

Ross Thomas

## 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 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1. Research-informed Literature</b><br>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.<br><i>A small number of appropriate references used - Numeric format not right - I've emailed the Referencing Guide to you (again!).</i> | 10              | 4             |
| <b>2. Knowledge and Understanding of Subject</b><br>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.<br><i>Some good explanations of design choices in quite informal language - a more formal approach would be an improvement!</i>                                   | 20              | 13            |
| <b>3. Analysis</b><br>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.<br><i>Basic issues clearly understood in application of monetary transactions &amp; metrics. More up to date sources would be an improvement here.</i>                        | 20              | 9             |
| <b>4. Practical Application and Deployment</b><br>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.<br><i>The site itself is the strongest feature with good interface design &amp; suitable B2B features.</i>                                                                   | 50              | 35            |
| <b>5. Skills for Professional Practice</b><br>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)**

Up to four weeks late

First Attempt?

61 %