

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. Engagement with Literature Skills		
Good range of literature demonstrating good knowledge on Finance and tools used. Reference section included, however you should include citations thorough presentation.	20	14
2. Knowledge and Understanding Skills		
Demonstrated excellent knowledge of financial areas of a start up with funding areas and cost analysis. However you could have added more funding options to help support your start up.	20	15
3. Cognitive and Intellectual Skills		
Demonstrated excellent knowledge of financial tools required for start up and financial areas required to create and run a new business. Excellent comprehensive discussion of financial tools, cost analysis, break even analysis, sales forecast. However data didn't seem to be in cohesion with other aspects of the project, more communication is needed between team.	20	16
4. Practical Application Skills		
Good use of PowerPoint with the presentation including proven financial tools like cost analysis, cash flow and break even analysis. However you must add descriptions and labels to all graphs and tables. Highly recommend to look how to present graphs and tables in a more professional manner.	20	14
5. Transferable Skills for Life and Professional Practice		
Good overall knowledge of financial tools presented in a professional manner, However, some of the financial data seemed somewhat confusing. While team meetings were recorded, and are an excellent source of team management, there seemed to be lack of cohesion in the presentations. Its important to work more closely with all team members to enable a more coherent solution.	20	13

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)		63
	Up to four weeks late		
	1st/2nd/3rd attempt?	1st	