

Case Study Assessment Matrix v6

Assessment criteria	Distinction A	Merit B	Pass C	Resubmit <20/40
Introduction and Purpose 500 words 20%	<p>The context is comprehensively and clearly articulated and the introduction clearly sets the scene for the investigation and makes links to the specific business.</p> <p>The purpose of the case study is fully explained together with a convincing case of why it is of importance to the professional relocation/mobility industry and associated businesses.</p> <p>A clear summary of how the reader can approach the case study and what they may gain from it.</p> <p>14+</p>	<p>The context is clearly articulated and the introduction sets the scene for the investigation in the context of the specific business.</p> <p>The purpose of the case study is well explained and a rationale given of why it is of relevance to the professional relocation/mobility industry and associated businesses.</p> <p>Clear and effective outline of how the case study is set out.</p> <p>12-13</p>	<p>The context is explained with an introduction to the issue being addressed.</p> <p>The purpose of the case study is explained and why it is of relevance to the professional relocation/mobility industry and associated businesses.</p> <p>Clear outline of how the case study is set out.</p> <p>10-11</p>	<p>The introduction and purpose of the case study are not set out or are un-clearly stated.</p> <p><10</p>
Theoretical Frameworks 750 words 30%	<p>A comprehensive set of theoretical approaches are included and clearly explained in relation to industry practice.</p> <p>There is an original contribution in how the material is evaluated in relation to industry practice.</p> <p>Personal viewpoint is expressed and supported with substantial evidence, literature and/or examples</p> <p>21+</p>	<p>A number of theoretical approaches are included and related to industry practice.</p> <p>There is a consistent attempt to critically review each approach in relation to the central topic.</p> <p>Personal viewpoint is expressed and supported with evidence and/or examples</p> <p>18-20</p>	<p>Some attempt to relate at least one theoretical framework to industry practice.</p> <p>Includes an evaluation of strengths and weaknesses of the theory.</p> <p>Personal viewpoint is expressed.</p> <p>15-17</p>	<p>No attempt to include academic and theoretical frameworks.</p>

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<p>Application of the theory to your business practice 1000 words 40%</p>	<p>The theories included are related to practice with clear and comprehensive examples of how the learning is relevant and useful in real world situations.</p> <p>There are original ideas presented that have potential benefits for the business and relevance for industry practice.</p> <p>Potential issues, anomalies and problems are discussed with possible implications and/or solutions.</p> <p>28+</p>	<p>The theories included are related to practice with clear examples of how the learning might be applied to real world situations.</p> <p>There is some attempt at drawing original lessons and conclusions of relevance to the business context or to wider industry practice.</p> <p>Potential issues, anomalies and problems are raised.</p> <p>24-27</p>	<p>There is a clear attempt to link theories to real world examples and practice.</p> <p>Some attempt at drawing lessons from the theories to practice.</p> <p>20-23</p>	<p>There is no attempt to link theories to practice.</p> <p><20</p>
<p>Conclusion and overall style, referencing. 250 Words 10%</p>	<p>Line of argument is persuasive, well-structured and rationale is signposted well.</p> <p>Conclusion effectively brings together the main points and refers back to the theories discussed.</p> <p>Accurately and fully meets Harvard Referencing Guidelines.</p> <p>Extensive and comprehensive references cited.</p> <p>No typographical, grammar, spelling or punctuation errors.</p> <p>Work meets submission guidelines.</p> <p>7+</p>	<p>Line of argument is clearly structured and the rationale is signposted well.</p> <p>Conclusion well explained.</p> <p>Accurately follows Harvard Referencing Guidelines.</p> <p>Adequate references.</p> <p>No typographical, grammar, spelling or punctuation errors.</p> <p>Work meets submission guidelines.</p> <p>6</p>	<p>Line of argument is clear and summative.</p> <p>Conclusion included.</p> <p>Clear attempt to follow Harvard Referencing Guidelines.</p> <p>Some references included.</p> <p>Only minor typographical errors.</p> <p>Work mostly meets submission guidelines.</p> <p>5</p>	<p>No Conclusion included.</p> <p>Does not meet Harvard Referencing Guidelines or no referenced given.</p> <p>Work fails to meets submission guidelines.</p> <p>4</p>

