

Students will receive written feedback within two weeks of submission which can be collected in either the tutorials or at an arranged time.

Group Report – Worth 20% - Criteria Assessment Sheet

Student Names: _____
Tutorial Group: _____

ENVIRONMENTAL ANALYSIS	MARK 0 = unsatisfactory 1 = satisfactory 2 = above satisfactory		
Assessment of Industry Environment			
SWOT/Capability Statements			
Strategic Statements			
Intended Strategy			
Realised Strategy			
MARKETING			
Positioning strategy			
Pricing tactics			
Appropriate advertising expenditure			
Appropriate promotional campaigns			
Evidence of future promotions.			
OPERATIONAL MANAGEMENT			
Interpretation of operating results			
Appropriate staffing levels			
Appropriate staff training budget			
Refurbishment program			
Maintenance program			
FINANCIAL and OPERATING RESULTS			
Evidence of cost control systems			
Interpretation of financial results			
Graphs and other 'management' tools			
Discussion of financial and operating results			
Discussion of the importance of cash flow			
CONCLUSIONS, RECOMMENDATIONS & JUSTIFICATIONS			
Are the justification processes clear and backed up with suitable references to 'expert' opinion			
Clear argument summarising main points			
Referencing			
Hotel financially sustainable long term?			
Advice of future hotel direction			
TOTAL MARK OUT of 50			
TOTAL RESULT OUT of 20 %			

COMMENTS:

Hospitality Service Delivery Strategy (Semester 2, 2014)
Individual Paper – 60%
Criteria Assessment Sheet

Student Name: _____

MARKING CRITERIA	MARK
Understanding of Teams Situation at Start/End 10%	
Critique of Strategies Employed 15%	
Discussion of Theory 20%	
Report format, layout, grammar 10%	
Referencing 5%	
Total Mark out of 60 % is %	

COMMENTS:

Detailed Grading Criteria

Assessment Task 3 and 4

	Fail 49-0	D 50-59%	C 60-69%	B 70-79%	A 80-100%
Overall application of PowerPoint presentation	No submission or an answer that had no relevance to or did not answer the questions.	Broadly completed but some parts are superficially treated, misunderstood or nearly overlooked.	Sound conceptual development, problems encountered have been satisfactorily solved, resulting in well-presented work	Material presented is strongly linked to task; comprehension of task is high.	Sophisticated concepts communicated through advanced use of technique Exceeds or refines the basic task requirements.
Interpretation of overall financial statements and hotel positioning	Theories and concepts are lacking and not applicable to the questions.	Generally very limited application; some misunderstanding or quite superficial treatment.	Relevant concepts, etc. applied in a generally appropriate and thoughtful way. No major misunderstanding; logical connections between ideas; no serious omissions.	Critical or evaluative thinking about how concepts/theories are applied; little inaccuracy or misunderstanding.	Creative or reflective processing of theories/concepts; understanding of how and why they are used; critical and evaluative thinking.
Academic structure and appropriate layout of assessment tasks	Structure and organisation of the case study is poor; needed to focus upon the questions.	Well enough structured to make sense; could be better organised and more tightly focused upon the questions. Instances of irrelevance or confusion.	Sequence and structure are logical and easy to follow.	Ideas are sequenced in a logically satisfying way; connections between different themes or sections are well made.	Structure and sequence are used effectively to help integrate ideas or support logical argument. Soundly structured throughout.
Language use	Not able to be understood; confused or unclear expression. Spelling, punctuation & grammar unsatisfactory.	Some confused or unclear expression. Spelling, punctuation & grammar generally satisfactory but likely to need attention.	Language is generally sound and clear throughout.	Language use demonstrates precision and expressiveness as well as clarity.	Confident and precise use of language; mastery of style and tone.