Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Academic Discipline of Hospitality and Tourism Management
BA International Hotel Management

Module RESIT Handbook Spring Term 2024 Component One and Two

BMIH6001 Contemporary Themes in the Hotel and Hospitality Sector - LEVEL 6

Module Lead

Natalie Brailsford BA (Hons), MSc, PgCE (PCET)

n.brailsford@uwtsd.ac.uk

INDICATIVE READING LIST

Module Code	BMIH6001	
Module Title	Contemporary Themes in the Hotel and Hospitality Sector	
Classification	Reading List entry	Electronic *
Essential	Ford.R.C, Sturman.M.C (2020) Managing Hospitality Organizations 2nd Edn. Sage, London.	
Essential	Conrady, R., Buck, M. (2012) Trends and Issues in Global Tourism, Springer	☒
Essential	Cooper, C. and Hall, M. (2019) Contemporary Tourism: An International Approach, 4th Edn. Goodfellows, Oxford.	☐
Essential	Tribe J (2009) Philosophical issues in Tourism (Aspects of Tourism), Channel View	☐
Further	Clegg. S.R, Skyttermoen. T. Vaagaasar .A.L, (2021) Project Management: A Value Creation Approach. Sage, London.	
Further	Brotherton. B (2015) Researching Hospitality & Tourism 2nd Edn. Sage. London	
Further	Dawson, J. Lemelin, H. Stewart, E. (2012) Last Chance Tourism: Adapting Tourism Opportunities in a Changing World, Routledge, London	☐
Further	Darcy, S. Ambrose, J. Bulhalis, D. (2012) Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism, Channel View, London	☐
Further	Faulkner, B, Moscardo, G, Laws, E, 2001, Tourism in 21st Century. Reflections on Experience. Continuum, London	☐
Further	Krippendorf, J, 2011, The Holiday Makers: Understanding the Impact of Leisure & Travel;	☐
Further	Laws,E. Prideaux, B. Chon, K. (2007) Crisis Management in Tourism, CABI, Wallingford	☐
Further	Mill, R. (2012) Resorts management and Operations (3rd Ed) Wiley, London	☐
Further	Robson, C. (2016) Real World Research, Wiley, Chichester.	☐
Further	Wahab S. & Cooper C, 2005, Tourism in the Age of Globalisation, Routledge, Abingdon	
Journals	Annuals of Tourism Research	☒
Journals	Current Issues in Tourism	☒
Journals	International Journal of Hospitality Management	☒
Journals	International Journal of Tourism Research	☒
Journals	Tourism Management	☒
Journals	Journal of Sustainable Tourism	☒
Websites	www.culture.gov.uk	☒
Websites	https://www.theisrm.org/	☒
Websites	www.wto.org	☒
Websites	www.tourismconcern.org.uk	☒

LEVEL 6 ASSESSMENT SPECIFICATION

Student name:		**Student ID number:**	
Programme:	**International Hotel Management (BA)**		
Module:	**Contemporary Themes in the Hotel and Hospitality Sector.**		
Module code:	**BMIH6001**	Contribution to Overall **Module** Assessment (%):	**50%**
Lecturer:	**Natalie Brailsford**	**Internal Verifier:**	**Jaliya Da Silva**
Assignment Title:	**Assignment One** **Conference Research Paper**	**Word count (or equivalent):**	**2500**
Submission deadline:	**Friday 31st May** **23:59**	**Return date of provisional marks & written feedback:**	**Friday 28th June 2024**
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:** Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
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 to complete this assessment.		

Module Learning Outcomes (from module syllabus)
Upon the successful completion of this module, the student should be able to: • Systematically evaluate and analyse contemporary issues within a specific area of the hotel industry, which may include exploring current contemporary issues and organising and managing an International Hospitality Conference focusing on topical issues affecting the industry. • Systematically analyse a range of sociological, political, economic, ethics and cultural theories and their application within a hospitality destination and in turn evaluate future policy and management options for such operations to present a related academic conference paper.

TASK DESCRIPTION

Choose one Contemporary Theme **from the below four options** within the Hotel and Hospitality Sector. you are required to produce a research conference paper incorporating a specific area within the chosen theme, some examples with options below. This is to be presented in a formal conference research paper format.

Identified Themes

Option One Technology
The hospitality and hotel industry are actively embracing technology to enhance guest experiences to streamline operations and experiences.

For example, mobile apps for seamless check-in and check-out processes, keyless entry systems, personalised control of lighting, temperature, and entertainment etc.

Option Two Sustainability
There is a growing emphasis on sustainability and eco-friendly practices within the hotel and hospitality sector.

For example, energy-efficient building designs and technologies, waste reduction strategies and recycling programs. Water conservation measures, such as low-flow fixtures and smart irrigation systems, incorporating renewable energy sources like solar panels and geothermal systems to power operations.

Option Three Personalisation
Hotels are increasingly prioritising personalised experiences for their guests.

For example: Greeting guests by name upon arrival and providing customised room settings, such as preferred room temperature, lighting, and even personalised welcome amenities. Recommendations for dining, sightseeing, or entertainment options based on guests' profiles and past preferences, enhancing their overall experience and satisfaction.

Option Four Staff Shortages and Labor Challenges
The hotel and hospitality sector face significant challenges in recruiting and retaining skilled staff.

For example: shortages of qualified personnel in key positions, high turnover rates, seasonal fluctuations in demand, and the industry's reputation for long working hours and low wages.

Guidance for layout

Conference Research paper – 2,500 words +/- 10%
To be compiled in one Microsoft word and formatted professionally.

Your research paper should contain the following sections.
Suggested word counts are for guidance only.

Title

Abstract

1. **Introduction:**
   Outline the chosen contemporary theme and explore why it is of importance and relevance for the hotel and hospitality sector. Provide any background detail about the sector and why the contemporary theme is prevalent within the industry. (200 words)

2. **Overview of literature:**
   Identify a specific area within the chosen theme to focus your study on and examine the real impacts of the contemporary theme according to current literature. Draw on the latest findings from current journal articles and credible sources to get the best marks for this section. (500 words)

3. **Application to the hotel and hospitality sector:**
   Using a PESTEL analysis, analyse and establish through theory, how the chosen contemporary theme impacts on the hospitality and hotel industry. From previously gained industry knowledge, academic learning and research, provide examples of industry responses to the chosen contemporary issue, critically reflecting on their levels of impact – strengths and limitations. (1000 words)

4. **Evaluate future policy and management options for the chosen theme**. Building on earlier reflections and evaluation of the chosen theme make future recommendations for the hotel and hospitality industry. (500 words)

5. **Conclusion**
   Summarise the key points: Ensure that the conclusion is concise and

avoids unnecessary repetition. Use clear and straightforward language to convey your key points and recommendations effectively.

6. **References -** Credible sources for your research from academic journals, online industry sources and textbooks **must be used.** This is a 2,500-word paper and so include 25 sources as a minimum. These must also be correctly referenced as in text citations where appropriate. (not included in the word count).

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

1. Engagement with Literature Skills

Your work must be informed and supported by scholarly material that is relevant to and focused on the task(s) set; you should make use of scholarly reviews and primary sources, where appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide 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 incorporate diverse information about the contemporary theme. Consider whether information you have read or items you have seen online or on television made you interested in the subject, then they will make others interested as well. Be respectful for others who have produced work and cite their work. Show academic honesty and credibility. Whilst it is appreciated that web and other online sources will be referred to also balance this with the use of text-based information from industry journals and reference books. You must include a minimum of 25 reference sources, with in-text citations.

2. Knowledge and Understanding Skills

At level 6, you should be able to demonstrate coherent and detailed knowledge and a systematic understanding of the subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. You should be aware of the uncertainty, ambiguity and limits of knowledge. Your work must demonstrate the growing extent of your knowledge and systematic understanding of concepts and underlying principles associated with the subject area. 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. meaningfully to show your understanding. Your mark/grade will also depend upon the extent to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Guidance specific to this assessment:
You should show an understanding of what contemporary means, and how the chosen theme impacts Hospitality and hotel businesses. This should also be supported by your ability to demonstrate an understanding of the information that you have learned about from the module content and the modules that you will have studied up to this point.

3. Cognitive and Intellectual Skills

You should be able to: critically evaluate evidence, arguments, assumptions, abstract concepts and data some of which are at the forefront of a discipline (and that may be incomplete) to devise and sustain arguments, to make judgements and/or solve problems; describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. 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? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment:
You should be able to show an appreciation for the decisions that have been made within industry linked to this theme and make sound recommendations for future development. These should be well thought out, and relatively achievable, although there is always room for some failure within a plan/scheme, how have you considered the implications of your actions should be demonstrated. Especially how change is managed and the internal and external response to it.

4. Practical Skills

At level 6, you should be able to apply the methods and techniques that you have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects. You will deploy accurately established techniques of analysis and enquiry relevant to the discipline, and apply them in complex and unpredictable contexts, to devise and sustain arguments and/or to solve problems. You should be able to frame appropriate questions to achieve a solution - or identify a range of solutions. 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 or circumstances, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be innovative and creative. 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. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Guidance specific to this assessment:

You will have compared the original and contemporary, how you have responded to the need for change and adaptation. At level 6 you will be writing from an informed position, using the supporting reference material and what you have learned from modules up until now to assist you in writing this paper content.

5. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for graduate-level employment requiring the exercise of initiative and personal responsibility and decision-making in complex and unpredictable circumstances. This includes demonstrating: the learning ability for professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment:

By compiling this conference paper, you are displaying your ability to support, and presentation as would be expected as an industry professional. Conference papers whilst written with academic guidance and following structure also need to be interesting and engaging, so that attendees will pay attention to your presentation, and make note of what you have said and written about. The chance to influence decision makers (on your journey to becoming one) can come from any level within the colleague team, and

well thought out persuading papers show consideration of the subject, of your profession whilst having awareness of contemporary issues. **In addition to this structure there must be <u>NO</u> inclusion of diagrams, illustrations, photographs etc. Your presentation will allow you to do this, and really enhance your idea**

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.

Generic Assessment Criteria	**Marks available**	**Marks awarded**
1. Engagement with Literature Skills		
	10	
2. Knowledge and Understanding Skills		
	20	
3. Cognitive and Intellectual Skills		
	40	
4. Practical Application Skills		
	15	
5. Transferable Skills for Life and Professional Practice		
	15	

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 6 ASSESSMENT SPECIFICATION

Student name:		**Student ID number:**	
Programme:	**International Hotel Management (BA)**		
Module:	**Contemporary Themes In the Hotel and Hospitality Sector.**		
Module code:	**BMIH6001**	**Contribution to Overall Module Assessment (%):**	**50%**
Lecturer:	**Natalie Brailsford**	**Internal Verifier:**	**Jaliya Da Silva**
Assignment Title:	**Assignment Two** **Conference Presentation**	**Word count (or equivalent):**	**15 Minute Presentation**
Submission deadline:	**Presentation to be delivered by** **Friday 31st May 2024 4pm copy of presentation to be submitted prior to delivery.**	**Return date of provisional marks & written feedback:**	**28th June 2024.**
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:** Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic honesty /	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		

referencing:	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: • Undertake an advanced and systematic search and review of literature on a specific topic in business, administration, and management studies. • Engage in comprehensive critiques and understanding of trends in the analysis of literature related to your research. • Critically engage in current debates relates to business, administration, and management theory. • Synthesise extant literature to form conclusions about the current state of knowledge and research in a field; Identifying gaps in knowledge and using this to generate and hone your own research aims and objectives.

TASK DESCRIPTION

Following the compilation of a conference research paper [Assignment 1], students are required to <u>deliver</u> the information collected on the chosen Contemporary Theme through a formal presentation in a conference style. Presentations will take place in a pre booked appointment prior to 31st May.

Presentation of a Conference Research paper - 15 minutes.

<u>Presentation</u>

Your conference presentation should follow the structure of your compiled written research paper but should be carefully modified for delivery to a professional audience in a way that is engaging and informative. Suggested timings are for guidance only.

Introduction:

Outline the chosen Contemporary Theme explored as part of assignment 1 and why it is of importance and relevance for the hotel and hospitality sector. Provide any background detail about the sector and / or company case study that will be central to this paper.

Overview of Literature:

Provide a brief overview of some key theory and concepts, that you will be applying in this paper. Students must be able to analyse and establish through theory, how the chosen contemporary theme impacts the hospitality and hotel industry. Draw on the latest findings from current journal articles to get the best marks for this section.

Application to the Hotel and Hospitality Sector:

Summarise the key points from PESTEL analysis, analyse and establish through theory, how the chosen contemporary theme impacts on the hospitality and hotel industry. From previously gained industry knowledge, academic learning and research, provide examples of industry responses to the chosen contemporary issue, critically reflecting on their levels of impact – strengths and limitations.

Evaluate Future Policy and Management Options:

Future recommendations for the hotel and hospitality industry based on research

findings.

Conclusion
Summarise the key points: Craft a closing statement that reflects the significance of your research and the journey you have taken throughout your paper. Leave your audience with a memorable final thought that will linger in their minds.

References - Credible sources for your research from academic journals, online industry sources and textbooks **must be used.**

This presentation should be delivered with professionalism, **assuming the role of a "Conference Delegate".** Students are to use appropriate visual slides incorporating pictures, videos, graphics and visual information, to highlight the findings as per their earlier written report (assignment 1). Slides must be correctly referenced using the UWTSD Harvard method on the slide, though this can be quite small and unobtrusive. NB: Presenters should avoid reading text from the slides but speak to the audience, drawing on the visual material when relevant.

Submitting your work

Students will be delivering the information as part of a formal presentation 'live'. Students will be given time slots for presenting during the 'conference week'. All presentations will be recorded for marking / moderation purposes.

Submit a Word document or PDF to Turnitin that includes:

- Cover page, with your name and student number.
- PowerPoint slides
- Reference list

This will need to be submitted to Turnitin prior to your delivery of the presentation.

Additional Information

- The presentation will be delivered 'live', with the written supporting

evidence (word / pdf doc) submitted via the Turnitin link **by Friday 31st May 2024.**

- You must use credible sources for your research from online sources, textbooks, media and industry journals to support your presentation.
- You will be assessed on your ability to synthesise knowledge, to develop an understanding of the practical considerations of delivering your research papers contemporary topic.
- Present in English, in an appropriate business/academic tone.
- Presentations should be 15 minutes (+1.5 mins) – marks will be deducted for presentations that exceed this.
- There are no penalties given relating to the number of slides used – an average number is given as 8-10 slides, but students make creative use of the screen.

GUIDANCE FOR COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

1.Engagement with Literature Skills

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set; you should make use of scholarly reviews and primary sources, where appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide *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 will use the content of your supporting paper to underpin your presentation content, and **no new information should be added to slides that has not been included within your paper.**

2.Knowledge and Understanding Skills

At level 6, you should be able to demonstrate coherent and detailed knowledge and a systematic understanding of the subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. You should be aware of the uncertainty, ambiguity, and limits of knowledge. Your work must demonstrate the growing extent of your knowledge and systematic understanding of concepts and underlying principles associated with the subject area. *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. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Guidance specific to this assessment:
This is your chance to display your knowledge, and you should not just read off your slides but be able to develop confidence within your knowledge, that will allow for attendees to ask questions at the end of your presentation, as necessary.

3.Cognitive and Intellectual Skills

You should be able to: critically evaluate evidence, arguments, assumptions, abstract concepts and data some of which are at the forefront of a discipline (and that may be incomplete) to devise and sustain arguments, to make judgements and/or solve problems; describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. 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? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment:
You will give an overview in your presentation content of the decisions that have been made and make sound recommendations.

4.Practical Skills

At level 6, you should be able to apply the methods and techniques that you have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects. You will deploy accurately established techniques of analysis and enquiry relevant to the discipline, and apply them in complex and unpredictable contexts, to devise and sustain arguments and/or to solve problems. You should be able to frame appropriate questions to achieve a solution - or identify a range of solutions. 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 or circumstances, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be innovative and creative. 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. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Guidance specific to this assessment:
You will have developed skills that allow you to organise and deliver an online presentation, this will have been supported by your module tutors and those within the wider scope of the University.

Transferable Skills for Life and Professional Practice
Your work must provide evidence of the qualities and transferable skills necessary for graduate-level employment requiring the exercise of initiative and personal responsibility and decision-making in complex and unpredictable circumstances. This includes demonstrating: the learning ability for professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment:
By delivering your presentation, you are displaying your ability to confidently present your ideas, your understanding of the industry and the importance of communication in a wide range of formats. You will ensure that the presentation is engaging and interesting and that the visual effect is memorable.

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.

Generic Assessment Criteria	**Marks available**	**Marks awarded**
1. Engagement with Literature Skills		
	10	
2. Knowledge and Understanding Skills		
	20	
3. Cognitive and Intellectual Skills		
	30	
4. Practical Application Skills		
	20	
5. Transferable Skills for Life and Professional Practice		
	20	

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%)		

GENERIC ASSESSMENT CRITERIA

Level 6

In accordance with the Framework for Higher Education Qualifications, at the end of Level 6 students should have coherent and detailed knowledge and a systematic understanding of their subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. They will be able to accurately deploy established techniques of analysis and enquiry within a discipline, using their conceptual understanding to devise and sustain arguments and/or to solve problems. They should be aware of the uncertainty, ambiguity and limits of knowledge. They should be able to critically evaluate evidence, arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions. They will apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects. They will have the ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline). They will demonstrate the qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility; decision-making in complex and unpredictable contexts; the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Level 6	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%**
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 non-authoritative. 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	Engagement with a limited range of mostly relevant and credible sources. Some omissions and minor errors. Referencing conventions evident though not always applied accurately or consistently.	Engagement with an appropriate range of research-informed literature, including sources retrieved independently. Some over-reliance on texts. Referencing may show minor	Engagement with a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing, with no/very	Engagement with an extensive range of relevant and credible literature, informed by the latest research. Consistently accurate application of referencing.	Exceptional engagement with an extensive range of relevant and credible literature, informed by the latest research. High-level referencing skills consistently and professionally applied.

Level 6	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%**
		of referencing.		inaccuracies or inconsistencies .	few inaccuracies or inconsistencies .		
Knowledge and understanding (Coherent and detailed knowledge and systematic understanding of the subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline.)	Major gaps in knowledge and systematic understanding of the subject matter. Substantial inaccuracies. No awareness of knowledge of the latest research and/or advanced scholarship within the discipline.	Gaps in knowledge, with only superficial systematic understanding. Some significant inaccuracies and/or irrelevant material. No awareness of knowledge of the latest research and/or advanced scholarship within the discipline.	Limited knowledge and systematic understanding of the relevant concepts and principles within the subject area which to some limited extent, is informed by current research and scholarship.	Knowledge is reasonably detailed, accurate with a good systematic understanding of the field of study and to some extent, current research and scholarship.	Knowledge is reasonably extensive coherent and detailed. Exhibits very good understanding of the breadth and depth of established views, and the work is, at least in part, well-informed by current research and scholarship.	Excellent coherent and detailed knowledge and systematic understanding of the principles and theories of current research and scholarship. Clear awareness of challenges to established views and the limitations of the knowledge base.	Exceptionally coherent and detailed knowledge and systematic understanding of the principles and theories of the subject, well-informed by current research and scholarship. A critical, sophisticated and nuanced awareness of the ambiguities and limitations of knowledge.
Cognitive and intellectual skills (Conceptual and critical thinking, analysis, synthesis and evaluation of research, assumptions, abstract concepts	Wholly or almost wholly descriptive work. Little or no analysis, synthesis or evaluation. Failure to develop arguments,	Largely descriptive work, with superficial use of critical evaluation. Weak development of arguments and judgements.	Limited attempt at critical thinking, analysis, synthesis and evaluation, tending towards description. Some evidence	Some critical thinking, analysis, synthesis and evaluation. Can analyse new and/or abstract concepts and data without	Sound critical thinking, analysis, synthesis and evaluation demonstrating critical thinking. Ability to devise and sustain	Excellent critical thinking, analysis, synthesis and evaluation. Ability to investigate contradictory or incomplete information and	Exceptional critical thinking, analysis, synthesis and evaluation based on judiciously selected evidence. Ability to

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Category	**0-29%**	**30-39%**	**40-49%**	**50-59%**	**60-69%**	**70-84%**	**85-100%**
and data (that may be incomplete); logic, argument and judgement.)	leading to illogical or invalid judgements. Unsubstantiated generalisations, made without use of any credible evidence.	Information accepted uncritically, uses generalised statements made with scant evidence and unsubstantiated opinions. Ideas sometimes illogical and contradictory.	to support emerging arguments and judgements but these may be underdeveloped or with a little inconsistency / mis-interpretation. Asserts rather than argues a case.	guidance. An emerging awareness of different stances and ability to use evidence (that may be incomplete) to support the argument. Mostly valid arguments and logical judgements. Some tendency to assert/state opinion rather than argue on the basis of reason and evidence.	persuasive arguments, and to review the reliability, validity and significance of evidence (that may be incomplete) to make mostly appropriate and valid judgements.	make strong, persuasive, arguments and sophisticated judgements. Some evidence of independent thought and ability to 'see beyond the question', suggesting a grasp of the broader field and wider concepts.	investigate contradictory or incomplete information and make strong, persuasive, arguments and sophisticated, nuanced, judgements. Evidence of independent thought and ability to 'see beyond the question', suggesting an outstanding grasp of the broader field and wider concepts.
Practical skills (Apply/deploy accurately established tools and techniques; initiate and carry out projects; formulate solutions to solve problems in complex and unpredictable contexts.)	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application. Limited understanding	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of	An adequate awareness and mostly appropriate application of well-established methods, materials, tools and/or techniques. Basic	A good and appropriate application of standard methods, materials, tools and/or techniques. Clear appreciation of the context of the application.	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application,	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, and insightful.	Exceptional levels of application and deployment skills in unpredictable, practical contexts, drawing skilfully on the latest research within the

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	of the application of theory to practice or making appropriate links between the two. Very weak problem-solving skills in complex and unpredictable contexts.	the context of the application. Weak understanding of the application of theory to practice, with only occasional evidence of making appropriate links between the two. Weak problem-solving skills in complex and unpredictable contexts.	appreciation of the context of the application. Theoretical knowledge and understanding applied in practice, but not always making logical links between the two. Can identify problems and propose basic solutions in complex and unpredictable contexts without fully appreciating the complexity.	Mainly consistent, accurate and logical application of theory to practice, making appropriate links between the two Can identify problems and propose mostly appropriate solutions in complex and unpredictable contexts.	with perceptive insights. Can identify problems and propose appropriate solutions in complex and unpredictable contexts. Evidence of some innovation and creativity.	Application and deployment extend beyond established conventions. Can identify complex problems and propose excellent solutions. Innovation and creativity evident.	discipline. Can identify complex problems and propose sophisticated solutions. Assimilation and development of cutting edge processes and techniques.
Transferable skills for life and professional practice (Exercise of initiative and personal responsibility; professional development; initiate and complete tasks and procedures: individually and/or	Communicatio n medium is inappropriate or misapplied. Work is poorly structured, disorganised and/or confusingly expressed. Very weak use of language and/or very	Communicatio n medium is poorly designed and/or not suitable for the audience. Work is poorly presented in a disjointed manner. It is loosely, and at times	Can communicate in a suitable medium but with some room for improvement. Mostly ordered presentation and structure in which relevant ideas / concepts are	Can communicate effectively in a suitable format, but may have minor errors. Mostly coherent, organised work, in a suitable structure and is for the most	Can communicate well, confidently and consistently in a suitable format. Work is coherent, fluent, well-structured and organised. Can work very well	Can communicate professionally confidently and consistently in a suitable format. Work is coherent, very fluent and is presented professionally. Can work	Can communicate with an exceptionally high level of professionalis m. Work is exceptionally coherent, very fluent and is presented professionally.

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collaboratively; use appropriate media to communicate effectively; fluency of expression; clarity and effectiveness in presentation and organisation.)	inappropriate style. Little or no evidence of autonomy (or collaboration, where relevant) in the completion of tasks. Little or no evidence of the skills required in graduate employment.	incoherently, structured, with information and ideas often poorly expressed. Weak use of language and/or inappropriate style. Weak independent initiative (or collaboration, if relevant). Limited evidence of the skills required in graduate employment.	reasonably expressed. Work may lack coherence in places. Can work as part of a team, but with limited involvement in group activities. Demonstrates the basic skills required in graduate employment, with some areas of minor weakness.	part clearly expressed. Can work effectively independently and/or as part of a team, with clear contribution to group activities. Demonstrates the skills required in graduate employment, with some areas of strength and some of minor weakness.	autonomously and/or as part of a team, with very good contribution to group activities. Demonstrates very good graduate employment skills, with just occasional minor weakness.	autonomously with initiative. Where relevant can work professionally within a team, showing leadership skills as appropriate, managing conflict and meeting obligations. Demonstrates excellent graduate employment skills and an appetite for further development.	Can work exceptionally well and professionally within a team, showing advanced leadership skills. Demonstrates exceptional graduate employment skills and an appetite for further development.

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