

Grade Criteria
Module: Global Business
Assessment: A2. Business Project

	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 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 (20%)	<p>Exceptional summarised business environment and overview for the endogenous and exogenous factors affecting the environment, with excellent understanding of concepts/theories on functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications</p> <p>Explores and evaluates a wide range of information/ideas regarding similar scenarios.</p> <p>Several examples, applications and implications in the scenario given are shown.</p>	<p>Accurate and coherent summarised business environment and excellent overview for the endogenous and exogenous factors affecting the environment, with thorough understanding of concepts and theories on functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications</p> <p>Explores and deploys a wide range of information relevant to the scenario.</p> <p>Some examples, implications and applications in the scenario are shown.</p>	<p>Accurate summarised business environment and overview for the endogenous and exogenous factors affecting the environment, with clear understanding of concepts and theories on functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications</p> <p>Locates and organises a wide range of information relevant to the scenario</p> <p>Accurate engagement with some of their implications/applications in the scenario given.</p>	<p>Accurate summarised business environment and overview for the endogenous and exogenous factors affecting the environment, with satisfactory understanding of the relevant concepts of functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications</p> <p>Locates and organises a satisfactory range of information relevant to the scenario</p> <p>Sufficient engagement with some theories and examples, with some link to the scenario given.</p>	<p>Limited accurate summarised business environment and adequate overview for the endogenous and exogenous factors affecting the environment, with limited outline and adequate understanding of the relevant concepts of functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications.</p> <p>Locates and organises a limited range of Information relevant to the scenario</p> <p>Limited engagement with some theories and examples, with some link to the scenario given.</p>	<p>Large inaccuracies/omissions in some areas of the summarised business environment and inadequate overview for the endogenous and exogenous factors affecting the environment, with errors in understanding of main concepts of functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications</p> <p>Limited range of information with some errors in organisation</p> <p>Struggling to engage with some theories and examples, without sufficient link to the scenario given</p>	<p>Substantial errors in the summarised business environment and inadequate overview for the endogenous and exogenous factors affecting the environment, with substantial errors in understanding concepts and theories on functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications</p> <p>Range of information inadequate and disorganised.</p> <p>Fails to engage with some theories and examples, without link to the scenario given</p>
Cognitive Skills (30%)	Selects and applies the appropriate business strategies to address the identified challenges and oversee complex issues.	Applies appropriate business strategies to address the identified challenges and oversee possible issues.	Uses appropriate business strategies to address most of the identified challenges and oversee some possible issues.	Uses appropriate business strategies to address some of the identified challenges and oversee just a few possible issues.	The business strategies are partially appropriate with several errors and omission.	The business strategies are appropriate for the identified challenges	Almost absent business strategies with significant errors/omissions

Practical and Professional Skills (30%)	Excellent competence in proposing market entry strategies and techniques, fully taking into account the constraints a company faces and exceeds expectations for this level.	Excellent competence in proposing market entry strategies and techniques, taking into account most of the constraints a company faces and exceeds expectations in many areas for this level.	Good competence in proposing market entry strategies and techniques, taking into account several key constraints a company faces and exceeds expectations in several areas for this level	Sufficient competence in proposing market entry strategies and techniques, taking into account few key constraints a company faces and exceeds expectations in several areas for this level	Inadequate competence in proposing market entry strategies and techniques, taking into account few key constraints a company faces, with indication of several areas being able to be improved.	Inadequate competence in proposing market entry strategies and techniques	Almost absent of proposed market entry strategies and techniques
Transferrable and Key Skills (20%)	<p>Excellent presentation and organisation of key points and data and lucid communication in all areas.</p> <p>Work demonstrates initiative beyond level expectations, with professionalism when delivering recommendations and conclusions.</p> <p>Exemplary referencing/citation.</p>	<p>Excellent presentation and organisation of key points and data and lucid communication in most areas.</p> <p>Work demonstrates initiative with confidence and professionalism when delivering recommendations and conclusions in most areas.</p> <p>Extensive, accurate referencing/citation.</p>	<p>Presentation and organisation of key points and data appropriate to context and purpose with clear communication.</p> <p>Work demonstrates initiative with confidence and professionalism when delivering recommendations and conclusions in several areas.</p> <p>Referencing consistent and accurate.</p>	<p>Satisfactory presentation and organisation of key points and data with communications mostly appropriate to the context/purpose.</p> <p>Work demonstrates satisfactory with confidence and professionalism when delivering recommendations and conclusions in some areas.</p> <p>Referencing mostly consistent/accurate.</p>	<p>Presentation and organisation of key points and data adequate in most contexts, with some mistakes/irrelevancies</p> <p>Work demonstrates adequate initiative with some confidence and professionalism when delivering recommendations and conclusions in a few areas.</p> <p>Some errors in referencing.</p>	<p>Elements of disorganisation/ poor presentation/ poor or inappropriate communication or expression.</p> <p>Work demonstrates insufficient initiative with lack of confidence and professionalism when delivering recommendations and conclusions.</p> <p>Errors/omissions in referencing, or none.</p>	<p>Work is disorganised, poorly presented with poor/inappropriate communication and expression.</p> <p>Doesn't demonstrate adequate initiative. Low confidence and professionalism when delivering recommendations and conclusions.</p> <p>Substantial errors in referencing, or none,</p>