

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 recent submission has highlighted several areas for development, including the need for a deeper engagement with foundational concepts and principles, a more critical application of methods and materials, and an improvement in business set up. The presentation of your work also requires attention, with a need for a clearer, more coherent structure and effective use of language to better convey your ideas. Additionally, enhancing your collaborative skills and demonstrating a stronger commitment to personal responsibility are crucial for both academic success and professional readiness. Addressing these areas will significantly improve the quality of your work and prepare you for future challenges.	100	35
1. Engagement with Literature Skills		
Firstly, make sure to read and follow the rubric closely. Your presentation showed poor engagement with essential reading and no evidence of wider reading, which is crucial for a comprehensive understanding. Also, there was a reliance on limited sources, impacting the credibility of your work. Your referencing was inconsistent and weak, which is essential for academic integrity. For each section, from the trading name to the code of conduct, ensure you use relevant and reliable literature and case studies. Focusing on these areas and aligning with the rubric will significantly enhance the quality of your future work.	20	6
2. Knowledge and Understanding Skills		
Your presentation highlighted gaps in your understanding of basic concepts and principles, with some of your slides missing basic important business needs. To improve, it's crucial to solidify your grasp of the foundational knowledge. Focus on identifying and addressing these gaps, ensuring your understanding is both accurate and relevant. Delving deeper into the subject matter and engaging more critically with your study materials can help prevent superficial understanding and eliminate inaccuracies. Make use of additional resources, such as textbooks, academic journals, and online courses, to reinforce your learning. By enhancing your foundational knowledge and ensuring your material is relevant and accurate, you'll be better equipped to tackle complex topics and contribute more effectively to your field of study.	15	5
3. Cognitive and Intellectual Skills		
Your presentation demonstrated a need for deeper engagement. It was largely descriptive, with only a superficial evaluation of the underlying concepts and principles. To improve, focus on a more thorough interpretation of data, and work on developing stronger, evidence-based slides. Additionally, it was noted that some sections were missing, and the accompanying website was quite basic but welcomed. Paying attention to completeness and enhancing the quality of your digital presentation will further strengthen your work. By addressing these areas, you can significantly improve the depth and clarity of your cognitive and intellectual skills in future assignments.	15	5
4. Practical Application Skills		
A notable area for improvement is in the application of methods, materials, tools, and techniques. Your approach was rudimentary, showing a basic level of application but lacking in consideration and competence. To enhance your work, focus on understanding and effectively applying these elements with a clear appreciation of their context. Also, your work shows a need for stronger problem-solving strategies. It's important to demonstrate an awareness of different approaches tailored to specific contexts. Currently, there's weak evidence of this adaptability and strategic thinking.	20	7
5. Transferable Skills for Life and Professional Practice		
Your presentation has room for improvement in general presentation and structure. The work was presented with a structure that sometimes lacked coherence, making it challenging to follow your ideas. To enhance your work, focus on creating a clear, logical structure that effectively communicates your points. Additionally, the use of language and style needs attention. Aim for clarity, precision, and appropriateness in your language to ensure your ideas are expressed effectively and that meets the rubric. It's also important to address your approach to individual or group tasks. Fulfilling your obligations and collaborating effectively are essential skills, both academically and professionally. Your work showed limited evidence of these competencies, highlighting a need for further development in areas that are crucial for employment, such as personal responsibility and teamwork. Improving these aspects will not only enhance the quality of your academic work but also prepare you better for professional environments.	30	12

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)		35
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	