

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
1. Research-informed Literature Extent of research and/or own reading; selection of credible sources; application of appropriate referencing conventions.		
Use appropriate resources and reference correctly. Enhance your work with appropriate definitions and explanation of key e-commerce concepts. <i>Excellent referencing & academic English! Good explanation of key concepts. Well done!</i>	10	8
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
Appraise the selected e-commerce infrastructure using appropriate theory and show understanding of any shortcomings. <i>Great explanation & application of theory & business topics followed through to detailed design choices.</i>	20	15
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
Apply appropriate metrics techniques to your chosen site. Demonstrate application of dynamic web design. <i>Technical, informed choices clearly explained & backed up. Concise & effective explanation of metrics.</i>	20	15
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
Demonstrate a working e-commerce prototype meeting the scenario requirements and including a B2B element. <i>Resume meets requirements well (please crop screenshots). B2B requirements included</i>	50	35
5. Skills for Professional Practice Attributes in professional practice; individual and collaborative working; deployment of appropriate media; presentation and organisation.		

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)		73 %
	Up to four weeks late		
	First Attempt?		