



CIBD Masters Assignment Assessment Methodology

Abhishek Banik, Chair of Board of Examiners

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Masters Assignment Assessment Methodology

Module 1 - 3

and

Q&A

Master Syllabus Update Webinar

By

Deb Kennedy

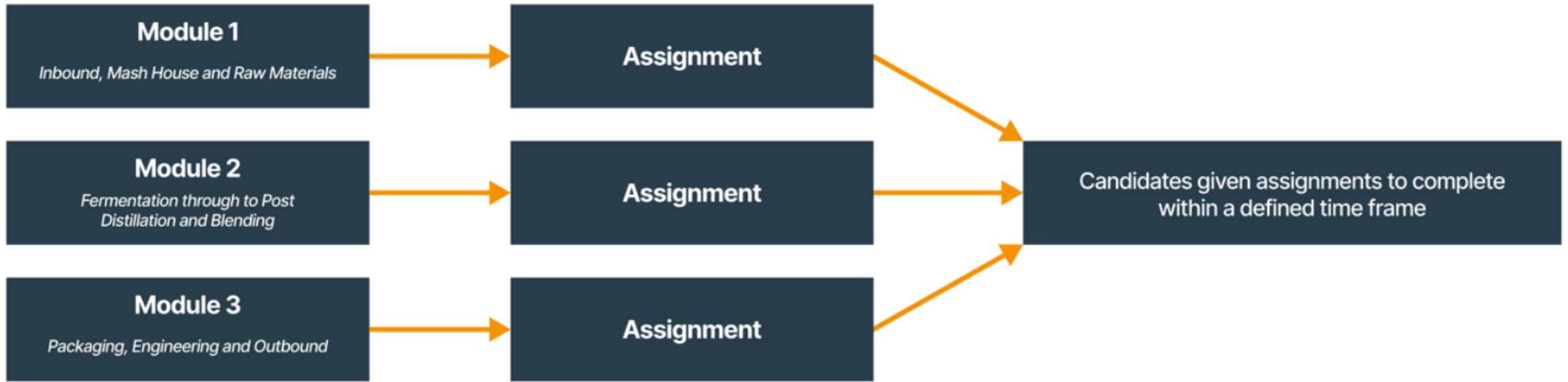
Douglas Murray

Chris Smart

<https://www.cibd.org.uk/news/master-update-webinar-on-29th-september/>



Masters Assessment Methodology M 1-3



9 Units are assessed within the specific operational context of each Module

1. Operational Excellence	4. Sustainability	7. Finance & Capital
2. Product Innovation	5. Digital & AI	8. Project Management
3. Supply Chain	6. Procurement	9. Governance

- **9 Units:** Fixed capabilities (The "What").
- **Modules 1-3:** Shifting operational contexts (The "Where").
- **The Lens:** Why a financial decision in the Brewhouse is not the same as a financial decision in Packaging.

Assessment Differentiation Matrix –

Mapping how the 9 Units are assessed within the specific operational context of each Module.

Assessment Area	Differentiating Factor	Learning outcomes					
		MB1 Inbound, Brewhouse and Raw Materials	MD1 Inbound, Mash House and Raw Materials	MB2 Fermentation and Process	MD2 Fermentation through to Post Distillation and Blending	MB3 Packaging, Engineering and Outbound	MD3 Packaging, Engineering and Outbound
1. Operational Excellence	Value Stage	Brewer: Extract Yield & Brewhouse Efficiency Distiller: Predicted Spirit Yield (PSY) & Mash Efficiency		Brewer: Fermentation Consistency & Process Control Distiller: Spirit Recovery (LPA) & Distillation Efficiency		Brewer: Packaging OEE & Line Performance Distiller: Bottling Efficiency & Line Optimisation	
2. Product Innovation	Development Phase	Brewer: Recipe Design (Grist/Hops) Distiller: Substrate Selection (Grain/Molasses)		Brewer: Yeast Profiling & Flavour Stability Distiller: Cut Points, Reflux & Wood Policy		Brewer: Pack Format Strategy (Cans/Kegs) Distiller: NPD Launch & Premium Packaging	
3. Supply Chain	Flow Direction	Brewer: Agricultural Inputs (Hops/Barley) Distiller: Commodity Sourcing (Grain/Molasses)		Brewer: Internal Capacity Planning (Tanks) Distiller: Inventory & Maturation Planning		Brewer: Cold Chain & Route-to-Market Distiller: Global Distribution & Bonded Logistics	
4. Sustainability	Impact Point	Brewer: Energy Intensity (Heat Recovery) Distiller: Mashing Energy & Water Use		Brewer: Water Ratio & Effluent Load Distiller: Coproduct Valorisation (Pot Ale/Draff)		Brewer: Embedded Carbon (Pack Weight) Distiller: Transport Footprint & Glass Weight	
5. Digital & AI	Application	Brewer: Brewhouse Automation & Control Distiller: Fermentation Modelling & Yield Prediction		Brewer: Fermentation Analytics & Quality Prediction Distiller: Sensory Data Analysis & Maturation Tracking		Brewer: MRP/ERP Systems Distiller: Track & Trace / Anti-Counterfeit	
6. Procurement	Spend Category	Brewer: Commodity Hedging (Malt/Energy) Distiller: Grain Strategy & Hedging		Brewer: Consumables (Chemicals/Filter Aids) Distiller: Cask Procurement & Cooperaage		Brewer: Services (3PL) & Packaging Materials Distiller: Dry Goods (Glass/Corks) & Logistics	
7. Finance & Capital	Financial Lever	Brewer: Direct Material Costs (COGS) Distiller: Input Costs & Yield Efficiency		Brewer: Variable Process OPEX Distiller: Working Capital (Maturation Stock)		Brewer: CAPEX for Lines/Warehousing Distiller: Facilities CAPEX & Asset Investment	
8. Project Management	Project Type	Brewer: Technical Upgrades (New Mill/Vessel) Distiller: Distillery Expansion/Upgrades		Brewer: Change Management (Process/People) Distiller: Warehouse Construction & Ops		Brewer: Infrastructure & Site Expansion Distiller: NPD Launch Critical Path	
9. Governance	Risk Type	Brewer: Food Safety (Mycotoxins/Pesticides) Distiller: Contaminants & Food Safety		Brewer: HACCP & Process Hygiene Distiller: Process Safety (DSEAR/ATEX)		Brewer: Product Safety & Recalls Distiller: Regulatory Compliance & Duty	

The Marking Rubric and Methodology

THE TASK

Candidates instructed to:

Analyse the situation and identify root causes.

Evaluate 2–3 distinct options or trade-offs.

Recommend a course of action with clear justification.

Consider implementation risks and long-term strategic impact.

- **Pillar 1: Technical Depth & Rigour (30%)** – Quantified impact over significant time.
- **Pillar 2: Critical Evaluation & Problem Solving (30%)** – Science backed, engineering principles.
- **Pillar 3: Strategic Application & Integration (25%)** – Is it viable for a 24/7 operation? Sustainable? Future proof?
 - **Pillar 4: Communication & Presentation (15%)** – Board-level tone and structure.

The Boardroom Stress-Test: A Three-Stage Process

Stage 1: Initial Marking:

Examiners verify the technical foundation
and rubric alignment.

Stage 2: Boardroom Assessment:

Examiners take executive roles (Head of Business /
Heads of Depts) to stress-test your logic.

Stage 3: Results Review:

The Examination Board verifies institutional integrity.

Examiners and Integrators

Consistency and Fairness: The Principal Examiner

- **Moderation:** Ensuring marker consistency across the cohort.
- **The Integrator:** Fusing SME feedback into a fair, global standard.
- **The Goal:** Recognising multiple valid paths, provided they are justified.

Guidance & FAQs

Preparing for Submission (3,500 – 5,000 Words)

Key Takeaways:

- **Don't write an exam paper:** Write a **Boardroom Briefing**.
- **Quantify:** Use real data If appropriate and if available.
- **State Assumptions:** Be transparent about your constraints.

Final Word: Focus on Cost, Quality, and Service.

EX063

https://www.cibd.org.uk/media/hbphrvfa/ex063_cibd_master-qualification-module-1-to-3-assignments-candidate-brief_v1.pdf



One Project – Three Operational Lenses

Scenario: A Distillery/Brewery Process Improvement Project

- **Module 1 Lens:** Technical extraction, raw material conversion, and spirit/extract yield.
- **Module 2 Lens:** Operational control, fermentation consistency, and risk mitigation.
- **Module 3 Lens:** Commercial implications, infrastructure, and ROI on new packaging formats.

- **Scale doesn't matter:** We assess the *implementation* of knowledge, whether in a micro-facility or a global corporate.
- **Not a Checklist:** You do not need to hit all 9 units in every assignment.
- **Framework vs. List:** Force-feeding units into an answer weakens the professional narrative.

Q&A