# Comparative Business Ethics (HC2121) Assessment 1 [Essay] Marking Guidelines

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| **Performance Criteria** | **Unsatisfactory performance****(Fail)** | **Satisfactory performance****(Pass)** | **Good quality showing more than satisfactory performance****(Credit)** | **Superior quality demonstrating independent thinking****(Distinction)** | **Outstanding quality showing creativity and originality****(High Distinction)** |
| **Organisation: Introduction****Body****Paragraphs Conclusion****/20** | • There is no clear introduction providing context or a thesis statement.• Paragraphs contain no discernible main idea, with no development and unrelated and irrelevant material.• Paragraphing is absent, or completely disorganised.• There is no conclusion, or the conclusion is confused or unrelated to the rest of the essay. New material may predominate. | • The introduction provides only background or contextual material in an unstructured manner.• Paragraphs frequently attempt to deal with two or more main ideas, with insufficient development and unrelated material.• Over-long or short paragraphs are common. Definition between paragraphs is often unclear.• The conclusion attempts to sum up the essay, but does not clearly present a key argument. | • The introduction is well-structured, but fails to present a clear thesis statement.• Paragraphs are mostly coherently developed around a main idea. Development could be fuller, and some irrelevant material may be present.• Paragraphs are mostly of a suitable length, and clearly defined.• The conclusion sums up the essay’s key argument, but may contain irrelevant or new material. | • The introduction is well-structured, providing the context to the question, plus a clear thesis statement (argument).• Paragraphs are coherently developed around a main idea (contained in a topic sentence, as appropriate), through explanation and examples.• Paragraphs are of suitable length, and are clearly defined.• The conclusion convincingly sums up the essay’s key argument and supporting evidence, without containing new material. | The organisation of the essay is exceptional throughout. |
| **Argument****/20** | There is no apparent argument, or the argument or addresses a completely unrelated topic. | There is an attempt at formulating an argument, however, contradictory or irrelevant elements make it difficult to follow. | The argument is generally clear, but could be better developed | A clear argument is presented which directly addresses the essay question. | An articulate argument is present which addresses the essay question comprehensively. |
| **Evidence****/20** | • Little, if any clear evidence based on research supports the arguments• Any evidence from sources is treated uncritically. | • Most arguments are supported by at least some evidence based on research.• There is infrequent critical analysis of evidence from sources. | • All arguments are supported by at least a degree of evidence based on research.• There is occasional critical analysis of evidence from sources. | • All arguments are fully and clearly supported by evidence based on research.• Evidence is frequently critically analysed, through evaluation, comparison and synthesis. | Exceptionally well supported by evidence. |
| **Attention to purpose****/20** | Fails to address the task set. | Some of the work is focused on the aims and themes of the assignment. | Has addressed the main purpose of the assignment. | Has addressed the purpose of the assignment coherently and with some attempt to demonstrate imagination. | Has addressed the purpose of the assignment comprehensively and imaginatively. |
| **List of References:****Source Listing****Source Selection****Number of Sources****/20** | • Fewer than 10% of the sources listed are referred to in the text, or no list of references• Sources are random and do not relate to the topic• Number of sources chosen is clearly insufficient to support the argument | • Fewer than 75% of the sources listed are referred to in the text.• Few sources included with little connection to the topic• Number of is less than adequate to fully support the argument | • More than 75% of the listed sources are referred to in the text.• Similar sources and source types included, clearly related to the topic• Number of sources chosen is adequate but could be expanded. | • Includes all and only those sources referred to in the text.• Includes a variety of sources, clearly related to the topic.• Number of sources chosen provides abundant evidence to support the argument. | Very comprehensive. |
| **Mark range out of****/100****Mark range out of****/15** | **0- 49.5** | **50 - 64** | **65 -74** | **75-84** | **85+** |
| **Name:****Student Id:** |