# 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:** |