

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		
Extensive range of literature demonstrating excellent knowledge. However you need to include incite referencing and also include a referencing section to support your information sources.	20	13
2. Knowledge and Understanding Skills		
Demonstrated excellent knowledge of company structure and tech start up, management and operations. The set up is more focused on how the company will be when established and more thought should have gone into the start up structure and there should have been more collaboration with the other members of team.	20	14
3. Cognitive and Intellectual Skills		
Demonstrated excellent knowledge of company structure and the features and areas required to create a new business. Excellent comprehensive disucssion of company creation. Presneation could have been delivered in 2 sections with the first section focusing on the startup and the second section moving to a more established company format.	20	14
4. Practical Application Skills		
Excellent use of Power Point to present your findings. Slides were well presented and excellently communicated. Flow of presentation was excellent and communication skills and speaking tone was excellent. The colour red in the diagrams didn't look visually appealing. Worth researching colour and its meaning.	20	15
5. Transferable Skills for Life and Professional Practice		
Excellent knowledge of tech start ups and the features required to set up, and subsequently build a company Needs to work more closely with all team members to enable a more coherent and consistant solution.	20	15

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)		64
	Up to four weeks late		
	1st/2nd/3rd attempt?	1st	