



UNIVERSITY
OF LONDON

Programme Regulations 2022–2023

Accounting and Financial Management

MSc

Important document – please read
This document contains important
information that governs your
registration, assessment and
programme of study



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Important information regarding the Programme Regulations

Last revised 15 March 2022

As a student registered with the University of London you are governed by the current General Regulations and Programme Regulations associated with your programme of study.

These Programme Regulations are designed and developed by the University of London which is responsible for the academic direction of the programme. The Programme Regulations will provide the detailed rules and guidance for your programme of study.

In addition to Programme Regulations you will have to abide by the [General Regulations](#). These regulations apply to all students registered for a programme of study with the University of London and provide the rules governing registration and assessment on all programmes; they also indicate what you may expect on completion of your programme of study and how you may pursue a complaint, should that be necessary. Programme Regulations should be read in conjunction with the General Regulations.

The relevant General Regulations and the Programme Regulations relating to your registration with us are for the current year and not the year in which you initially registered.

On all matters where the regulations are to be interpreted, or are silent, our decision will be final.

Further information about your programme of study is outlined in the Programme Specification which is available on the relevant Courses page of the website. The Programme Specification gives a broad overview of the structure and content of the programme as well as the learning outcomes students will achieve as they progress.

Terminology

The following language is specific to the **Accounting and Financial Management** programme:

Module: Individual units of the programme are called module. Each module is a self-contained, formally structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria.

Study session: There are four study sessions in a year, each lasting 10 weeks. Sessions begin in October, January, April and July. Each session is followed by an assessment submission point.

Repeating a failed module: When you repeat a failed module you will be allocated a tutor group, you will have access to the learning materials on the VLE and you will be required to resubmit your summative assessment.

Throughout the Regulations, 'we' 'us' and 'our' mean the University of London; 'you' and 'your' mean the student, or where applicable, all students.

If you have a query about any of the programme information provided please contact us. You should use the *ask a question* button in the [student portal](#).

Changes to MSc Accounting and Financial Management Regulations 2022-2023

1. Module codes have been added
2. Provision for studying modules on an individual basis has been added

1 Structure of the programmes

[Appendix B](#) gives the syllabuses and course outlines.

Qualifications

1.1

The following named qualifications are awarded under the Accounting and Financial Management programme:

- Master of Science (MSc) in Accounting and Financial Management

Qualification structure

1.2

The MSc Accounting and Financial Management consists of:

- ten core modules (15 credits each)
- one Capstone Project module (30 credits)

Individual modules

1.3

Select modules from the MSc Accounting and Financial Management are available to study on a stand-alone basis, subject to module availability.

See [programme pages](#) for information about the modules available for study on a stand-alone basis and when they run..

Exit qualifications

1.3

The Postgraduate Diploma (PGDip) in Accounting and Financial Management is an exit qualification that requires the passing of at least eight modules to the value of 120 credits.

1.4

The Postgraduate Certificate (PGCert) in Accounting and Financial Management is an exit qualification that requires the passing of at least four modules to the value of 60 credits.

2 Registration

Effective date of registration

2.1

Your effective date of registration will be either:

- 1 October, if you first register before the September registration deadline.
- 1 April, if you first register before the March registration deadline;

Date of first assessments

2.2

If your effective date of registration is:

- 1 October, you will take your first assessment(s) in December of the same year
- 1 April, you will take your first assessment(s) in June of the same year

Study sessions

2.3

The programme has two registration points in the year. There are four study sessions in a year, each lasting 10 weeks. Sessions begin in October, January, April and July. Each session is followed by an assessment submission point.

Further information about ratification of grades can be found in [Section 6: Progression within the programme](#)

2.4

The 15 credit modules will be taught over one 10-week session.

2.5

The Capstone Project is 30 credits and will be taught over two 10-week sessions, beginning in April and October only.

Module availability

2.6

Where the learning experience may be compromised due to low student registrations, we may consider deferring the module to a later session.

Not all modules will run in every study session.

We will inform you of any such changes as early as possible and provide you with reasonable alternative arrangements.

Period of registration

See the [Programme Specification](#) for the minimum and maximum periods of registration applicable to this programme.

2.7

The minimum and maximum periods of registration to complete the programme are counted from your effective date of registration.

See [Section 6: Progression within the programme](#) for information on Maximum and minimum number of modules you can study in a study session for.

3 Recognition of prior learning and credit transfer

To be read in conjunction with the [General Regulations](#), Section 3.

Recognition of prior learning

3.1

There is no provision for recognition of prior learning (RPL) for this programme.

4 Assessment for the programme

Summary table of assessment

4.1

| | | | | | |
|--------------------------|--|-----|---|---|--|
| Module | Financial Accounting Frameworks (FAE) [AFM010] | | Global Issues in Finance and Accounting (GIFA) [AFM070] | Capstone Project [AFM500] | |
| | Management Accounting Frameworks (MAF) [AFM020] | | Corporate Governance, Audit and Assurance (CGAA) [AFM060] | | |
| Element weighting | 25% | 75% | 100% | 30% | 70% |
| | One online multiple choice question tests (MCQs) | | One unseen written end of term coursework | Research Proposal | Final Project, including Icarus reflection |
| | One online multiple choice question tests (MCQs) | | One unseen written end of term coursework | One unseen written end of term coursework | Research Proposal |

Passing assessments

4.2

The pass mark for each module is 50%. Where there is more than one element of assessment for a module, you do not need to pass each element of assessment, although you do need to obtain an overall weighted mark of 50% in each module.

4.3

For a module with two elements of assessment, with the exception of the Capstone Project, if you do not submit the first element of assessment, but do submit the second element of assessment, you will receive a mark of zero for the first element and this will count as an attempt. Your module mark will still be based on the overall weighted mark.

Invalid attempts

4.4

For a module with two elements of assessment, if you submit the first assessment but do not submit the second assessment, this will not count as an attempt at the module and there will be no academic penalty.

4.5

For a module with two elements of assessment, if you submit neither element of assessment, this will not count as an attempt at the module and there will be no academic penalty.

4.6

For a module with one element of assessment, if you do not submit the final assessment, this will not count as an attempt at the module and there will be no academic penalty.

4.7

For the Capstone Project, if you do not submit the Research Proposal your attempt at the module will not be valid and you will not be permitted to submit the final assessment. This will not count as an attempt at the module and there will be no academic penalty.

4.8

If you have not made a valid attempt at the module (see regulations 4.4 to 4.7), you will need to re-register and make a new attempt at the module. You will be required to pay the **full module fee**. If there are two elements of assessment, all assessment elements will need to be attempted.

See [General Regulations](#) for Rules for taking written assessments

Mitigating circumstances

4.9

For 15 credit modules where there is more than one element of assessment, mitigating circumstances will only be accepted for the second, higher weighted element of assessment.

4.10

For the Capstone Project, mitigating circumstances will be accepted for either element of assessment.

Penalty for exceeding the word count of coursework elements

4.11

For coursework elements, you should not exceed the word limit by more than 10%. If the word count is between 10% to 20% above the word limit, the coursework will receive a five mark penalty. If the word count exceeds the word limit by more than 20% you will receive a mark of zero for your work.

Late submission of coursework elements

4.12

You must keep to the deadlines given on the VLE. Coursework elements that are submitted after the deadline will not be marked and the attempt will be considered invalid.

See regulations 4.4 to 4.8 for information on invalid attempts.

5 Number of attempts permitted at an assessment element

5.1

The maximum number of attempts permitted for any element of assessment is two.

5.2

You will fail the assessment if your overall weighted mark for the module is below 50%.

5.3

You must make a second attempt at the assessment for a module you have failed, provided that you have not exceeded the maximum number of attempts at the assessment/s. If there are two elements of assessment for the module, all assessment elements will need to be attempted.

5.4

If you pass the module overall with a mark of 50% or above, you will not be permitted to make a second attempt any assessment element.

Repeating a failed module

If you repeat a module, you will have to pay the full module fee when you re-register for the module. When you repeat a failed module you will be allocated a tutor group, you will have access to the learning materials on the VLE and you will be required to resubmit your summative assessment. You do not have to take the assessment at the next available study session.

5.5

You may choose when you repeat a failed module. You do not have to take the assessment at the next available study session.

6 Progression within the programme

See [Section 4: Assessment for the programme](#) for method of assessment.

6.1

You must have passed 60 credits before you register for the Capstone Project.

You are strongly advised to register for Financial Accounting Frameworks (FAF) [AFM010], Management Accounting Frameworks (MAF) [AFM020], and Financial Management Essentials (FME) [AFM030], Advanced Financial Analysis (AFA) [AFM040], Advanced Management Accounting (AMA) [AFM050] before registering for other modules.

If you register for modules other than those listed here you risk not performing to the best of your ability. Any attempts will count on your record.

Maximum and minimum number of modules you can study in a study session

6.2

In any one study session, you may register for a maximum of 45 credits in a combination of new, failed and resumed modules, of which a maximum of 30 credits may be made up of new modules. A new module is a module you have not registered for previously or for which a previous attempt was invalid.

In a session where you are registered for the Capstone Project, this will count as 15 credits per session.

6.3

There are two exam boards a year, following the January and July sessions.

You will receive provisional results following the October and April sessions. These results will be formally ratified by the next available exam board. Provisional results should be used for the basis of progression.

7 Schemes of award

Marking criteria

See [Appendix C](#) for the Assessment Criteria.

7.1

All assessments will be marked according to the published Assessment Criteria.

Mark scheme**7.2**

The following mark scheme is used for the MSc:

| Mark range | Outcome |
|-------------------|----------------|
| 70% and over | Distinction |
| 60% – 69% | Merit |
| 50% – 59% | Pass |
| 0% – 49% | Fail |

7.3

To calculate the final grade for the qualification, the marks for modules are weighted equally, with the exception of the project which is double weighted.

7.4

To be granted the qualification with Merit, your mean average mark for the 15 credit modules (10 modules in total) must be between 60% and 69%; your mark for the Capstone Project must be 60% or above.

7.5

To be granted the qualification with Distinction, your mean average mark for the 15 credit modules (10 modules in total) must be 70% or above and your mark for the Capstone Project must be 70% or above.

Date of award**7.6**

The date of award will correspond to the year that the requirements for the award were satisfied.

Exit qualifications**7.7**

If you have exhausted your permitted number of attempts at module(s) and are unable to complete the MSc or PGDip, you may be considered for an exit qualification of PGDip or PGCert (respectively). In such circumstances, you will need to have achieved the credit required for a PGDip (120 credits) or PGCert (60 credits) and have successfully completed the required modules for the qualification concerned.

7.8

If you have not completed the required modules, but you have completed the required number of credits for a PGDip (120 credits) or PGCert (60 credits), the Board of Examiners may, at its discretion, consider you for an exit qualification.

7.9

The exit qualification of PGDip or PGCert will be with effect from the year in which you satisfied the requirements for that award. Your registration will cease once the exit qualification has been granted.

Appendix A – Structure of the programmes

A detailed outline of the module syllabus is provided on the [Programme page](#), under structure

MSc in Accounting and Finance Management

For the qualification of MSc Accounting and Financial Management you must pass

- The following modules (each worth 15 credits):
 - Financial Accounting Frameworks (FAF) [AFM010]
 - Management Accounting Frameworks (MAF) [AFM020]
 - Financial Management Essentials (FME) [AFM030]
 - Advanced Financial Analysis (AFA) [AFM040]
 - Advanced Management Accounting (AMA) [AFM050]
 - Corporate Governance, Audit and Assurance (CGAA) [AFM060]
 - Global Issues in Finance and Accounting (GIFA) [AFM070]
 - Analysing Risk for Decision Making (ARDM) [AFM080]
 - Issues in Investment Management (IIM) [AFM090]
 - Capital Markets and Global Perspectives (CMGP) [AFM100]
- One compulsory Capstone Project [AFM500] (30 credits)

Appendix B – Module descriptions

Financial Accounting Frameworks (FAF) [AFM010]

This module aims to provide students with a good grounding in and an appreciation of the financial accounting essentials that any analyst, manager or business owner should possess. As such it stands on its own merits but also provides a base for further studies in the accounting and financial management arena.

A key aim is to show and understand how the financial transactions and activities of a business in a particular financial period are constructed, and how they depict the financial story of that period through the subsequent construction and publication of core financial statements: Balance Sheets, Income Statements, and Cash Flow Statements. In so doing it explains why profit and cash measurements of the same transactions and activities differ. This involves identifying and dealing with issues in revenue and expenses recognition, and in the valuation of assets and liabilities. The module shows how to calculate financial ratios to analyse and interpret the core financial statements and to gain insights into financial health and performance.

Topics covered:

- Financial frameworks for financial statements
- Conceptual underpinnings of financial reporting
- Issues in revenue recognition and expense determination
- Issues in valuation of assets and liabilities
- Construction of income and cash flow statements, and balance sheets
- Accounting for limited companies
- The Accounting Equation and double entry bookkeeping
- The trial balance and adjustments
- Financial analysis through ratios

Management Accounting Frameworks (MAF) [AFM020]

This module aims to provide students with a sound understanding of key issues and applied methodologies relating to management accounting frameworks. Those frameworks are used by managers when faced with making financial decisions in the context of the business environment. In understanding and applying those frameworks, this module seeks to provide students with the requisite knowledge, understanding and skills to cost products, services and activities, understand and manage costs, prepare and manage budgets, and undertake a range of short- and longer-term financial decisions.

It provides a robust grounding in and an appreciation of the cost and management accounting principles a manager or business owner should possess. As such it stands on its own merits but also provides a base for further studies in the accounting and financial management arena. In so doing it examines the blend of financial analysis and managerial judgment required to make sound decisions. In particular there is an emphasis on issues in overhead cost recovery, including activity-based costing (ABC); contribution costing and CVP analysis; costing issues in the context of a competitive environment, including activity-based costing (ABC); relevant costs for decision making; core investment appraisal techniques (ARR, Payback, NPV and IRR); budgetary control, variance analysis, and standard costing.

Topics covered:

- First ideas about Management Accounting, including the roles of profit, cash and 'cost'
- Full costing of products, services and activities through conventional overhead costing
- Full costing of products, services and activities through activity-based costing
- Contribution and CVP analysis
- Relevant costs in decision making
- Making capital investment decisions: an introduction to CAPEX
- Budgeting and financial planning
- Budgetary control through variance analysis

Financial Management Essentials (FME) [AFM030]

This module aims to provide students with a sound understanding of key issues and applied methodologies concerning financial management-related decisions and their implementation and consequences and outcomes.

As such it seeks to engender in students as managers an ability to take financial management ideas and principles and apply them in the context of work-based scenarios. That process is accompanied by an ability to critically analyse and evaluate both the theoretical underpinnings and the outcomes of practical applications. These characteristics and attributes are placed specifically in the context of the inter-sections between elements, as appropriate, of financial accounting, managerial accounting, and corporate finance.

Topics covered:

- Financial planning
- Working capital management
- Investment appraisal and risk
- Financing a business: sources of finance and associated issues
- Cost of capital and the capital structure decision
- Perspectives on shareholder value
- Returning value to shareholders, including dividend policy
- Business valuation

Advanced Financial Analysis (AFA) [AFM040]

This module aims to provide students with a sound understanding of key issues and applied methodologies regarding the interrogation of external financial reporting statements and associated information, with a view to establishing a company's financial performance, health and position. In so doing it lingers on matters such as discretion and deliberate creativity in generating financial figures and their impacts of reported financial figures and associate perceptions of financial performance and health. As such it seeks to engender in students an ability to interrogate financial reports and to critique their integrity.

Topics covered:

- Strengths, weakness and limitations of external financial reporting statements
- Discretion in applying financial standards and accounting principles
- Creative accounting
- Instances of fraud
- Horizontal and vertical, and other appropriate/relevant analyses
- Using ratios to predict survivals, prosperity, and failure

Advanced Management Accounting (AMA) [AFM050]

This module aims to provide students with a sound understanding of key issues and applied methodologies concerning advanced management accounting-related decisions and their implementation and consequences and outcomes. As such it seeks to engender in students as managers an ability to take advanced management accounting ideas and principles and apply them in the context of work-based scenarios. That process is accompanied by an ability to critically analyse and evaluate both the theoretical underpinnings and the outcomes of practical applications.

In so doing, aligns the use of strategic management accounting with the process of performance measurement and management. It identifies a number of a range of cost management techniques useful in furthering the strategy of an organization. It seeks to develop and support the development of knowledge, understanding and skills to select and apply relevant financial techniques in supporting the management of an organization, and to interpret and explain the results. It promotes the notion that management accounting, like other areas of management, is context-dependent, and has to be put into the context of an organization's strategy, culture and management style. It explores non-financial measures (illustratively the Balanced Score Card and the Tableau de Board), quality issues, performance techniques such as Six Sigma, Delphi, activity-based management, responsibility accounting and advanced planning and budgeting. It includes transfer pricing, and divisional performance evaluation.

Topics covered:

- The nature and purpose of strategic management accounting
- Issues in and challenges to management control
- Contemporary approaches to financial planning
- Contemporary approaches to cost measurement and management
- Activity based management
- Divisionalised performance evaluation
- Transfer pricing
- Non-financial performance evaluation
- Approaches to and issues in generating and monitoring quality

Corporate Governance, Audit and Assurance (CGAA) [AFM060]

The aim of this module is to develop an understanding of corporate risk management, including how risk management links to compliance management and promotes effective corporate governance.

In that context it provides the knowledge and skills to ensure the design of a sound corporate governance system and the supporting audit and assurance process to mitigate and management risks to the efficacy of that corporate governance system.

Topics covered:

- Governance and responsibility
- Stakeholder theories
- Professional values, ethics and social responsibility
- Assurance systems
- Internal control and review through internal audit
- Role of external audit
- Risk management within audit processes

Global Issues in Financial and Accounting (GIFA) [AFM070]

The module aims to provide participants with a theoretical and practical understanding of the evolving nature and applications of finance and accounting models. Such evolution – both natural and engineered, stems from changes in the economic, political, regulatory and technological environment. In so doing the module looks the established history, the current situation, and explores implications for the future.

The module provides students with the opportunity to demonstrate their ability to assess the impact of such changes on organisations and a range of relevant stakeholders. It aims to explore current issues in financial reporting, financial management and corporate finance disciplines and to provide opportunities for students to develop their skills in critical analysis and evaluation of alternative solutions.

Topics covered:

- Issues in implementing accounting standards for financial reporting
- Sustainability and integrated reporting issues
- Financial risk management and the Basel Accord(s)
- The impacts, current and potential, of digital developments, including AI
- Issues impacting global mergers and acquisition activity

Analysing Risk for Decision Making (ARDM) [AFM080]

This module seeks to provide knowledge, understanding and skills to apply tools to proposed investment opportunities. As such it sets out to develop skills in a range of areas which contribute to the construction of a robust business case which demonstrates that key risks have been identified, analysed and evaluated.

Such areas include:

- data analysis
- structuring decisions
- building decision models

- risk assessment
- trade-offs

By the end the module abilities will have been developed to identify and select appropriate types of analyses to improve decision making under uncertainty and add value.

Topics covered:

- Characteristics of robust decisions
- Structuring managerial decision problems
- The role of intuition and analysis in decision making
- Attitudes to and perceptions of risk
- Information overload and the extraction of relevant data and information
- Deciding between opportunities with differing risk profiles
- Flexibility and optionality in decision making
- Mitigating risk

Issues in Investment Management (IIM) [AFM090]

This module seeks to an understanding of the nature and purposes of, and issues within investment decisions in a range of investment opportunities. In so doing to articulates and illustrates applied principles of investments in stocks/shares, bonds, mutual funds, and other securities, within an investment portfolio. It further sets out to provide a practical familiarity with issues in investment in derivatives, and in real estate.

Topics covered:

- The investment arena
- Portfolio theory and market efficiency
- Behavioural insights and associated issues
- Investing in and managing fixed income securities
- Investing in and managing ordinary (common) equities
- Practical issues in portfolio development
- Measurement and managing risk
- Frameworks for derivatives
- Frameworks for alternative investments - real estate, private equity, hedge funds & commodities

Capital Markets and Global Perspectives (CMGP) [AFM100]

This module aims to provide students with a sound understanding of the purposes, nature and operation of global capital markets. It seeks to identify who uses them, and why, and how. Within that it illustrates the dynamics of the interactions of actions as capital is exchanged using financial instruments to generate returns while managing risk. It reveals the context in which these actors operate in markets, and particularly so in the context of regulations imposed on markets.

Additionally, it seeks to illustrate how the 2008 financial crash has left an evolving regulatory legacy and evolving attitudes to risk-return trade-offs.

Topics covered:

- Purpose(s) and nature(s) of global capital markets
- Purpose(s) and nature(s) of financial actors
- Nature and application of economic theory: rationality and profit maximization; information asymmetry; moral hazard; adverse selection
- Global perspectives on the risk- return trade-off
- Financial instruments – stocks, bonds, and derivatives
- Interaction dynamics between financial actors
- Regulation and compliance
- IPOs

Capstone Project [AFM500]

The module aims to provide an opportunity to demonstrate independent academic research skills and apply them in real world and simulated professional contexts, which will include the requirement to present an analysis of and potential solutions and recommendations to an accounting/finance/strategic management related organisational issue in a format suitable for a finance professional.

Topics covered:

- Purpose(s) and nature(s) of research and research philosophy
- The critical literature review
- Research design and business plan design
- Data collection
- Qualitative and quantitative research techniques
- Business planning and financial forecasting
- Business landscape analyses techniques

Appendix C – Assessment criteria

Coursework and Project Assessment Criteria

This is an indicative description of expectations at each grade level. Overall grades will comprise qualitative and quantitative elements. The setting of questions, tasks and requirements and the accompanying marking scheme should take account of the criteria below.

| % range | Grade Descriptor | Description |
|----------------|--------------------------------|--|
| 85 + | Outstanding Distinction | <p>Work of outstanding quality, showing mastery of the subject matter with a highly developed and mature ability to analyse, synthesise and apply knowledge and theory. All objectives of the task are covered and work is free of errors. There is evidence of critical reflection and the work demonstrates originality of thought. Ideas are expressed with fluency and elegance.</p> <p>This work meets and exceeds the standard for distinction, as described in the 70-84 band, across all sub-categories of criteria: knowledge and understanding of subject; intellectual skills; capacity to solve more unusual or demanding scenarios involving application of deep understanding of the subject and its methods/techniques; research skills; use of research-informed literature and other scholarly practices.</p> |
| 70-84 | Distinction | <p>Produces work of exceptional standard, reflecting excellent understanding. Displays mastery of the subject matter, with notable critical awareness of current problems and/or new insights at forefront of the field.</p> <p>Shows excellent ability to select and apply appropriate and relevant methodologies/techniques/theories as well as the ability to evaluate methodologies critically. Deals with complex issues systematically and creatively, making excellent judgements. Conducts research highly effectively, using technical and/or professional skills as appropriate. Shows originality in application of knowledge and the ability to communicate at a very high level arguments, evidence and conclusions to diverse audiences.</p> |
| 60-69 | Merit | <p>Clear understanding of the subject area producing work with a well-defined focus.</p> <p>Shows some originality of ideas; appropriate use of analytical techniques; appreciation of methodology; critical analysis of data; evidence of independent reading; adequate referencing and professional bibliography; adequate structure and style; reasonably professional standard of presentation with some errors of spelling, punctuation or grammar. Shows understanding and critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of the academic discipline, field of study or area of professional practice. Able to communicate very effectively arguments, evidence and conclusions to specialist and non-specialist audiences.</p> |
| 50-59 | Pass | <p>Demonstrates a sound general knowledge and understanding of material and subject area;</p> <p>Shows limited originality of ideas; straight forward application of analytical techniques; limited commentary on methodology; limited critical analysis of data; limited evidence of independent reading; adequate referencing and adequate bibliography; adequate structure and style; moderately professional standard of presentation with errors of spelling, punctuation or grammar. Able to communicate effectively with a given audience.</p> <p>Work shows a grasp of relevant concepts and material, but with some errors, gaps or areas of confusion. Only the basic requirements of the work are</p> |

| % range | Grade Descriptor | Description |
|----------------|-------------------------|---|
| | | covered. There is a heavy reliance on course materials and little evidence of additional reading. |
| 40-49 | Fail | Demonstrates limited understanding and lacks the core knowledge of the subject area; lacking originality of ideas; limited application of analytical techniques; lacking commentary on methodology; limited critical analysis of data, little evidence of independent reading; adequate referencing and adequate bibliography; adequate structure and style; poor to moderate standard of presentation with errors of spelling, punctuation or grammar. Offers some appropriate analysis, but with some significant inconsistencies which affect the soundness of argument and/or conclusions. Demonstrates very limited critical ability producing work that is too descriptive. |
| 0-39 | Fail | Demonstrates significant weakness in the knowledge base and understanding of the subject area; simply reproducing knowledge without evidence of understanding. Shows few original ideas; limited application of analytical techniques; limited understanding of methodology; lacks commentary on methodology; no critical analysis of data; poor, inconsistent analysis; very little or no evidence of independent reading; very poor referencing and poor bibliography; poor structure and style; poor standard of presentation with significant errors of spelling, punctuation or grammar. |