

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
General Comments			
Your performance indicates a foundational understanding of the subject. While there are good aspects, such as your ability to evaluate concepts and construct arguments, there are notable areas for improvement. These include the need for broader and more independent research, proper referencing, deeper theoretical exploration, and more rigorous analysis and argumentation. Your practical application skills demonstrate competence but can benefit from exploring innovative approaches. Addressing occasional minor weaknesses in transferable skills can enhance your effectiveness in both academic and professional settings. Overall, this score highlights potential for development,		100	52
1. Engagement with Literature Skills			
The feedback highlights a limited engagement with a mostly relevant range of sources, but points out a reliance on class materials, suggesting a need for broader and more independent research. A notable concern is the absence of referencing, which is a critical aspect of academic writing. For better outcomes, it's crucial to diversify your sources beyond the classroom and adhere to proper referencing conventions to support your work effectively and enhance its credibility.		20	7
2. Knowledge and Understanding Skills			
Your presentation suggests a reasonable grasp of basic concepts and principles relevant to your business studies. This score indicates an understanding that, while sufficient, has room for deepening and expansion. To enhance this aspect of your work, it would be beneficial to further explore and analyze the core theories and frameworks within your field, integrating them more comprehensively into your discussions. Engaging more critically with the material and applying theoretical knowledge to practical examples can help in elevating your understanding and application of business concepts.		15	8
3. Cognitive and Intellectual Skills			
Your presentation was of a good standard however there is a need to improvable ability to evaluate concepts and principles, interpret data, and construct evidence-based arguments. This score suggests that while you can make appropriate judgments, there's potential to enhance the depth and rigor of your analysis and argumentation. Strengthening these skills involves critically engaging with a wider array of sources, refining your analytical techniques, and more consistently applying logical reasoning to support your conclusions, thereby improving your capacity to tackle complex intellectual challenges.		15	9
4. Practical Application Skills			
While you demonstrated competence in applying various methods, tools, and techniques, there is potential for growth in this area. To enhance your practical skills, consider broadening your repertoire of methods and techniques, exploring more innovative approaches, and refining your problem-solving strategies. Additionally, documenting and reflecting on your practical experiences can provide valuable insights for continuous improvement. Strive to push beyond the basics and tackle more complex challenges within the field, as this will contribute to a more comprehensive skillset and a greater ability to navigate practical aspects of your work.		20	10
5. Transferable Skills for Life and Professional Practice			
While your work has been recognized as accurate, coherent, well-structured, and organized, there is a need to further enhance certain aspects of your transferable skills. Your ability to work both independently and as part of a team, while making contributions to group activities, is good. However, working more as a team member can be improved with more thought. Also be proactive in suggesting opportunities for improvement. Focusing on these areas can lead to even greater effectiveness in team and individual projects, and better prepare you for the demands of the professional world. Your performance indicates potential for development, and addressing these areas for		30	18
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.)		52	
		Late Submission Penalties (tick if appropriate)	
		Late Submission ?	
		1st/2nd/3rd attempt?	1st