

Diploma in Wines & Spirits

Candidate assignment brief - thesis

CONTENT, SUGGESTED APPROACH AND SECTIONS IN THE REPORT:

Strategy and required sections

a) Presentation and structure:

The thesis should include a declared word count and a bibliography correctly referenced throughout the body of the text.

b) Introduction:

Opening statement and personal views.

c) Research Project Content:

Factual content should mirror the scope of the thesis.

Depth and breadth of research should reflect the level of the qualification.

The work should be supported through the use of appendices, examples and illustrative media.

d) Business Skills:

You should demonstrate application of business skills by identifying and solving problems and developing a variety of ideas in the creation of new/modified products, services or situations.

e) Conclusion:

Drawing together of ideas and summarisation of recommendations.

MARKING

Structure:

The report should be of between 4.000 and 5.000 words in length (not including appendices, tables or diagrams) with a declared word count and bibliography which is correctly referenced throughout the body of the thesis. Appendices are for the exclusive inclusion of charts, diagrams, tables etc.

Allocation of marks will be as follows:

Section a) – including structure and style (coherence, flair, fluency, use of examples), bibliography showing diversity of evidence of research which is used appropriately and correctly referenced, presentation (spelling, grammar, legibility) 25 %

Section b) – Introduction 5 %

Section c) – Research Project Content 45 %

Section d) – Business Skills 15 %

Section e) – Conclusion and personal commentary 10 %

Examiners will be looking for:

- Explicit evidence within the body of the thesis of diverse and relevant research.
- Good presentation and clear thinking. This includes good layout, contents lists and references.
- Evidence of original thought and recommendations, and an ability to analyse and question data.
- Candidates must address all required sections and gain an overall minimum mark of 55 % to qualify for a pass grade.