# **Marking/Grade Scheme:**

A good answer (***C-Grade***) will include:

* Where appropriate, a clean and robust quantitative analysis of the data or discussion of the theories.
* Suggestions (of changes/ interventions/ actions) you recommend are data-driven or based in appropriate theory.
* Explanation of which measures and techniques you used and why, and which ones you did not use and why.
* Clearly structured and visually attractive presentation of the findings and suggestions, within the word/space limit.
* Clearly referenced and signposted which is the students’ own work and what is a citation of academic/industrial sources.

A very good answer (***B-Grade***) will include all of the above, and also:

* Suggestions of how the business could measure and validate your recommendations (e.g. what measures you would expect to impact and in what way).
* Succinct and strategic choices of what you write about with no methodological errors (e.g. it’s better to have 3 well-argued points, than 7 weak claims).
* Authoritative communication about the subject matter in a way that is also understandable to a non-technical audience.

An excellent answer (***A-Grade***) will include all of the above, and also:

* A critical, creative, original, independent and investigative approach to the presented problems.

# **Marking/Grade components:**

* Use of Theories and Data (use of correct terms, clearly demonstrated understanding, explained in plain language, statements backed by data/theory).
* Meaningful Insights and Suggestions (ability to apply theories and findings from data to the problem at hand, relevant points).
* Arguments (clear questions and answers, writing is on topic, convincing argument, consistent level of detail).
* Quality of the Report (separation into meaningful sections, quality of writing, visual presentation, storytelling, word count, references).