

## Sustainability and Organisational Strategy

Revised September 2023

Criteria	Outstanding 80 and above	Excellent 70-79	Good 60 -69	Adequate 50-59	Poor 40-49	Very poor Below 40
<p><b>Introduction &amp; Preview</b></p> <p>15 marks</p>	<p>An outstanding introduction that previews all aspects of the presentation, professionally laying out the aim, purpose, content, and structure in a persuasive and engaging manner. Requires minimal or no improvement.</p>	<p>An excellent and impactful introduction that covers most key aspects of the presentation by explaining the purpose/aim and objectives, the structure, and the aspects covered. Contains very few aspects for improvement.</p>	<p>A good/very good introduction that previews most of the elements covered in the presentation with few areas weakly covered and requiring improvement but remains impactful and creates anticipation.</p>	<p>A marginally satisfactory presentation that covers some aspects well but misses out on an impactful preview of the content, structure or aim and objectives of the presentation. Can be significantly improved for a better rating.</p>	<p>A below par introduction that may have covered few elements but does not clearly convey the aim and purpose, content, or structure of the presentation. Requires additional work to meet the required level of performance.</p>	<p>The introduction is completely insufficient, irrelevant, or weak and does not adequately convey all of the aim and purpose, content and/or structure of the presentation. Requires extensive redevelopment to meet the required level of performance.</p>
<p><b>Content Relevance &amp; Coverage</b></p> <p>25 marks</p>	<p>Outstanding content that is rigorous and comprehensive; addresses all aspects that are relevant to the assignment in an insightful manner. There are few or no areas that require further improvement.</p>	<p>Content is excellent in its coverage and relevance. The balance of evidence is strong and addresses most aspects of the assignment brief. There may be a few areas for further improvement.</p>	<p>Content is good/very good in places, with the coverage and relevance adequately demonstrating depth in many instances. However, there may be significant opportunities to further improve the work.</p>	<p>Content has marginally met the requirements. The coverage and relevance are adequately provided but do not demonstrate sufficient depth of knowledge and understanding.</p>	<p>Content is minimally provided but does not adequately demonstrate the level of knowledge and understanding expected in terms of coverage and/or relevance. There is a need to make significant improvements in several aspects to meet the expected standard.</p>	<p>Content provided is very poor in both relevance and coverage, with little demonstration of knowledge and understanding provided. The entire presentation needs to be reworked to meet the requirements for the assignment</p>

## Sustainability and Organisational Strategy

<p><b>Verbal Articulation &amp; Visual Dynamics</b></p> <p>25 marks</p>	<p>An outstanding presentation which is confidently made and well-articulated, has clear audio and video, including engaging tone and camera eye contact, appropriately selected location, corporate personal appearance and without technical glitches or distractions. Perfect timing is achieved. Requires little to zero change or improvement.</p>	<p>An excellent presentation that is well articulated and shows confidence of knowledge, has professional impact in terms of tone and eye to camera contact, has an appropriate setting and location, and is devoid of technical glitches and distractions. Timing is well done and mainly well apportioned. Few areas may require marginal improvements.</p>	<p>A good / very good presentation that has many points of oral and visual engagement, showing signs of confidence including good/very good eye contact with camera; has appropriate location and physical settings, professional personal appearance and is technically sound. Timing is to expectations. Several aspects could be improved.</p>	<p>An acceptable presentation that adequately meets the expectations but can be improved upon in many but not all aspects such as tone, eye contact, confidence, professional setting, technical quality, timing and physical personal appearance. Major changes were required to improve the presentation and achieve a higher grade.</p>	<p>The presentation is below expectations in terms of most key aspects such as timing, appearance, confidence and engagement. The presentation. The presentation quality is promising but requires significant improvements in some key respects to meet the requirements for the module.</p>	<p>The presentation is very poor in terms of demonstrating confidence and professional skills. Almost all aspects that make a good presentation are absent, including engaging tone and camera to eye contact, personal appearance, appropriate setting, good time management and technical quality. A total redevelopment is required.</p>
<p><b>Structure, Organisation &amp; Formatting</b></p> <p>20 marks</p>	<p>Outstanding and professional structure, organisation and formatting of the presentation that leaves little or nothing to improve. Outstanding combination of presentation tools and elements to achieve a balanced and professional feel.</p>	<p>Excellent organisation of the report, with clear formatting and structuring that uses a balance of presentation elements and tools, containing few to very few aspects that may require improving.</p>	<p>A good/very good presentation that has clear structure, organisation and formatting but could be further improved in key areas and aspects such as formatting, order logic etc.</p>	<p>A satisfactory presentation that has passable structure and is sufficiently logical in organisation, with adequate formatting. There are many significant aspects that require improving to achieve better rating.</p>	<p>Weak structure, organisation and/or formatting with poor logic and packaging. May contain some promising elements but is overall below par and requires significant improvement in most areas.</p>	<p>Very poor demonstration of presentation skills in terms of structure, organisation and/or formatting, requiring complete redevelopment to meet the expected standards for the assignment.</p>

## Sustainability and Organisational Strategy

<p><b>Academic underpinning &amp; Evidencing</b></p> <p>15 marks</p>	<p>Outstanding academic and market research in terms of rigour, relevance, and depth, with comprehensive and appropriate range of theoretical, empirical and market research identified and integrated in developing the presentation. There are little to no areas for improvement of the work.</p>	<p>Excellent research is demonstrated that covers a relevant range of high-quality academic literature which is sourced and well applied. The balance between theory, empirical and market research sources is strong. There are very few areas for marginal improvement to the submission.</p>	<p>Good to very good research of academic quality has been sourced and utilised to develop the presentation. The research is of relevance and good variety. However, there are areas to improve in terms of research quality, application, and/or the balance between theoretical, empirical and industry research.</p>	<p>Presentation shows some level of academic underpinning which is adequate. However, the research used does not clearly and sufficiently support the presentation as it may be significantly lacking in terms of overall quality, depth, balance and/or relevance.</p>	<p>Presentation does not contain an acceptable level of academic underpinning / research, or this is poorly sourced and applied. The research used does not clearly and satisfactorily support the presentation as it is acutely lacking in terms of overall quality, depth and/or relevance. Major key areas of improvement need to pass.</p>	<p>Research and academic underpinning are completely lacking or very weak in terms of quality, relevance, and application. Recommended sources are ignored. Significant redevelopment is required to show adequate levels of academic underpinning and support for the presentation.</p>
--	--	---	---	---	--	--