

**Grade Criteria**  
**Module: Managerial Economics**  
**Assessment 5: Case Study (60%)**

	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.
<b>Knowledge and Understanding 20%</b>	<p>Exceptional breadth and depth for work at this level</p> <p>Excellent understanding of concepts/theories (some of them abstract) and/or current practice, and several of their applications and implications.</p>	<p>Accurate and coherent in breadth, with depth in many areas</p> <p>Thorough understanding of concepts and theories (some of them abstract) and/or current practice, and some of their implications and applications.</p>	<p>Accurate in breadth, with depth in several areas;</p> <p>Clear understanding of concepts and theories (some of them abstract) and/or practice and some of their implications and applications.</p>	<p>Accurate, with depth in some aspects;</p> <p>Satisfactory understanding of the relevant concepts, theories and/or practice;</p> <p>Shows some ability to deal with unfamiliar and abstract ideas.</p>	<p>Largely accurate across most areas, with limited depth;</p> <p>Adequate understanding of the main concepts, theories and/or practice;</p> <p>Engagement with abstract/unfamiliar ideas or implications and applications is slight.</p>	<p>Inaccuracies/omissions in some areas, depth limited;</p> <p>Occasional errors in understanding of main concepts, theories and/or practice;</p> <p>Struggles to engage with unfamiliar/abstract ideas and complexities.</p>	<p>Substantial inaccuracies/omissions/irrelevancies;</p> <p>Substantial errors in understanding of concepts, theories and/or practice, or none;</p> <p>Fails to engage with/address unfamiliar/abstract ideas and complexities.</p>
<b>Cognitive Skills 35%</b>	<p>Selects and applies appropriate methods to address/solve complex and unpredictable problems;</p> <p>Exceptional judgement in selection, analysis and evaluation of information and application;</p> <p>Excellent investigative skills generate well-founded and evidenced conclusions/practical solutions.</p>	<p>Applies appropriate methods to address/solve complex issues/problems, some unfamiliar/unpredictable;</p> <p>Exercises judgment in selection, analysis and evaluation of information and application</p> <p>Thorough investigation generates well-founded conclusions/practical solutions.</p>	<p>Uses appropriate given methods to address complex issues/problems, some unfamiliar/unpredictable;</p> <p>Exercises judgement in selection and analysis of information, with some evaluation, and application</p> <p>Investigation generates well-founded conclusions/practical solutions.</p>	<p>Uses given methods to analyse issues/problems, some unfamiliar/unpredictable and complex;</p> <p>Satisfactory selection and analysis of information, with little evaluation;</p> <p>Applies some aspect of learning in a different context;</p>	<p>Analysis using given methods is adequate;</p> <p>Limited ability to apply learning to complex, unfamiliar or unpredictable contexts/issues;</p> <p>A tendency to description and reliance on familiar/given material or approaches.</p>	<p>Superficial analysis;</p> <p>Some failure to apply learning to complex, unfamiliar or unpredictable issues/context;</p> <p>Overly descriptive and rely on familiar/given material or approaches.</p>	<p>Analysis absent or with significant errors/omissions</p> <p>Descriptive and heavily reliant on very restricted range of given/familiar material and approaches, poorly understood.</p>
<b>Practical and Professional Skills 35%</b>	Competence in all the required specialised practical, technical, creative, scholarly or work-related skills exceeds expectations for this level.	Competence in all the required specialised practical, technical, creative, scholarly or work-related skills, exceeds expectations for this level in some aspects.	Competently uses all the required specialised practical, technical, creative, scholarly or work-related skills, with indications of more developed ability in some areas.	Competently uses all of the required specialised practical, technical, creative, scholarly or work-related skills, with more developed capability in at least one area.	Use of all the required specialised practical, technical, creative, scholarly or work-related skills is adequate.	Use of some of the required specialised practical, technical, creative, scholarly or work-related skills is marginally inadequate.	Inadequate use many/all of the required specialised practical, technical, creative, scholarly or work-related skills.

<b>Transferrable and Key Skills 10%</b>	<p>Excellent presentation and organisation of work and lucid communication in all contexts;</p> <p>Exemplary referencing/citation;</p> <p>Work demonstrates independence and initiative beyond level expectations, setting objectives and taking responsibility for outcomes;</p>	<p>Excellent presentation and organisation of work and lucid communication in most contexts;</p> <p>Extensive, accurate referencing/citation;</p> <p>Work demonstrates independence and some initiative in setting objectives and taking responsibility for outcomes;</p>	<p>Presentation and organisation of work appropriate to context and purpose, communication clear;</p> <p>Referencing consistent and accurate;</p> <p>Work demonstrates independence in setting some objectives beyond those given and taking responsibility for outcomes;</p>	<p>Satisfactory organisation and presentation of work, communications mostly appropriate to the context/purpose;</p> <p>Referencing mostly consistent/accurate;</p> <p>Work demonstrates satisfactory independence in addressing objectives and taking responsibility for outcomes;</p>	<p>Organisation and presentation of work and communications adequate in most contexts, with some mistakes/irrelevancies;</p> <p>Some errors in referencing;</p> <p>Work demonstrates adequate independence in addressing given objectives and taking some responsibility for outcomes;</p>	<p>Elements of disorganisation/ poor presentation/ poor or inappropriate communication or expression;</p> <p>Errors/omissions in referencing, or none;</p> <p>Work demonstrates insufficient independence in attempting to address given objectives and taking responsibility for outcomes;</p>	<p>Work is disorganised, poorly presented with poor/inappropriate communication and expression;</p> <p>Substantial errors in referencing, or none;</p> <p>Work fails to address objectives and take responsibility for outcomes;</p>
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