

Marking Grid for the Certificate Level Case Study

Criteria	Distinction	Merit	Pass	Fail	Weight
Application of Knowledge Learned in Previous Modules	The candidate draws widely and appropriately from the knowledge and skills learned in previous modules. A high level of discernment and insight is evident.	The candidate applies the knowledge gained from previous modules in a relevant and practical way, and demonstrates discernment and competence.	The candidate makes appropriate, but perhaps somewhat general, reference to the skills and knowledge previously learned, although may not apply this knowledge in a very precise way.	The candidate only superficially refers to previously learned knowledge, or excessively focus on one or two concepts, making the report unbalanced. Skills of application are clearly lacking.	20%
Relevance and Applicability of the Report	The report is pertinent and applicable in all respects, and provides all the necessary information for decision making. The candidate addresses all the issues and goes beyond what is required in a highly relevant way.	The report addresses all the issues in the case study and deals with them in an appropriate and practical way. It is well balanced and gives the impression of being highly relevant for decision making.	The report adequately addresses the issues raised in the case study. It may contain information that lacks specificity or is not entirely relevant, or contains bias in consideration of the issues, but gives the overall impression of doing the job.	The candidate is apt to write about familiar issues, rather than address what is asked for. Much of the information is irrelevant and the reader is left lacking confidence in being able to choose the best strategic approach to the case study.	25%
Quality and Structure of the Report	The report is coherent and well-structured, with suitable headings, diagrams, references, etc. It has been well thought-out and prepared, and all information is readily accessible.	The report has clearly been well planned and prepared and all information is presented in a clear and concise way, although greater use of appropriate diagrams and references would have been desirable. The report is easy to navigate.	The report has been adequately planned and prepared. There may be omissions and shortcomings in the way the information is presented, but these do not detract from the main body of the report.	The reader finds the report difficult to comprehend and navigate. There are glaring gaps in the presentation and the reader is distracted from focussing on the content. Clearly poorly prepared.	25%

Analysis of the Case Study	The candidate gives a perceptive critical evaluation of the evidence and related implications. Appropriate tools of analysis are used. There is a thorough analysis of alternative strategies.	The case study has been analysed in depth and all the evidence has been critically evaluated. The candidate uses tools of analysis in an appropriate way, although they may not be applied to all of the issues. Alternative strategies are considered and presented.	A good analysis of the scenario with extensive evaluation of the evidence, although the more minor aspects of the case study may be omitted from the analysis, and the full implications not developed. Some use of analytical tools.	A mostly descriptive account of the scenario punctuated by some analysis. The wider implications are not appreciated and developed. There is only a superficial comparison of different strategies. Inappropriate or no use of analytical tools.	15%
Conclusions and Recommendation	The candidate derives a number of alternative workable strategies, prioritised and with sound recommendations. The recommendations are clearly drawn out from the evidence and analysis. The candidate provides a sound justification for their choice of strategy and is successful in convincing the reader of the merits of their choice.	A number of alternative strategies are considered and compared, and the candidate makes appropriate recommendations for a course of action. The reader is persuaded by the candidate's choice of strategy, although other strategies may seem plausible. The conclusions clearly follow from the body of the report.	A limited number of options are presented and compared, but the candidate may not prioritise them. The candidate should give some indication of the best strategic choice, although the reader may not be completely convinced. Plausible conclusions clearly derive from the main body of the report.	The candidate does not present alternative recommendations, or any that are presented are inadequately compared. The reader is not persuaded of the recommended option(s). The conclusions do not clearly follow from the main report.	15%