

### BUMGT6973 - Final Assessment Case Study Marking Guide:

Each of the 4 questions will be marked out of 10 according to the criteria below

Objective/Criteria	Performance Indicators					
	Missing from Answer	Below pass standard set for this assignment	Meets pass standard	Meets credit standard	Meets distinction standard	Meets high distinction standard
<b>Quality of written response, grammar, punctuation, spelling, narrative.</b>	(0 points) Missing	(.5 points) Poor written language. Frequent errors in grammar, punctuation and/or spelling.	(1 point) Adequate language. Some errors in grammar, punctuation and/or spelling.	(1.3 points) Effective language. Mainly accurate grammar, punctuation and spelling.	(1.5 points) Effective language. Good grammar, punctuation and spelling.	(max. 2 points) Effective language. Accurate grammar, punctuation and spelling. Perfect writing which is unquestionable.
<b>Quality of overall answer and evidence of critical thinking.</b>	(0 points) Missing	(.75 points) The answer provided does not address all aspects of the question. Limited, if any, critical thinking evident.	(1.5 points) The answer is simple and basic but addresses all aspects of the question. Limited, if any, critical thinking evident.	(1.9 points) The answer has some depth when addressing all aspects of the question. Some critical thinking is evident, but not fully explored.	(2.3 points) A strong distinctive answer that addresses all aspects of the question. Critical thinking is strong with some opportunity for improvement.	(max. 3 points) A highly distinctive answer that addresses all aspects of the question. Critical thinking is challenging and presents an innovative approach to the identified issues.
<b>Identification of relevant theories and interconnection between theory, case and identified key issues.</b>	(0 points) Missing	(.75 points) Few if any relevant theories discussed. No interconnection between theory and case. Few, if any, identified key issues discussed.	(1.5 points) Discussion limited to generalities with some basic theory included. Basic connection between theory and case, with minimal key issues identified.	(1.9 points) Some relevant theory identified and connected to case. Key issues identified and theory used well to support discussion or argument.	(2.3 points) Relevant theory identified and used well to strongly connect case with key issues. Distinctive use of theory with some opportunity for improvement.	(max. 3 points) Highly distinctive use of theory to strongly interconnect case with key issues. A perfect answer.
<b>Use of relevant journal articles and textbooks using correct APA formatting</b>	(0 points) Missing	(.5 points) Less than 2 relevant journal articles or textbooks. Poorly used intext citation. Not APA formatted.	(1 point) Minimum 2 relevant journal articles or textbooks used. Adequate intext citation. Appropriate APA formatting.	(1.3 points) 2 or more relevant journal articles or textbooks used. Very good use of APA formatted intext citations.	(1.5 points) 2 or more relevant journal articles or textbooks used. Distinctive use of APA formatted intext citations to support argument or discussion.	(max. 2 points) 2 or more relevant journal articles or textbooks used. Highly distinctive use of APA formatted intext citations, which support critical thinking argument or discussion.
Overall feedback: GRADE						