

MARKING CRITERIA and STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied	Marks Available	Marks Awarded
General Comments		
Overall a satisfactory report, which included the concept of good financial knowledge for a start up company. However the report can be significantly improved by taking more care and diligence before submitting. It is important that graphs and data are accurate and displayed in professional manner. It is also important to reference thorough your document especially when you are quoting financial data.	100	42
1. Engagement with Literature Skills		
While you have good data on finances there is no reference to where you got the data from. You are missing a reference section to support any data and you haven't got any referencing throughout your report.	20	5
2. Knowledge and Understanding Skills		
While you have discussed several excellent financial tools like sales projections, cash flow etc. Some of the data in the graphs are not presented correctly. When displaying graphs and tables its important that you label them and add a caption. You also have several spelling mistakes in the document. Make sure you run spell check prior to submitting.	15	6
3. Cognitive and Intellectual Skills		
Some of the financial data you have mentioned is excellent especially around the sales projections. It would have been good to display this in a graph to enhance your report. Some of your graphs don't look complete and I would revisit your profit graph on what you are actually displaying.	15	6
4. Practical Application Skills		
The design of your product is excellent and you have given a basic insight in how the company finances will be managed. While you have mentioned how you will fund the startup , you haven't mentioned any other possible funding for example loans, grants and venture capitalists.	20	10
5. Transferable Skills for Life and Professional Practice		
The overall flow of your report is good and you showed good evidence of working as an effective team member. The report could be more professional with a table of contents, reference throughout and a reference section, spelling check and labelling any graphs and tables. Some more depth and accuracy on the graphs data regarding the report would have improved your marks.	30	15

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		42
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	