

School of International Hotel Management

BA International Hotel Management

Module Handbook Autumn Term 2023

BMIH4003

Hospitality & Guest Services

LEVEL 4

Module Lead:

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Hospitality & Guest Services Autumn Term 2023

Welcome to this overview handbook for the above module. This is a level 4, 20 credit module taught in term 2 to Level 4 IHM students in the School of International Hotel Management.

It should be read in conjunction with supplementary information and materials available on Moodle together with information and instructions delivered by the module tutor.

To get the best out of this module it is vital that you engage with the themes explored as well as with the online activities during tutorial sessions which are designed to enrich the learning experience as well as to encourage self-directed study together with collaboration and interaction with your peer group.

AIM(S)

- To provide students with an understanding of the role and importance of hospitality and guest services practices within the Leisure and Tourism industries. Students will be introduced, where appropriate to the proven Guest Service training standards and operational practices and appreciate the importance of identifying and satisfying guest needs.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements;
- Evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands and understand operational systems and resource provision required to deliver service excellence;

INDICATIVE CONTENT

- International and UK Hospitality Industry- Concepts, definitions of hospitality, guest service and customer care, historical developments, role and function of hospitality services, market analysis of different sectors (hotels, guest services, restaurant, houses F+B providers, outlets, support services), franchising structure, relationship within national economies, economic impacts, organisational trends.
- Consumers - Understanding and appreciation of guest needs, identification of market segments for hospitality products, characteristics, structure, changing customer needs and

demands, lifestyle trends, patterns of work, lifecycle, fashion fads, service expectations, internal and external factors, market trends. Sustainable (greening) good practice.

- Hospitality Skill Requirements and Operational Issues- Operational systems for provision of F&B, accommodation, resource co-ordination, specific service skills. Changing industry, consumer demands, training initiatives food hygiene, requirements, menu planning, legislation, cultural influences, performance measures, verification and grading. Social media influences (TripAdvisor) and digital management responses.
- Guest services- Nature, scope and role, guest service and training models, guest service standards, empowerment, ownership, guest service measures, quality awards, mystery shopper, guest needs, understanding and appreciation of philosophies, use of mystique case studies to include Marriott (Spirit to Serve), Disney, Ritz Carlton, West Pace Hotel Group, Solis, Capella Hotels and Bluestone.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Presentation	10 minutes	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
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Report	1500 words	50%
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Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

Week	Lecture Title	Supporting Material	Assessment hand out date	Assessment submission date
WK 1 Week Com: 25 th Sept 23	Introduction to Hospitality and Guest Services	Part 1: Introduction to your Tutor Introduction to the Module Module Assignments and Deadlines Useful Tools and Learning Resources Part 2: What is Service? Tangible/intangible assets What is Hospitality? Definitions of Hospitality What is Guest Service? The Meaning of Guest Service The Guest Service Experience	Assignment 1: 10-minute presentation Title: The role and importance of Hospitality & Guest Services within the hotel industry Assignment 2: 1500-word Report Title: The importance of effectively monitoring guest service approaches	Assignment 1: Presentation to be uploaded to Turnitin Sunday 22nd October by 23:59 Presentation will take place week commencing 23rd October Assignment 2: Report submitted and uploaded to Turnitin by: Wednesday 15th November 2023 by 23:59pm
WK2 Week Com: 2 nd Oct 23	The role and function of Guest Services	Historical developments within the hospitality industry What is involved within the role and how has it changed? Different areas and departments within the hotel and hospitality industry		
WK3 Week Com: 9 th Oct 23	Who are the consumers?	What are the different consumer groups? Market segmentation Service trends and expectations		

WK4 Week Com: 16th Oct 23	Service Culture	Service culture vs Corporate culture How does service culture differ from service excellence? Service failure and recovery Is the customer always right? Part 2: Introduction to assignment 2 Final Q&A on Assignment 1	Draft Deadline- 13th October by 23:59
WK5 Week Com: 23rd Oct 23	Presentation – 10mintues The role and importance of quality service , hospitality and guest services within the hotel industry	PRESENTATION WEEK NO TAUGHT LECTURE You must book your time slot to deliver your presentation to you lecturer Upload presentation slides to Turnitin Both parts of the task must be complete	Assignment 1 Deadline Sunday 22nd October by 23:59
WK 6 Week Com: 30th Oct 23	Reputation Management and Hotel Standards	Part 1: What is reputation management? Why is it important to have an online presence? How to respond to both positive and negative reviews Part 2:	

		What are hotel standards? How to ensure standards are consistent Do all hotels have the same standards?		
WK 7 Week Com: 6th Nov 23	Customer Loyalty and Industry Skills	What is customer loyalty? Why is it important? Example of customer loyalty programmes What skills are required within the industry? Scenario- what would you do?		Draft Deadline- Wednesday 8th November 2023 by 23:59pm
WK 8 Week Com: 13th Nov 23	Assignment 2 Q&A and Module Feedback	Final Q&A on assignment 2 Module Feedback		Assignment 2 Deadline : Wednesday 15th November 2023 by 23:59pm

Module Code	BMIH4003	
Module Title	Hospitality and Guest Services for the Hotel Industry	
Classification	Reading List entry	Electronic*
Essential	Walker, J. (2021) Introduction to Hospitality , Pearson, London	☒
Essential	Ford, R.C (2020) Managing hospitality organizations: achieving excellence in the guest experience , SAGE Publications	☐
Essential	Soloman, M (2018) The heart of hospitality: a great hotel and restaurant leaders share their secrets , <u>SelectBooks</u>	☐
Essential	Panchapakesan, P, <u>Jiseon, A</u> (2020) Guest satisfaction & dissatisfaction in luxury hotels: An application on big data	☒
Further	<u>Minwoo, L, Seonjeong, L, Yoon, K.</u> (2019) Multisensory experience for enhancing hotel guest experiences: Empirical evidence form big data analytics	☒
Further	<u>Heppell, M.</u> (2015) Five Star Service: How to deliver Exceptional Customer Service, Pearson, London	☐
Further	Wood, R.C (2015) Hospitality Management: a brief introduction, Sage , London	☐
Further	Tsao, W.C (2018) Star Power: the effect of start rating on service recovery in the hotel industry	☒
Further	Hospitality News – Big Hospitality	☒
Further	The Caterer	☒
Further	IOH Website – Institute of Hospitality www.instituteofhospitality.org	☒
Journals	Management Today	☒
Journals	International Journal of Hospitality Management	☒
Journals	International Journal of Contemporary Hospitality Management	☒
Journals	Journal of Hospitality Management and Tourism	☒
Websites	www.managementtoday.co.uk	☒

Level 4 Assessment Specification

Student name:		Student ID number:	
Programme:	International Hotel Management		
Module:	Hospitality and Guest Services		
Module code:	BMIH4003	Contribution to Overall Module Assessment (%):	50 %
Lecturers:	Charlotte Joyner Daniel Payne Dale Clarke Deb Lloyd	Internal Verifier:	Lisa Bassler
Assignment Title:	Presentation The role and importance of quality service, hospitality, and guest services within the hotel Industry	Word count (or equivalent):	10 minutes
Hand Out Date:	Week Commencing 25th Sept 23	Submission deadline:	Sunday 22nd October by 23:59
Draft Deadline:	Friday 13th October 2023 by 23:59pm	Return date of provisional marks & written feedback:	Friday 17th November 2023 by 23:59

Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.

Module Learning Outcomes

(From module syllabus)

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- Understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements.
- Evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands, understanding operational systems and resource provision required to deliver service excellence.

Task Description

Your task is to develop a 10-minute presentation about the role and importance of quality service, hospitality and guest services in the hospitality industry. You are required to select **ONE** of the luxury hotels from the list below:

- St Regis
- W hotels
- JW Marriott
- Conrad
- Walford Astoria
- LXR
- Hotel Indigo
- Kimpton
- Raffles
- Banyan Tree
- Fairmont
- Sofitel

Within your presentation you will need to focus on the following:

- Briefly introduce your chosen hotel
- Identify the hotel's main consumers and explain why they appeal to this group
- Outline the nature, scope and role of guest services and facilities in general and then apply this to your chosen hotel
- Discuss the importance of hospitality and how hotels meet/exceed guest expectations

Your presentation must fulfil the following criteria:

- Ensure you can complete your presentation within 10 minutes
- A title page, content table and summary/conclusion must be included
- A reference list with a minimum of 10 references from a variety of sources in the Harvard referencing format should be added at the end of your presentation
- The use of images, graphs or tables is recommended and should also be referenced
- You must book a timeslot with your lecturer to deliver your presentation

Guidance for students in the completion of tasks

1. Engagement with Literature Skills (15)

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed an appropriate *range* of sources, which may be academic, governmental, and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: *You should show a wide level of reading from a variety of sources including textbooks, academic journals, and websites. You must reference academic sources for theory. You should also reference all pictures used in your presentation. A minimum of 10 references is required for this assessment.*

2. Knowledge and Understanding Skills (25)

At level 4, you should be able to demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study. *Knowledge* relates to the facts, information, and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding.

3. Cognitive and Intellectual Skills (15)

You should be able to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study. You should be able to evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work. Your work must contain evidence of logical, analytical thinking. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment: Refer to the reasons for the examples used. Consider why, how, when, who, where? Ensures concepts and content is continually linked to your chosen hotel

4. Practical Skills (25)

At level 4, you should be able to apply the basic underlying concepts and principles to evaluate and interpret these within the context of your area of study. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts. This is likely to involve, for instance, the use of real-world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria.

Guidance specific to this assessment: Use real and specific examples from your chosen hotel. This should be evident throughout the presentation.

5. Transferable Skills for Life and Professional Practice (20)

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility. This includes demonstrating that you can communicate the results of your study/work accurately and reliably, and with structured and coherent arguments; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured.

Guidance specific to this assessment: You should present in a recognised format. Slides should be clear, in bullet format and easily understood. It should use a font of The presentation should be visual, well-rehearsed, convincing, and effective.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	15	
2. Knowledge and Understanding Skills	25	
3. Cognitive and Intellectual Skills	15	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice	20	

Student Feedback Form

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

Level 4 Assessment Specification

Student name:		Student ID number:	
Programme:	International Hotel Management		
Module:	Hospitality and Guest Services		
Module code:	BMIH4003	Contribution to Overall Module Assessment (%):	50 %
Lecturers:	Charlotte Joyner Daniel Payne Dale Clarke Deb Lloyd	Internal Verifier:	Lisa Bassler
Assignment Title:	1500 Report The importance of effectively monitoring guest service approaches	Word count (or equivalent):	1500 words
Hand Out Date:	Week Commencing 25th Sept 23	Submission deadline:	Wednesday 15th November 2023 by 23:59pm
Draft Deadline:	Tuesday 7th November 2023 by 23:59pm	Return date of provisional marks & written feedback:	Wednesday 13th December 2023

Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.

Module Learning Outcomes

(From module syllabus)

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- Understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements.
- Evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands, understanding operational systems and resource provision required to deliver service excellence.

Task Description

Assessment 2 will require you to write in report format a 1500 word content entitled

Title- The importance of effectively monitoring guest service approaches

Background:

The hospitality industry is very competitive, and businesses need to keep up with the latest hospitality trends to avoid being left behind. Additionally, keeping pace with the industry as a whole is a great way to ensure your business delivers the kind of customer experience people want and expect.

The following topics MUST be included within your report:

- Reputation Management
- Service Culture

Additional topics that could be addressed within your report

- Brand Consistency
- Hotel Standards
- Customer Loyalty
- Future technological impacts
- Service failure

Guidance:

- Ensure you are not being too descriptive. Instead, support your discussion with examples, case studies from the hotel and hospitality industry
- Offer recommendations for the hotel industry regarding market trends? What obstacles are they facing?
- Propose realistic recommendations to the industry
- Demonstrate knowledge/understanding by providing analysis and making comparisons between different global hotel players.

Your report should follow the structure below:

- Title Page
- Executive Summary
- Content Table
- Introduction
- Main Findings (include separate sub-headings)
- Conclusion
- Recommendations

- Reference list (minimum of 15 required)

Additional assessment requirements:

- Please use Arial Font 12, 1.5 line spacing, Justify Text
- You must include in-text citations throughout the report (*see Harvard Referencing guide*)
- A variety of industry examples from the hotel/hospitality industry should be referred to throughout your report
- Content table, executive summary and reference list are NOT included within the final word count.

Guidance for students in the completion of tasks

1. Engagement with Literature Skills (15)

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed an appropriate *range* of sources, which may be academic, governmental, and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: *You should show a wide level of reading from a variety of sources including textbooks, academic journals and websites. You must reference in the Harvard References format. A minimum of 15 references is required*

2. Knowledge and Understanding Skills (25)

At level 4, you should be able to demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study. *Knowledge* relates to the facts, information, and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding.

3. Cognitive and Intellectual Skills (15)

You should be able to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study. You should be able to evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work. Your work must contain evidence of logical, analytical thinking. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to the assessment: *Make sure to answer the question posed in the task description. Remain focused and consider why, how, when, where and who? Offer recommendations for the hotel industry based on the conclusions drawn.*

4. Practical Skills (25)

At level 4, you should be able to apply the basic underlying concepts and principles to evaluate and interpret these within the context of your area of study. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts. This is likely to involve, for instance, the use of real-world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria.

Guidance specific to this assessment: *Use specific and real life case studies examples throughout the report. This should be from a variety of sources and not just based on one hotel.*

5. Transferable Skills for Life and Professional Practice (20)

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility. This includes demonstrating that you can communicate the results of your study/work accurately and reliably, and with structured and coherent arguments; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured.

Guidance specific to this assessment: *You should present your report in a recognised format. All writing should be academic style, formal, focused, concise and subject specific. It should be in font Arial 12 point and be 1.5 doubled spaced.*

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	15	
2. Knowledge and Understanding Skills	25	
3. Cognitive and Intellectual Skills	15	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice	20	

Student Feedback Form

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

Level 4

In accordance with the Framework for Higher Education Qualifications, at the end of Level 4 students will be expected to have demonstrated knowledge of the basic underlying concepts and principles of a subject, and an ability to evaluate and interpret these within the context of that area of study. They should be able to present, evaluate and interpret qualitative and quantitative data in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study. They will have learned how to evaluate different approaches to solving problems, and will be able to communicate the results of their study/work accurately and reliably, and with structured and coherent arguments. They will be able to undertake further training and develop new skills within a structured and managed environment and will have the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility.

Level 4	FAIL	MARGINAL FAIL	SATISFACTORY (3 rd / Pass)	GOOD (2.2 / Pass)	VERY GOOD (2.1 / Merit)	EXCELLENT (1 st / Distinction)	EXCEPTIONAL (1 st / Distinction)
Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
Engagement with literature (including reading, referencing, academic conventions and academic honesty)	Little or no evidence of reading and/or reliance on inappropriate sources. Views and findings mostly unsupported and nonauthoritative. Referencing conventions used incoherently or largely absent.	Poor engagement with essential reading. No evidence of wider reading. Reliance on inappropriate sources, and/or indiscriminate use of sources. Heavily reliant on information gained through class contact. Inconsistent and weak use of referencing.	Engagement with a limited range of mostly relevant and credible sources but with some reliance on information gained through class contact. Some omissions and minor errors. Referencing conventions evident though not always applied accurately or consistently.	Engagement with an appropriate range of literature, including sources retrieved independently. Some over-reliance on texts rather than other sources. Referencing may show minor inaccuracies or inconsistencies.	Engagement with a wide range of literature, including sources retrieved independently. Selection of relevant and credible sources. Generally sound referencing, with no/very few inaccuracies or inconsistencies.	Engagement with an extensive range of relevant and credible literature. Consistently accurate application of referencing.	Exceptional engagement with an extensive range of relevant and credible literature. High-level referencing skills consistently applied.

Knowledge and understanding (Knowledge of the basic underlying concepts and principles of a subject.)	Major gaps in knowledge and understanding of the basic underlying concepts and principles of the subject matter.	Gaps in knowledge of the basic underlying concepts and principles, with flawed or superficial understanding.	Limited knowledge and understanding of the basic underlying concepts and principles within the subject area.	Knowledge of the basic underlying concepts and principles is accurate with a good understanding of	Competent knowledge of the basic underlying concepts and principles. Exhibits very good understanding.	Excellent knowledge and understanding of the basic underlying concepts and principles of the subject.	Exceptional, detailed knowledge and understanding of the basic underlying concepts and principles
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Level 4	FAIL	MARGINAL FAIL	SATISFACTORY (3rd / Pass)	GOOD (2.2 / Pass)	VERY GOOD (2.1 / Merit)	EXCELLENT (1st / Distinction)	EXCEPTIONAL (1st / Distinction)
Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	Inclusion of irrelevant material. Substantial inaccuracies.	Some significant inaccuracies and/or irrelevant material.	Some elements may be missing.	the field of study but lacks depth and/or breadth.			

Cognitive and intellectual skills (Evaluate underlying concepts and principles of a subject and interpret qualitative and quantitative data in order to develop lines of argument and make sound judgements.)	Wholly or almost wholly descriptive work. Little or no evaluation of the underlying concepts and principles. Failure to develop arguments, leading to illogical or invalid judgements. Minimal or no use of evidence to back up views.	Largely descriptive work, with superficial evaluation of the underlying concepts and principles. Weak interpretation of data, flawed development of arguments and judgements. Information accepted uncritically, uses generalised statements made with scant evidence and unsubstantiated opinions. Ideas sometimes illogical and contradictory.	Limited attempt at evaluation of the underlying concepts and principles, tending towards description. Can interpret qualitative and quantitative data but with some errors. Some evidence to support emerging arguments and judgements but these may be underdeveloped or with a little inconsistency / misinterpretation.	Good evaluation of the underlying concepts and principles. Can interpret qualitative and quantitative data, with minor errors. An emerging ability to use evidence to support the argument. Mostly valid arguments and logical judgements.	Sound evaluation of the underlying concepts and principles. Can interpret qualitative and quantitative data accurately. Ability to devise arguments using evidence to make mostly appropriate and valid judgements.	Excellent evaluation of the underlying concepts and principles. Can interpret qualitative and quantitative data accurately and with some insight. Excellent ability to devise arguments using evidence and make appropriate and valid judgements.	Exceptional evaluation of the underlying concepts and principles based evidence. Outstanding interpretation of qualitative and quantitative data. Exceptional ability to devise arguments using evidence and make wholly appropriate and valid judgements.
Practical skills (Different approaches to solving problems in particular contexts.)	Limited or no use of taught, basic methods, materials, tools and/or techniques. Little or no appreciation of the context of the application.	Rudimentary application of taught, basic methods, materials, tools and/or techniques but without consideration and	An adequate awareness and mostly appropriate application of basic methods, materials, tools and/or techniques.	A good and appropriate application of basic methods, materials, tools and/or techniques. Clear appreciation of	A very good application of a range of basic methods, materials, tools and/or techniques. Very good consideration of the context of	An advanced application of a range of taught, basic methods, materials, tools and/or techniques. The context of the application is	Exceptional levels of application and deployment skills in particular practical contexts. Outstanding identification of

Level 4	FAIL	MARGINAL FAIL	SATISFACTORY (3 rd / Pass)	GOOD (2.2 / Pass)	VERY GOOD (2.1 / Merit)	EXCELLENT (1 st / Distinction)	EXCEPTIONAL (1 st / Distinction)
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Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	Very weak evidence of different approaches to problem-solving in particular contexts.	competence. Flawed appreciation of the context of the application. Weak evidence of different approaches to problem-solving in particular contexts.	Basic appreciation of the context of the application. Can identify problems in particular contexts and propose basic alternative approaches or solutions though there may be errors.	the context of the application. Good evidence of different approaches to problem-solving in particular contexts and proposes mostly appropriate solutions.	the application. Very good evidence of different approaches to problem-solving in particular contexts and proposes appropriate solutions.	well considered, and insightful. Excellent evidence of different approaches to problem-solving in particular contexts and proposes appropriate solutions.	problems in particular contexts and formulation of wholly appropriate, thoughtful solutions / different approaches.

Transferable skills for life and professional practice (Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments; the qualities needed for employment requiring the exercise of some personal responsibility within a structured and managed environment.)	Work is poorly structured, disorganised, inaccurate and/or confusingly expressed. Very weak use of language and/or very inappropriate style. Failure to work effectively individual or as part of a group. Little or no evidence of the skills for employment requiring the exercise of some personal responsibility.	Work is poorly presented in a disjointed manner. It is loosely, and at times incoherently, structured, with information and ideas often poorly expressed. Weak use of language and/or inappropriate style. Flawed approach to individual or group work, meeting only partial obligations to others. Limited evidence of the skills for	Mostly ordered presentation and structure in which relevant ideas / concepts are reasonably expressed. Work may lack coherence and/or accuracy in places. Can work as part of a group, meeting most obligations to others but perhaps with limited involvement in group activities. Demonstrates the basic skills for employment requiring the exercise of some personal	Mostly coherent, organised and accurate work, in a suitable structure and is for the most part clearly expressed. Can work effectively independently and/or as part of a team, with clear contribution to group activities. Demonstrates the skills for employment requiring the exercise of some personal responsibility, with some areas of strength and	Work is accurate, coherent, fluent, well-structured and organised. Can work effectively independently and/or as part of a team, with very good contribution to group activities. Demonstrates very good skills for employment requiring the exercise of some personal responsibility, with just occasional minor weakness.	Work is coherent, very fluent and is presented professionally. Can work effectively independently and/or as part of a team, with an excellent contribution to group activities. Demonstrates excellent skills for employment requiring the exercise of some personal responsibility with an appetite for further development.	Work is accurate, exceptionally coherent, very fluent and presented well. Can work effectively independently and/or as part of a team, with an exceptional contribution to group activities. Demonstrates exceptional skills for employment requiring the exercise of some personal responsibility with an appetite for further development.
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Level 4	FAIL	MARGINAL FAIL	SATISFACTORY (3 rd / Pass)	GOOD (2.2 / Pass)	VERY GOOD (2.1 / Merit)	EXCELLENT (1 st / Distinction)	EXCEPTIONAL (1 st / Distinction)
Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
		employment requiring the exercise of some personal responsibility.	responsibility, with some areas of minor weakness.	some of minor weakness.			