General feedback from student 1:1s

1. Do not submit any appendices. Everything should be in the essay and within the specified word count.
2. Don't be afraid to state the obvious about the problem you are addressing; you need to give a clear and straightforward description and explanation.
3. When you have a first complete draft essay, you can email it to ask specific questions; we cannot "pre-mark" or just "give feedback". If you ask something specific we can respond. Last date for coursework questions to be reviewed: **30 November 2021**.
4. You should put more effort and word count into explaining the business problem and how you can improve it than to the details of project methodology. There needs to be *enough* project management content to show that you have a considered and realistic approach to the improvement work using an established method, but more of a high level overview rather than meticulous detail. The relevant module learning outcome is to *apply* a project management methodology. This might be a 'plan for a plan'.
5. Make sure you follow the guidance about essay sections and sub-sections previously provided.
6. Make sure you follow the guidance about literature reviews previously provided.
7. Think about the funnel approach when you introduce the essay: start as broadly as you can ("UK social care has workforce challenges in…", "WHO has recognized antimicrobial resistance as …", "Poor continuity of care between primary care and hospitals often leads to…"), then narrow down to your specific problem and your proposed solution. Define your **aim** at the business or operational level, not a technical aim. (What is the technology *for*?)
8. In the last section of the essay, *speculate* about potential extension, re-use, adaptation or further phases of your proposed improvement. Use your imagination, but whatever you do don't use the phrase "thinking outside the box" or you will get an automatic fail [yes, that's a joke… or is it???].
9. Check the supplementary marking criteria.

Philip Scott

17 November 2021