

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 an excellent report that is displayed in a professional manner. The content is thorough and covers the majority of the assignment brief. There are a few minor issues which are described in detail below. However the report is of a high standard.	100	84
1. Engagement with Literature Skills		
Excellent range of external referencing and literature, which was well presented throughout the report. I was expecting some reference to the company website within the report.	20	19
2. Knowledge and Understanding Skills		
Excellent range of research covering all the requirements of the assignment brief for your role. The report had an excellent structure and the overall quality was very professional and of a high standard. The format of the report was consistent throughout.	15	15
3. Cognitive and Intellectual Skills		
Excellent display of mission statement, objectives and values for the company. It would have been good to see details regarding the company website.	15	10
4. Practical Application Skills		
Excellent product design idea and you have shown your knowledge of project managing the project. Its important to label and caption any images you use in your document. You described the meetings and project management tools effectively however you could have gone into more detail around the creation of the project plan and the tasks.	20	16
5. Transferable Skills for Life and Professional Practice		
Excellent flow to the report which was inline with the assignment rubric. You have shown excellent management , team work and communication. Discussion and displaying the company website could have improved marks.	30	24

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)		84
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	