

This grid will be applied twice (i.e. for Activities 1 & 2)

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Information/data analysis and interpretation <i>AF ①</i> <i>Relate to the case study and the type of business/industry</i>	0 No rewardable material.	1-3 <input type="checkbox"/> References will be made to the case study but they will lack detail and relevance to the context. <input type="checkbox"/> Analytical approach is limited and any conclusions provided are generic.	4-6 <input type="checkbox"/> References will be made to the case study but in places will lack direct relevance to the context. <input type="checkbox"/> Analytical approach leads to conclusions being provided but may lack balance and/or relevance in places.	7-9 <input type="checkbox"/> References will be made to the case study which are relevant to the context. <input type="checkbox"/> Detailed analytical approach leads to relevant and balanced conclusions.	10-12 <ul style="list-style-type: none"> Sustained references will be made to the case study which are entirely relevant to the context. Detailed analytical approach leads to entirely relevant and balanced conclusions.
	Assessment focus Key principles of management <i>AF ②</i> <i>Use business theory and concepts. correct business language needed.</i>	0 No rewardable material.	Band 1 1-3 <ul style="list-style-type: none"> Learners provide some key management principles but there is little development/explanation relevant to context. 	Band 2 4-6 <ul style="list-style-type: none"> Learners provide relevant key management principles, with development/explanation relevant to context and business goals. 	Band 3 7-9 <ul style="list-style-type: none"> Learners provide relevant key management principles, with clear linkage to context and business goals.

Make sure you still relate to the case study ^① use business terms and concepts ^②

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Suggested alternative management approaches AF③	0	1-3	4-6	7-9	10-12
	No rewardable material.	<ul style="list-style-type: none"> Suggested alternative approaches to management are generic and/or unrealistic in the context of the scenario. Any justifications for alternative approaches are limited in the context of business goals. 	<ul style="list-style-type: none"> Suggested alternative approaches to management are appropriate but may occasionally be generic and/or unrealistic in the context of the scenario. Justifications for alternative approaches are provided and generally in the context of business goals. 	<ul style="list-style-type: none"> Suggested alternative approaches to management are appropriate and applied mostly in context. Justifications for alternatives offered are mostly balanced and in the context of business goals. 	<ul style="list-style-type: none"> Suggested alternative approaches to management are entirely appropriate and applied in context. Balanced justification for alternative suggestions made and in context of business goals.
Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Structure/Presentation AF④	0	1-2	3-4	5-6	7-8
No rewardable material.	<ul style="list-style-type: none"> The response lacks structure, with isolated references to management principles and/or concepts. Contains many communication errors. Uses generic management terminology of limited relevance. 	<ul style="list-style-type: none"> The response has a basic structure and attempts to apply relevant management principles and/or concepts. Contains occasional communication errors. Contains references to appropriate management terminology. 	<ul style="list-style-type: none"> The response has a logical structure and applies a variety of relevant management principles and/or concepts. Contains few communication errors. Uses relevant management terminology. 	<ul style="list-style-type: none"> The response has a well written and has a logical structure. Applies a variety of relevant management principles and concepts. Contains no communication errors. Appropriate management terminology is used throughout. 	

3 good ideas in your proposal.

If you structure the report/PPT clearly with the explanation

of the issues followed by your proposed solutions you should do fine on this criteria.