

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 and excellent report with good depth of discussion covering the majority of areas expected for the business start up and project manager. More discussion on the management and operations side would have improved the report.	100	75
1. Engagement with Literature Skills		
Excellent discussion on the key concepts together with some well structured sources. While you have successfully included several references with a correctly displayed reference section, there is a limited amount of research in your report. Consider adding more research to improve marks and support your work.	20	13
2. Knowledge and Understanding Skills		
The depth of the research used is good however you could have added more depth to your discussion. The overall structure and quality of the report is excellent and well formatted. Remember to be consistent with font size throughout your report.	15	12
3. Cognitive and Intellectual Skills		
Overall evidence for your business setup is excellent and the inclusion of mission statement and core values is very well presented. The business plan is also excellent and discusses key concepts of business startup.	15	11
4. Practical Application Skills		
The product design is excellent and well presented in a concise manner. Your inclusion of the business objectives and how the team is set up is also very good. Your discussion on segmentation is also excellent and adds to the quality of your report. Discussion and inclusion of team management tools like Gantt charts would have added more marks.	20	15
5. Transferable Skills for Life and Professional Practice		
The overall flow of the report was excellent and including a very good level of depth. The report was very professional in its presentation and included the majority of what was required for a business startup report. The management and operations of the project team could have been discussed in more detail especially around how the project would run. Team work is excellent with high attendance in team meetings.	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)		75
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	