

**Diploma in Management at Professional Level
Generic Criteria to be applied to all Modules**

Grade	Understanding the concepts and issues specified (15%)
DISTINCTION	<ul style="list-style-type: none"> • The candidate demonstrates a thorough understanding of the practical and theoretical aspects of the subject to an extent beyond that required by the syllabus • The depth of the candidate's knowledge and understanding impresses the reader
MERIT	<ul style="list-style-type: none"> • The candidate demonstrates a sound understanding of all the practical and theoretical concepts in the syllabus. This is reflected in a strong report
PASS	<ul style="list-style-type: none"> • The candidate demonstrates a good awareness of most of the issues and concepts, although weaknesses may be apparent in some areas
FAIL	<ul style="list-style-type: none"> • The candidate is unaware of more than half of the issues raised in the syllabus and fails to demonstrate an overall understanding of the syllabus

Grade	Application of conceptual understanding (35%)
DISTINCTION	<ul style="list-style-type: none"> • The candidate is able to consistently apply their knowledge to practice in the workplace and demonstrate maturity in applying theory to practice beyond what would normally be expected at this level of study
MERIT	<ul style="list-style-type: none"> • The candidate correctly applies a broad range of theoretical concepts to practical workplace situations in a manner that demonstrates a good degree of insight and practical understanding
PASS	<ul style="list-style-type: none"> • The candidate broadly sees the connection between abstract issues and their practical application and makes a good attempt at applying theory to practice
FAIL	<ul style="list-style-type: none"> • The report contains poor linkages between abstract issues and practice in the workplace • The candidate has not developed a sufficient understanding of the practical applications of theoretical concepts

Grade	Wider Reading (5%)
DISTINCTION	<ul style="list-style-type: none"> • The candidate has read extensively around the subject. This is reflected in an extensive and accurate reference list that is appropriately applied in the text
MERIT	<ul style="list-style-type: none"> • The candidate has clearly read around the subject and provides a good reference list that is appropriately used in the text • Compared with Distinction level, the candidate lacks in-depth reading
PASS	<ul style="list-style-type: none"> • The candidate demonstrates limited in depth reading and some references may not have been used appropriately
FAIL	<ul style="list-style-type: none"> • Little or no extensive reading with very few references, which are inappropriately applied

Grade	Presentation (15%)
DISTINCTION	<ul style="list-style-type: none"> • The report is balanced, coherent and well structured and clearly reflects what the candidate has learned from study of the module. It is easy to find one's way around the report • Information is presented in a variety of appropriate ways
MERIT	<ul style="list-style-type: none"> • The report is coherent and well structured, reflecting effective planning and preparation, although there may be imbalance in the presentation • Information is clearly presented, but greater use of appropriate diagrams and graphs would have been desirable
PASS	<ul style="list-style-type: none"> • The candidate has made a good effort to present the report in a coherent and structured way • The report is adequately planned and prepared • Presentation of the information is adequate but may not always be clear
FAIL	<ul style="list-style-type: none"> • The report has a weak structure and is poorly presented in terms of headings, tables and bullet point lists • There is insufficient preparation • There is a clear bias in terms of the presentation of information relating to different syllabus criteria

Grade	Analysis (20%)
DISTINCTION	<ul style="list-style-type: none"> • The candidate demonstrates strong analytical skills, including a perceptive critical and constructive evaluation of workplace issues • The candidate is able to grasp implications and demonstrates a high degree of insight
MERIT	<ul style="list-style-type: none"> • The candidate shows good analytical skills and presents an effective critique of organisational practice. While this demonstrates a sound understanding of the issues, the analysis lacks the perceptive and constructive evaluation needed for Distinction level
PASS	<ul style="list-style-type: none"> • A mainly descriptive text with intermittent critical evaluation • An attempt has been made to evaluate critically and constructively different options, this provides the reader with useful analysis • Although there may be a lack of focus or imbalance in the work, this does not detract from an overall positive impression
FAIL	<ul style="list-style-type: none"> • Little demonstration of analytical skills or ability to evaluate options or issues • The text is practically all descriptive or it may excessively focus on one or two limited areas

Grade	Conclusions (10%)
DISTINCTION	<ul style="list-style-type: none"> • The candidate draws on their analysis, wider reading and practical understanding to arrive at well thought out, practical and balanced conclusions • The recommendations made in the conclusion are fully justified and achievable as well as plausible

MERIT	<ul style="list-style-type: none"> • The assignment contains conclusions that clearly derive from the main body of the report • The conclusions are well thought out but may contain some bias in relation to consideration of the different issues • Recommendations are justified and realistic
PASS	<ul style="list-style-type: none"> • The candidate develops plausible conclusions that contain practical and achievable recommendations • However, the reader may not be fully convinced by the candidate's choice of options. This is likely to be due to the lack of exploration by the candidate of alternatives
FAIL	<ul style="list-style-type: none"> • The candidate provides a weak concluding statement that does not draw together the issues discussed in the report • The conclusions are likely to be unrealistic or lack focus • The reader is not convinced by the candidate's recommendations