

HOS3100

Hospitality and Tourism Management

Assessment 3: Report

Marking Rubric

CLO 3: Communicate business knowledge, concepts and advice persuasively and clearly in both written and oral formats, using relevant technology [AQF7 S4]

- 3.1 – Demonstrate effective written communication, suitable for a given context, medium and intended audience

CLO 5: Generate creative ideas for business innovations that respond to opportunities and constant change [AQF7 A2]

Criteria	Fail 0–49%	Pass Threshold 50–59%	Credit 60–69%	Distinction 70–79%	High Distinction 80–100%
<i>Refers to contemporary research and practice in case analysis and recommendations. [ULO1, 2] Possible 30%</i>	Draws on out of date or irrelevant research. Shows lack of awareness of contemporary management practice.	Draws on relevant research that is up to date in part. Shows awareness of contemporary management practice.	Draws on relevant and up to date research. Shows understanding of contemporary management practice.	Draws on a wide range of relevant research that is up to date. Shows understanding and insight into contemporary management practice.	Draws on extensive relevant research that is up to date. Shows broad understanding and deep insight into contemporary management practice.
<i>Written communication skills: word use, structure, context, medium and audience [UGCLO3.1, ULO4] Possible 30%</i>	Incorrect or limited choice of words. Poor sentence structure obscures the meaning. Poor paragraphing and flow. Writing does not suit the document type and/or audience.	Uses a limited vocabulary with minor spelling errors. Simple sentences are mostly accurate with errors that rarely affect clarity of meaning. Paragraphing is mainly sound and coherent. In the main, writes appropriately for document format and considers the audience.	Uses an appropriate vocabulary with minor spelling errors. Sentences are correct and capable at times of expressing complex ideas. Paragraphing is sound and coherent with good transition and flow. Writes appropriately for document format and considers the audience.	Uses an appropriate vocabulary with some discipline-specific terminology that is largely error-free. Sentences are capable at times of expressing complex ideas. Paragraphing is coherent with very good transitions and flow. Writes proficiently in the document format and considers the audience.	Uses an appropriate vocabulary with discipline-specific terminology that has only minor typos. Sentences are capable of expressing complex ideas consistently. Paragraphing is coherent with smooth transitions and excellent flow. Writes confidently in the document format, tailored to the audience.
<i>Develops solutions that respond to changes. [UGCLO5, ULO3] Possible 30%</i>	Does not develop or adapt solutions for the case that respond to a change in context.	Responsive in part to a change in context. Develops some solutions that are adaptations of existing ideas in the case study.	Responsive to a change in context. Develops alternative solutions with some originality.	Explores and responds to a change in context. Develops original alternative solutions.	Fully explores and responds to a change in context. Develops a range of original alternative solutions.
<i>Referencing protocol Possible 10%</i>	Does not follow APA protocol consistently. Does not incorporate in-text references correctly. End-text reference list contains too many errors or omissions.	Largely follows APA protocol with some inconsistencies. In the main, in-text references were accurately incorporated. End-text reference list was mostly accurate with some errors or omissions.	Follows APA protocol with some minor inconsistencies. In-text references were accurately incorporated. End-text reference list was mostly accurate with only minor errors.	Closely follows APA protocol with rare inconsistencies. In-text references were smoothly incorporated. End-text reference list was accurate.	Meticulously follows APA protocol for a wide variety of reference types. In-text references were smoothly incorporated. End-text reference list was accurate.

The mark awarded on this rubric is converted to a possible 30% of the final unit mark.