: Depth of knowledge of relevant literature and ability to use complex concepts and ideas. Originality: Provision of new insights or original ideas based on independent thought or creative thinking. Structure: A logical arrangement of the work into sections (introduction, main points, conclusion) with appropriate paragraphs, linking, signposting and word count. Presentation: Putting across ideas clearly, succinctly and without grammatical and spelling errors. Referencing and bibliography: Acknowledgement of sources using appropriate citation conventions e.g. Harvard Business standards.