dealing with a less familiar	context/situation.
strategy, outsourcing	Demonstrates	Ability to apply	Evidences ability to	Applies learning to	learning to address a	context/situation.	
strategy	outstanding ability to	learning in less	apply learning in less	produce a satisfactory	less familiar		
	apply learning in less	familiar	familiar	response to a less	context/situation.		
	familiar	contexts/situations	contexts/situations.	familiar context/			
	contexts/situations.	exceeds expectations		situation.			
		for this level in some					
Dunationland	Ob all an area and	aspects.	Oballanasa	Ob all an and	Ob all a manage and	Oballanas and annuaturit	Ob all an area and
Practical and	Challenges and	Challenges and	Challenges and	Challenges and	Challenges and	Challenges and opportunities	Challenges and
Professional Skills	opportunities	opportunities	opportunities	opportunities	opportunities	identification is inadequate and	opportunities
(35%)	identification is	identification is	identification is great,	identification is good,	identification is	not related to its importance.	identification is poor or
0. 1 . 1. 1. "	exceptional, taking into	excellent, taking into	taking into account	although without taking	adequate, although		absent.
Students need to identify	account the factors that	account many factors	several factors that	into account factors	without taking into		
the challenges and	affect the challenges	that affect the	affect the challenges	that affect the	account factors that		
opportunities the	and opportunities in	challenges and	and opportunities in	challenges and	affect the challenges		
company faces	both short run and long	opportunities in both	both short run and	opportunities in both	and opportunities in both		
	run.	short run and long	long run.	short run and long run.	short run and long run.		
		run.	0 1 11 1				0.1.4.4.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.
Transferrable and Key	Organisation of	Organisation of	Organisation of	Organisation of	Organisation of	Some errors in organisation of	Substantial errors in
Skills (10%)	information is	information is	information is	information is generally	information is generally	information;	organisation of
04	exceptionally logical	consistently logical	generally clear;	clear;	clear;		information;
Students need to	and convincing for work	and convincing;					
communicate in a clear	at this level;			Work demonstrates	\\\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-	\\/	Work fails to address
manner given the word	\\\- \\- \\- \\- \\- \\- \\- \\- \\- \\	\\\\	\\\\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\	satisfactory	Work demonstrates adequate independence	Work demonstrates insufficient independence in attempting to	objectives and take
count requirement and	Work demonstrates independence and	Work demonstrates independence and	Work demonstrates independence in	independence in	in addressing given	address given objectives and	responsibility for
use Harvard	initiative beyond level	some initiative in	setting some	addressing objectives	objectives and taking	taking responsibility for	outcomes.
Referencing system.	expectations, setting	setting objectives and	objectives beyond	and taking	some responsibility for	outcomes.	
	objectives and taking	taking responsibility	those given and taking	responsibility for	outcomes.		
	responsibility for	for outcomes.	responsibility for	outcomes.			
	outcomes.	1	outcomes.		1		
	outoomoo.						
			Defense in a finale "	Defense die e (in de l'	Referencing (including	Referencing (including in-text	
	Referencing (including	Referencing	Referencing (including	Referencing (including	in-text citation) is	citation) is not properly done	Referencing (including in-text citation) is not
		(including in-text	in-text citation) is	in-text citation) is	in-text citation) is properly done with		in-text citation) is not properly done with
	Referencing (including in-text citation) is	(including in-text citation) is properly			in-text citation) is	citation) is not properly done	in-text citation) is not
	Referencing (including in-text citation) is properly done and the	(including in-text	in-text citation) is	in-text citation) is properly done with few	in-text citation) is properly done with	citation) is not properly done	in-text citation) is not properly done with significant errors.
	Referencing (including in-text citation) is properly done and the references are relevant to the task.	(including in-text citation) is properly done and the	in-text citation) is properly done. The word count of the work satisfies the	in-text citation) is properly done with few errors. The word count of the	in-text citation) is properly done with several errors. The word count of the work does not satisfy	citation) is not properly done with significant errors.	in-text citation) is not properly done with significant errors. The word count of the
	Referencing (including in-text citation) is properly done and the references are relevant to the task. The word count of the	(including in-text citation) is properly done and the references are relevant to the task.	in-text citation) is properly done. The word count of the	in-text citation) is properly done with few errors. The word count of the work satisfies the	in-text citation) is properly done with several errors.	citation) is not properly done with significant errors. The word count of the work does	in-text citation) is not properly done with significant errors.
	Referencing (including in-text citation) is properly done and the references are relevant to the task. The word count of the work satisfies the	(including in-text citation) is properly done and the references are relevant to the task. The word count of the	in-text citation) is properly done. The word count of the work satisfies the	in-text citation) is properly done with few errors. The word count of the	in-text citation) is properly done with several errors. The word count of the work does not satisfy	citation) is not properly done with significant errors. The word count of the work does	in-text citation) is not properly done with significant errors. The word count of the work does not satisfy
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