Description Analysis of economic concepts, principles and techniques relevant to the chosen assignment topic.

Recognise the importance of their findings, conclusions and recommendations.

* Show an excellent structure and well communicated. It is coherent and shows an outstanding level of critical evaluation and analysis with aspects of originality and insight.
* Evidence of extensive reading beyond the relevant literature, demonstrating a thorough
* Understanding of how the project fits with the wider context of the subject matter. The work demonstrates outstanding research design and is an exceptional piece of work for a dissertation project. All Learning Outcomes have been met to the highest standards.
* The work has an excellent structure and is well communicated. It is coherent and shows an
* The work is of a very good standard, has relevant aims and objectives and an appropriate research design. Clear evidence of independent inquiry and critical evaluation in selecting

Aims are what you wish to achieve by the end of the piece • They should be clear and concise statements where possible.

Objectives are how you intend to achieve these aims.

• They will include the specific means of answering the research question that you have posed and details of the key issues anticipated.

To summarise briefly the question will explore; how banking developments have progressed in the UK? How does this affect poverty over time? (e.g. Microfinance, impact on poverty in UK, Impact on poverty in China, and make consistent links and comparisons throughout.) Focus primarily on these countries avoid commenting on other countries for reference.

I will be looking at different measures banks take to be competitive e.g. better technology, deregulation, physical stores compared to online banking and how that impacts consumer welfare. Therefore, will be concluding after my research that if consumer welfare is always considered when banks are trying to be competitive

Assignment will add value in understanding this sector and how consumers respond to change by banks competing in the market.

The gaps remaining is if the welfare loss for consumers is permanent or does over time the welfare loss decreases. It is to also find out if banks even focus on consumer welfare when looking for change (be more competitive)

* Provides some appropriate background, gives context, defines key terms, justifies the validity of the research area
* Why is it interesting? How does it fit with the real world? Is there anything that makes this particular theory/country/idea prominent at the current time?
* What approach did you take e.g. Your methodology for the dissertation and/or The methodology which is commonly used in the articles you will cite
* Why is this the best approach (support with empirical evidence)
* Are there any limitations to this approach?
* What time frame are you using? Why is this the most appropriate? Are there
* Any years you are specifically including/excluding?
* Are there any global events which may skew your information?
* Which countries/regions are you considering? Which countries/regions are the journals you are using focused upon?
* Are these the most appropriate? Are there any limitations with considering this selection (only western/eastern/developed/developing countries)
* Can we answer these fully? Are we limited in any way? (couldn’t carry out primary research, lack of resources etc)
* What assumptions are these findings based upon?
* Can these results be used in the real world/other scenarios/for policy?
* Is there anything about your findings which may limit their applicability
* to other situations etc. (limitations/ caveats)