

### Coursework Marking Guidance

	0 - 2	3-4	5-6	7-8	9-10	
<p><b>1. Structure and presentation</b></p> <p>Layout, format, structure, and clarity of expression.</p> <p>Marks available: 10</p>	<p>The quality of presentation and expression is overwhelmingly poor, prohibiting an overall lack of communication of the key messages.</p> <p>There is a general failure to attempt to coherently structure or format the report.</p> <p>Frequent spelling and grammatical errors.</p>	<p>Presentation and expression often prohibits effective communication.</p> <p>There are examples of poor structure and format, including a lack of logical ordering of points and a lack of appropriate headings/sub-headings.</p> <p>Frequent spelling and grammatical errors.</p>	<p>Presentation is generally appropriate but poor communication prohibits the effective communication of <b>some</b> of the key messages.</p> <p>The structure/format is largely appropriate; limited issues, such as a lack of sub-headings, may occur.</p> <p>A number of spelling and grammatical errors identified.</p>	<p>Presentation generally enables the clear and effective communication of the key messages.</p> <p>The structure/format is appropriate.</p> <p>Few minor spelling and grammatical errors.</p>	<p>Presentation enables the clear and effective communication of the key messages.</p> <p>The structure/format is exemplary.</p> <p>No (or only a few minor) spelling and grammatical errors.</p>	
	0 - 3	4-6	7-9	10-12	13-15	
<p><b>2. Executive summary and conclusions</b></p> <p>Marks available: 15</p>	<p>No executive summary provided.</p> <p>The introduction and conclusion are too brief and fail to communicate the key messages at all.</p> <p>The conclusion has little relevance to the body of the discussion.</p>	<p>The executive summary fails to provide an overview of the key points from the report. It is used as an additional introduction.</p> <p>The introduction and conclusion are too brief and/or fail to effectively communicate the key messages.</p>	<p>An executive summary is provided but it fails to provide an adequate overview of the key points from the report and is often repetitive of the introduction.</p> <p>The introduction provides a reasonable outline of the purpose of the report.</p> <p>The conclusion summarises the points made but lacks clarity and fails to effectively identify the most significant issues.</p>	<p>The executive summary introduces the key points made throughout the report.</p> <p>The introduction outlines the purpose of the report and the methodology used.</p> <p>The conclusion provides a clear and concise summary of the points made but fails to effectively identify the most significant issues.</p>	<p>The executive summary provides a clear and concise overview of the key points made throughout the report.</p> <p>The introduction clearly and concisely outlines the aim of the report and the methodology used.</p> <p>The conclusion provides a clear, concise and effective summary of the key points, including recognition of the limitations of the analysis performed.</p>	

	<b>0 – 6</b>	<b>7-12</b>	<b>13-18</b>	<b>19-24</b>	<b>25 - 30</b>	
<p><b>3. Critical review</b></p> <p>Critical evaluation of effectiveness of analysis techniques used.</p> <p>Marks available: 30</p>	<p>The limitations referred to are either poorly explained or lack relevance to the report. There are numerous errors in the explanations provided.</p> <p>A small pool of sources has been used and the referencing contains a number of errors, including failing to provide references where necessary.</p>	<p>The review attempts to identify and explain some of the limitations of analysis techniques but the explanations either lack clarity or are incorrect. Insufficient points made to offer an effective critical review.</p> <p>Pool of sources used is limited and those used may either be poorly explained in the context of the review. Errors in referencing.</p>	<p>The review identifies and explains some of the limitations of analysis techniques.</p> <p>The review is referenced to relevant academic literature.</p> <p>Some of the explanations may lack clarity, the references used may be old or there may be a simple lack of sources referenced. There may be some, minor errors in referencing.</p>	<p>The review identifies and clearly explains the key limitations of general analysis techniques.</p> <p>The review is referenced to a reasonably wide source of relevant, up-to-date academic literature.</p> <p>No errors in referencing.</p>	<p>The review identifies and clearly explains the key limitations of the analysis techniques to be used in the report.</p> <p>The review is referenced to a suitably wide and relevant source of up-to-date academic literature.</p> <p>No errors in referencing.</p>	
	<b>0 - 9</b>	<b>10-18</b>	<b>19-27</b>	<b>28-36</b>	<b>37 - 45</b>	
<p><b>4. Analysis</b></p> <p>Discussion of key trends in the context of the commercial activities and environment of case study.</p> <p>Marks available: 45</p>	<p>Trends affecting the case study company have been identified but there is no attempt to justify them as key trends.</p> <p>Little or no attempt to explain the impacts of the key trends on the case study.</p> <p>Discussion of the causes of the trends is very basic, i.e. it focusses only on the underlying financial figures with no attempt to provide any commercial discussion. Explanations and discussion lack clarity and are not effective at conveying messages.</p> <p>A number of errors in explanations offered.</p> <p>No attempt to benchmark or link ratios.</p>	<p>Trends affecting the case study company have been identified but there is little or no attempt to justify them as key trends.</p> <p>There is little or no attempt to explain the impacts of the key trends on the case study.</p> <p>Discussion of the causes of the trends identified is basic and/or lacks clarity. Explanations are generally of a financial nature; there is little attempt to offer commercial justification for the trends observed. Explanations and discussion may lack clarity.</p> <p>Some errors in explanations offered.</p> <p>Little or no attempt to benchmark or link ratios.</p>	<p>The most significant trends affecting the case study company have been identified.</p> <p>There is a clear attempt to explain the potential impacts of the key trends on the case study and to discuss the factors that have caused these trends.</p> <p>The explanations offered may, on occasions, lack clarity and/or they may be basic. For example, trends in ratios may be explained simply by referring to relevant changes in the underlying financial figures, rather than attempting to use relevant commercial factors to explain the trends.</p>	<p>The most significant financial performance and position trends relating to the company have been clearly identified and explained.</p> <p>The actual and potential impacts of the key trends on the case study are explained.</p> <p>A comprehensive discussion of the commercial factors causing these trends has been provided.</p> <p>The analysis makes reference to benchmark values, where appropriate, and attempts to provide linkages between the ratios calculated.</p> <p>There is discussion of the share price that links trends</p>	<p>The most significant financial performance and position trends relating to the company have been clearly identified and explained.</p> <p>The actual and potential impacts of these trends on the case study are clearly explained.</p> <p>A comprehensive discussion of the commercial factors causing these trends has been provided.</p> <p>The analysis makes reference to benchmark values, where appropriate, and provides clear and coherent linkages between the ratios calculated.</p> <p>There is well articulated discussion of the share price linking trends in market</p>	

	No coherent discussion of the share price offered.	Little attempt to discuss the share price or this is poorly explained.	There is some attempt to use benchmark references and to link ratios, although this may be basic or lack clarity. There is discussion of the share price but this either fails to adequately link this to relevant parts of the wider analysis or is not clearly explained.	in market value to the analysis performed.	value to the analysis performed.	
--	--	--	--	--	----------------------------------	--