

Global Business - Assessment 1(Verbal Presentation) Marking Grid

	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 fails to meet all of the intended learning outcomes at, 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.	The work produced fails to meet all of the intended learning outcomes and is inadequate for this level.
Knowledge and understanding (40%) <ul style="list-style-type: none"> Depth and quality of content 	Excellent independence to develop market analysis to an advanced stage.	Great independence to develop market analysis to an advanced stage.	Wide coverage; most points covered in depth in the analysis; relevant examples.	Reasonable coverage of market analysis; some depth; mostly relevant examples.	Superficial coverage of the market analysis; some examples irrelevant.	Information is insufficient, mainly inaccurate, and/or irrelevant.	Information is insufficient, inaccurate, and/or irrelevant.
Cognitive Skills (10%) <ul style="list-style-type: none"> Flexibility 	Outstanding ability to reformulate, summarise, and expand.	Extensive ability to reformulate, summarise, and expand.	Very good to good ability to reformulate, summarise, and expand.	Reasonable ability to reformulate, summarise, and expand.	Some attempt to reformulate, summarise, and expand, but with a limited to very limited degree of success.	Very limited and inadequate ability to reformulate, summarise, and expand.	Extremely limited or no ability to reformulate, summarise, and expand.

<p>Practical and professional skills (25%)</p> <ul style="list-style-type: none"> • Independence from notes • Interaction 	<p>Outstanding contact with audience maintained throughout; almost complete independence from notes.</p> <p>Questions answered fully, accurately and without hesitation.</p>	<p>Excellent contact with audience maintained throughout; almost complete independence from notes.</p> <p>Questions answered fully and without hesitation.</p>	<p>Very good to good contact; little dependence on notes, which are referred to without interrupting flow of presentation.</p> <p>All questions well answered, if not always in depth.</p>	<p>Some reliance on notes, but also some audience awareness.</p> <p>Questions are mostly understood and answered reasonably well, but with some repetition and hesitation.</p>	<p>Heavy to very heavy dependence on notes; some sections are read out.</p> <p>Questions are not always understood; answers are patchy, simple, and/or incomplete.</p>	<p>Constant dependence on notes; the presentation is mostly read.</p> <p>Unable to deal with anything other than the most basic questions.</p>	<p>The presentation is purely read.</p> <p>Unable to deal with most basic questions.</p>
<p>Transferrable Skills (25%)</p> <ul style="list-style-type: none"> • Structure and coherence • Use of paralinguistic features (body language, gestures, facial expressions, eye contact) 	<p>Extremely coherent; good steady pace in presenting material; the organisation of the presentation is logical.</p> <p>Outstanding use of paralinguistic features</p>	<p>Very coherent with clear links between ideas; easy to follow when presenting material.</p> <p>Excellent use of paralinguistic features</p>	<p>Coherent with clear links between most of the ideas; easy to follow when presenting material.</p> <p>Very good use of paralinguistic features</p>	<p>Some evidence of structure and linking; reasonably easy to follow when presenting material.</p> <p>Good use of paralinguistic features</p>	<p>Some progression of ideas, but structure not always clear; pace not always appropriate when presenting material.</p> <p>More paralinguistic features could enhance overall performance</p>	<p>Ideas are introduced in no apparent order; delivery of material is much too fast or too slow.</p> <p>Mediocre and/or inappropriate.</p>	<p>Ideas are not clearly introduced; delivery of material is incomplete the pace is much too fast or too slow.</p> <p>Deficient; audience is not acknowledged.</p>

