



## CII coursework assessment

### How to approach coursework assignments

Advanced Diploma units:

**(820) Advanced claims**

**(930) Advanced insurance broking**

**(960) Advanced underwriting**

**(990) Insurance corporate management**

**(992) Risk management in insurance**

**(530) Economics and business (April 2015)**

**(945) Marketing insurance products and services (April 2015)**



**CII**

## 2 Approach to assignments

### Approach to coursework assignments

Assessment by coursework is not just about the actual writing of an assignment, and it's certainly not about writing down everything you know about a topic. The secret to writing a successful assignment is to remember that this is a work-based assignment that should show that you have an enhanced understanding of a topic and are able to apply this to real-life business situations. As such, the main purpose is to show that you can deconstruct the question being asked, plan a coherent structure for your answer, conduct the necessary research and produce an assignment that you would be happy to give to senior management within your company.

Following are some hints and tips to help you take the right approach to your coursework assignments.

### Before you start

Make sure you have read and understood all current information on coursework available on RevisionMate, in particular:

- Within the course info section – ‘Coursework assessment guidelines and instructions’ and the FAQs available under ‘Questions?’
- Within the assignment centre – ‘CII specimen coursework assignment and answer’.

# 3 Planning your assignment

## Planning your assignment

You should spend as much time planning your answer as you do actually writing it up.

- Read the question carefully. Start by deconstructing it to identify the various components:
  - How many component parts does the question contain?
  - To what depth should each component be explored in your answer? A key indicator of depth is the verb used, i.e. what is the question actually asking you to **do**? For example, if you were asked to ‘briefly explain’ something you would include concise content on this as opposed to being asked to ‘analyse’ something which indicates that you must examine this particular aspect in depth.
- Establish where the relevant material relating to this question is in the CII study text. Read and understand this and make careful notes on material you will be using in your answer.
- Select your case study organisation(s) with care (if required in the question). Is current and relevant information readily available from public sources?
- Identify credible and current sources to consult, remembering that these will be included in your reference list. Think quality not quantity. It is far better to have fewer, but credible and current sources in your reference list...
  - The study text includes a number of good sources. If you are a member of the CII, you will also have access to all the sources contained in the CII’s Knowledge service site [www.cii.co.uk/knowledge](http://www.cii.co.uk/knowledge)
  - You may find it helpful to discuss your approach to your answer with your line manager. They may also be able to assist you with guidance regarding credible and current sources.
- You may wish to compile a mind-map to identify what you would include in the start, middle and end of your assignment...
  - The start would normally contain a brief organisational context against which your answer is set and may include your approach to the assignment.
  - The middle should include your answer to the question – the factual information you have found by conducting research, appropriate analysis aligned with the question and relevant examples.
  - The end should include your overall conclusions/recommendations and your reference list.
- Set dates in your diary for the completion of assignments. Remember that you need to submit assignment 1 within 6 months, assignment 2 within 9 months and assignment 3 within 12 months of enrolment. If you are unsuccessful in any assignment you need to allow yourself enough time for any re-submission(s) well before the final 12 month deadline.

## 4 Writing your assignment

### Writing your assignment

- Remember that marks are not allocated for the quantity of information included, but allocated based on whether you have answered the actual question being asked. For instance you don't need to include too much background information about the organisation if you've only been asked to provide a brief context. At the same time, you do need to provide enough explanation to give context to the relevant points. For example, if you refer to an important aspect of an organisation that has a particular name, for example 'Precision Workflow', assume that the marker will know nothing about this unless you explain briefly what it means.
- Do use headings, sub-headings and bullet points to break down the information and help provide clarity to your answer.
- Ensure that critical information is not contained in appendices. The marker will only mark the actual assignment. The only appendix should be the reference list.
- Ensure your answer reflects the marking grid and its components. Study and understand the four components of the mark grid and how marks are allocated.
  - **30%** of the available marks are allocated for factual knowledge (sufficient and correct facts about the topic of the question)
  - **50%** of the available marks are allocated for your analysis of the topic and additional value that you may add by using conclusions or recommendations
  - **10%** of the available marks are allocated for the logical structure of your answer and the linkage between information
  - **10%** of the available marks are allocated for evidence of relevant examples used to support your answer and evidence of additional reading (which must be fully referenced – read the guidance in the 'Coursework assessment guidelines and instructions' document).
- Continually check that the information you are including aligns with what the question is asking you to do, as well as the mark grid.
- Make sure you reference all sources so that it is clear where information and ideas are sourced from others, and where they are your own.
- You can use the same case study organisation in more than one assignment. Remember, however, that each assignment is self-contained and will be marked by different markers. If you have, for example, included information on an organisation's context in assignment 1 this will not be carried forward into assignments 2 and 3.

## 5 Before/after submission

### Checking before submission

- Re-read the question one final time and then re-read your answer when you're not tired.
  - Make sure that your assignment has answered all parts of the question
  - Make sure you are satisfied that your assignment is written at a level and style acceptable to senior management, as you would with any work-based project or report
  - Ensure that your assignment is clear and consistent and doesn't contain any careless mistakes
  - Make sure you've referenced all sources properly – please note that all assignments will be checked using plagiarism software.

### After submission – interpreting your results

- When you receive notification of your results by post, spend time interpreting your assignment results and brief feedback. Firstly look at the mark you obtained out of 80 for the assignment. Then look at the feedback shown in the four areas of the results notification. Read the document 'Explaining your results notification' to ensure you understand your feedback fully.