

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		
Your presentation showed strengths in business setup knowledge and a well-presented structure, with a good Gantt chart addition and supporting documents. However, it lacked wider reading, proper referencing, and deeper engagement with concepts, resulting in some missing key business needs. Improve by following the rubric, engaging with more sources, refining data interpretation and problem-solving strategies, and enhancing clarity, coherence, and collaboration skill	100	52
1. Engagement with Literature Skills		
Ensure you closely follow the rubric and engage with essential and wider readings for a comprehensive understanding. Improve the credibility of your work by using diverse, reliable sources and consistent referencing, and incorporate relevant literature and case studies in all sections to enhance academic integrity and overall quality	20	10
2. Knowledge and Understanding Skills		
Your presentation showed gaps in understanding basic concepts (for example core values), with some slides missing important business needs. To improve, solidify your foundational knowledge by addressing these gaps, engaging critically with study materials, and utilizing additional resources to ensure accuracy and relevance in your work	15	10
3. Cognitive and Intellectual Skills		
Your presentation needs deeper engagement and stronger evaluation of concepts, as it was largely descriptive. Improve by thoroughly interpreting data, developing evidence-based slides, ensuring completeness, and enhancing the quality of your digital presentation to strengthen your cognitive and intellectual skills. You supported your presentation with good additions like risk assessments, however these were never mentioned in the presentation.	15	7
4. Practical Application Skills		
Your application of methods, materials, tools, and techniques was basic and needs improvement, with a focus on context and competence. Strengthen your problem-solving strategies by demonstrating awareness of different approaches tailored to specific contexts, showing more adaptability and strategic thinking. Inclusion of a business plan would have improved marks. Gantt chart development was an excellent addition, however some of the dates looked out of line with the rest of the project.	20	11
5. Transferable Skills for Life and Professional Practice		
You demonstrated a good knowledge of business set up and your presentation was well presented. Your presentation needs improvement in structure and coherence. Enhance clarity and precision in language, fulfil obligations in tasks, and collaborate effectively to improve academic and professional skills, particularly in personal responsibility and teamwork.	30	14

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)		52
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	