

Module: Global Commerce

Summative Assessment 1: Strategy Briefing

	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 (50%) The student has a comprehensive knowledge of the history, practice and approaches to international commerce covered in the module. The student demonstrates in-depth engagement and breadth of coverage when discussing these topics. Moreover, the student is able to demonstrate knowledge in a coherent and appropriate structure and organization where the main points are developed logically and where the relevance of the material to the theme is made clear.	Exceptional depth in breadth; Contributes new knowledge to the field of global commerce practice; Exemplary exploration and critique of information/ideas from a comprehensive range of sources (primary & secondary), many at the forefront of global commerce practice; Advanced critical understanding of global commerce history, concepts, theories and/or cutting-edge practice, their implications and applications, exceeds expectations for work at the undergraduate level	Accurate and coherent in breadth and depth and generates an element of new knowledge in global commerce Explores and critiques information from a wide range of sources (primary & secondary), some at the forefront of global commerce practice; Excellent understanding of global commerce history, concepts, theories and/or cutting-edge practice; their implications and applications	Accurate and coherent in breadth, with depth in most areas; Explores and deploys information, including some aspects of new knowledge, from a wide range of secondary and several primary sources; Thorough understanding of global commerce history, concepts, theories and/or practice and several of their implications and applications.	Accurate, with depth in many aspects; Locates and explores a satisfactory range of information/evidence, with some use of primary sources; Satisfactory understanding of global commerce history, concepts, theories and/or practice and their main implications and applications;	Largely accurate across most areas, with limited depth; Locates and organises an acceptable range of information/evidence often from given/familiar secondary sources; Adequate understanding of the main global commerce history, concepts, theories and/or practice;	Accuracy limited in breadth and depth; Some inaccuracies/omissions; Range of information/evidence limited, mostly from familiar/given secondary sources, occasionally poorly organized; Largely but not wholly accurate understanding of the main global commerce history, concepts, theories and/or practice;	Superficial/partial, with significant inaccuracies/omissions/irrelevancies; Relies on restricted range of poor quality/given information/evidence, inaccurately understood/organised; Conceptual and theoretical understanding inadequate with significant errors;
Cognitive Skills (30%) The student is able to demonstrate knowledge through the use of examples, quotations and evidence. The student will demonstrate an ability to select relevant information and to make insightful abstractions from a clearly outline selection criteria. The student will demonstrate an ability to cope and digest unfamiliar information.	Designs methods that convincingly address/solve complex, unfamiliar and unpredictable issues in global commerce Exceptional critical judgement in analysis, evaluation, synthesis and application/transformation of prior knowledge to differing contexts; Systematic and extensive research which exceeds expectations for undergraduate work; Creative/original/compelling conclusions or practical solutions; convincingly justified/argued/evidenced.	Applies and refines appropriate methods to address/solve complex, unfamiliar and unpredictable issues in global commerce Sustained critical judgement in analysis, evaluation and synthesis of information and application/transformation of prior learning in different contexts; Systematic and extensive research; Insightful conclusions/practical solutions closely argued/evidenced showing originality and	Selects and applies appropriate methods to address/solve complex, unfamiliar/unpredictable issues in global commerce Largely consistent and critical judgement in analysis, evaluation and synthesis of information and application/transfer of prior learning in different contexts; Effective and wide-ranging research; Conclusions/practical solutions logically argued/evidenced, with some aspect of insight, creativity or originality.	Uses appropriate (often given) methods to analyse complex/unfamiliar and/or unpredictable issues in global commerce Applies some aspects of prior learning to new contexts; Satisfactory research; Mostly relevant argument/evidence supports logical conclusions showing some critical insight and limited creativity or originality.	Uses appropriate methods to analyse complex issues in global commerce, with little evidence of evaluation or synthesis; Limited transfer/application of prior learning to new contexts; Tendency to description and reliance on familiar/given material or approaches; Limited range of research Few conclusions/practical solutions sparsely argued/evidenced, mainly derivative and with little critical insight.	Superficial analysis of complex issues in global commerce, lacking in evaluation or synthesis; Little attempt to transfer and apply prior learning to new contexts; More descriptive than analytical and tends to rely on familiar/given material or approaches; Limited research Sparse conclusions/practical solutions insufficiently argued/evidenced, with insufficient critical insight or creativity or originality.	Relies on description rather than analysis with no evidence of evaluation or synthesis; Fails to transfer/apply prior learning to new contexts; Lack of research; Conclusions/practical solutions absent/superficial/flawed, insufficiently argued/evidenced and lacks critical insight or creativity or originality.

		creativity in several aspects.					
<p>Practical and Professional Skills (10%)</p> <p>The student is able to write the Strategy Briefing with evident independence of work and intellect as well as measure writing ability that provides a concise output while retaining information and presentation ability.</p>	Consistent high-level competence in global commerce thought and practice, with mastery in many areas and developed understanding of professional contexts and expectations.	Consistent competence in global commerce thought and practice, with indications of mastery in some areas and clear understanding of professional contexts and expectations.	Competence in global commerce thought and practice, with indications of more developed ability in some areas and awareness of professional contexts and expectations.	Basic level of competence in global commerce thought and practice, with more capability in at least one area, and some awareness of professional contexts and expectations.	Basic competence in global commerce thought and practice, and partial awareness of professional contexts and expectations.	Marginally fails to achieve basic competence in global commerce thought and practice, and little awareness of professional contexts and expectations.	Fails to achieve basic competence in global commerce thought and practice, and lacks awareness of professional contexts and expectations.
<p>Transferrable and Key Skills (10%)</p> <p>The student is able to communicate ideas fluently in written form and using an appropriate style of writing. This written presentation element requires students to be able to present an assignment that is correct in terms of spelling, grammar, and paragraphing. The student is also able to consistently reference in accordance to Harvard style, including in-text referencing and full list of references. Moreover, the style of the entry is written in a convincing manner, demonstrating understanding of the professional standards used in the real commercial world.</p>	<p>Excellent presentation and organisation of work and fluent communication in all aspects of global commercial work;</p> <p>Exemplary referencing/citation;</p> <p>Work demonstrates considerable initiative and autonomy in setting challenging objectives and taking accountability for outcomes;</p> <p>Critical reflection and self-evaluation sustained and exceptionally insightful.</p>	<p>Excellent presentation and organisation of work and fluent communication in global commercial work;</p> <p>Referencing/citation comprehensive;</p> <p>Work demonstrates initiative and autonomy in setting challenging objectives and taking accountability for outcomes;</p> <p>Reflection and self-evaluation consistently critical and insightful.</p>	<p>Presentation and organisation of work appropriate to global commercial context, communication clear;</p> <p>Referencing/citation consistent and accurate;</p> <p>Work demonstrates some initiative and autonomy in setting objectives beyond those given and taking accountability for outcomes;</p> <p>Sustained reflection and self-evaluation generates a number of critical insights.</p>	<p>Satisfactory organisation and presentation of work, communications mostly appropriate to the global commercial context;</p> <p>Referencing/citation largely consistent/accurate;</p> <p>Work demonstrates satisfactory independence in addressing objectives and taking responsibility for outcomes;</p> <p>Satisfactory self-evaluation and reflection with some critical insights.</p>	<p>Organisation and presentation of work and communications adequate in global commercial contexts, with mistakes/irrelevancies;</p> <p>Some errors in referencing/citation;</p> <p>Work demonstrates adequate independence in addressing mainly given objectives and taking responsibility for outcomes;</p> <p>Some evidence of self-evaluation and reflection but with few critical insights.</p>	<p>Elements of disorganisation/poor presentation/poor communication or expression;</p> <p>Errors/omissions in referencing/citation, or none;</p> <p>Work demonstrates insufficient independence in attempting to address given objectives and taking responsibility for outcomes;</p> <p>Limited self-evaluation and reflection lacks critical insight.</p>	<p>Communications too brief or rambling, inappropriate to diplomatic context, with many errors/omissions, inadequately expressed/presented;</p> <p>Substantial errors/omissions in referencing/citation, or none;</p> <p>Work lacks independence, does not address objectives and fails to take responsibility for outcomes;</p> <p>Self-evaluation and reflection minimal or absent, with no critical insights.</p>