



Advanced Higher Administration: Exemplification of the Management Report

Commentary

Due to the nature of the Management Report in Advanced Higher Administration, it is not possible to give sample answers because this would give future candidates the correct answers to use in their reports. In order to help teachers, a copy of the Marking Grid has been given, along with an explanation of each of the areas that marks are awarded for. This should give teachers and candidates a good understanding of how to format the report and what type of information should be contained within each section.

Management Report — Marking Grid

	Marks available	Marks awarded
Overall presentation of report		
Report laid out appropriately	1	
Consistency/accuracy of headings etc	<u>2</u>	
	3	
Terms of reference		
Summary of the report purpose	1	
Who has asked for the report etc	<u>1</u>	
	2	
Procedure/methodology		
What was done to make up the report, the research methods used and how it was achieved	2	
Range of research methods used	<u>1</u>	
	3	
Findings/main body of the report		
Evidence of research — theories and knowledge	8	
Range of theorists	2	
Relevance to the initial question	<u>1</u>	
	11	
Conclusions		
Appropriate conclusions reached and backed up with evidence	<u>2</u>	
	2	
Recommendations		
Course of action recommended for Graham Kennedy	2	
Reason for that recommendation	<u>2</u>	
	4	
Screen-based presentation		
Appropriate length for a summary	1	
Appropriate order of slides	1	
Appropriate use of colour/background	1	
Appropriate use of slide transitions	1	
Accuracy and consistency of headings	<u>1</u>	
	5	
Overall mark	30	

Explanation of the Marking Grid

Overall presentation of report

There are three marks available for this section. One mark is awarded for following a standard business report layout, eg terms of reference, procedure, findings, conclusions and recommendations. Candidates should not make up their own structure and should ensure that they have the correct content within each section.

Two marks are awarded for consistency of headings, accuracy of keying-in, professional appearance of layout, fonts, size, etc and generally being ‘fit for purpose’.

Terms of reference

There are two marks available for this section. One mark is awarded for details of who has asked for the report to be compiled and one mark is available for a brief summary of the report’s purpose. It is important for candidates to realise that it should be treated as a real business report not just an academic exercise — there should be no references to school, etc.

Procedure/methodology

There are three marks available for this section. Two marks are awarded for a detailed description about the procedure the candidate went through to complete the report and how they managed to achieve this. The research methods used should be well explained.

One mark is awarded for the range of different research methods used. A number of different research methods are required in order to achieve this mark.

Findings/main body of the report

There are 11 marks available for this section. This is the biggest section of the report.

Eight marks are available for the main findings. There should be detailed descriptions and explanations of theories and/or knowledge that can be used to back up later conclusions and which then lead the candidate on to make their recommendations.

Two marks are awarded for the range of theorists and their ideas. Marks are awarded for breadth of knowledge and not for just stating one theory or theorist. In some questions where there are no well known theorists (eg in the ICT question), these two marks will be added into the main findings.

One mark is awarded for providing information and theorists which are relevant to the initial question the candidate has chosen to do.

Conclusions

There are two marks available for this section. Candidates should have a number of conclusions which are all backed up with evidence from the main body/findings of the report. There should be no recommendations at this stage of the Management Report.

Recommendations

There are four marks available for this section. Two marks are awarded for the actions which are recommended to Graham Kennedy Design Ltd. These should obviously follow on from the conclusions reached in the last section. Precise actions should be detailed.

Two marks are awarded for the reasons and justifications for the recommendations made. These must correspond with the main findings and the recommendations.

Screen-based presentation

There are five marks available for the presentation. Candidates must include an electronic copy of the presentation to be able to gain all five marks.

One mark is awarded for the presentation being the correct length for a summary presentation, ie it shouldn't be a 30-slide presentation.

One mark is awarded if the presentation is in a logical and appropriate order.

One mark is awarded for appropriate use of colour and background. Candidates should remember that it is a Management Report so their presentation should be of a business type — it must look professional.

One mark is awarded for appropriate use of slide transitions and animation. The mark will not be given if the presentation is too 'busy' or the animations and sound detract from the message the candidate is trying to get across.

One mark is awarded for the accuracy and consistency of the headings, etc. Candidates demonstrate poor business practice if the presentation contains keying in errors, etc.