

Distance Learning Assignment Grading Criteria – MBA programme

Indicative Grade	% Marks	Characteristics
Distinction A	70%+	<p>Information: Detailed, accurate, relevant; key points highlighted</p> <p>Structure: Rigorously argued, clear, logical, easy to follow</p> <p>Interpretation: Extensive evidence of independent thought and critical analysis</p> <p>Use of evidence: Key points supported with evidence, critically evaluated; exemplary awareness of key issues</p> <p>Presentation skills: Clear, lively, imaginative, excellent use of illustrations (if appropriate); exemplary application of a range of IT skills</p> <p>Academic Referencing: Exemplary use of academic referencing conventions</p>
Merit B	69-60%	<p>Information: Detailed, accurate, relevant</p> <p>Structure: Generally clearly argued and logical</p> <p>Interpretation: Attempts to go beyond the ideas presented in secondary literature</p> <p>Use of evidence: Most points illustrated with relevant evidence</p> <p>Presentation skills: Generally clear, use of appropriate visual aids, good evidence of application of IT Skills</p> <p>Academic Referencing: Good use of relevant data and examples, all properly referenced</p>

Indicative Grade	% Marks	Characteristics
Pass C	59-50%	<p>Information: Generally accurate and relevant, but perhaps some gaps and/or irrelevant material</p> <p>Structure: Not always clear or logical; may be overly influenced by secondary literature rather than the requirements of the topic; Arguments reasonably clear but underdeveloped</p> <p>Interpretation: Little attempt to go beyond or criticize secondary literature; Attempts analysis but includes some errors and/or omissions</p> <p>Use of evidence: some illustrative material, but not necessarily well selected and not critically evaluated; Insufficient evidence of independent research</p> <p>Presentation skills: Some presentational glitches but generally competent, limited range of IT skills but those employed used to acceptable standard</p> <p>Academic Referencing: Some good use of relevant data and examples, but incompletely referenced</p>

<p>Fail D</p>	<p>49-40%</p>	<p>Information: Limited knowledge, with some significant gaps and/ or errors</p> <p>Structure: Argument underdeveloped and not entirely clear</p> <p>Interpretation: Fairly superficial and generally derivative and uncritical</p> <p>Use of evidence: Some mentioned, but not integrated into the presentation or evaluated</p> <p>Presentation skills: Not always clear or easy to follow; unimaginative and not engaging; poor use of IT skills</p> <p>Academic Referencing: Some attempt at showing which sources have been employed, but little evidence of a sound grasp of the conventions of academic citation</p>
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Indicative Grade	% Marks	Characteristics
Fail E	39 – 30%	<p>Information: limited, with several errors and gaps;</p> <p>Structure: Muddled, incoherent;</p> <p>Interpretation: Establishes a few relevant points but superficial and confused exposition of issues; weak or no grasp of analysis and several errors and omissions</p> <p>Use of evidence: Little or no evidence discussed; little or No evidence of independent research</p> <p>Presentation skills: Clumsy, disjointed, difficult to follow, dull, poor linkage of text and illustrations; poor use of IT skills</p> <p>Academic Referencing: Poor or no use of relevant data, sources and examples, and few references</p>



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<p>Fail F</p>	<p>29% and below</p>	<p>Information: Very weak or no understanding, with many errors and gaps</p> <p>Structure: Muddled, incoherent; very weak or no grasp of analysis and many errors and omissions</p> <p>Interpretation: Very weak analysis and several errors and omissions; Very little or no understanding of the issues raised by the question</p> <p>Use of evidence: Little or no evidence discussed; No evidence of independent research</p> <p>Presentation skills: Clumsy, disjointed, difficult to follow, dull, very poor linkage of text and illustrations; very poor use of IT skills</p> <p>Academic Referencing: Entirely absent or very poorly executed with many errors</p>
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NB: Distinction marks (70% +) are awarded only to exceptional pieces of work.