

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 shows a foundational understanding of the subject with strengths in evaluating concepts and constructing arguments, but improvements are needed in broader research, proper referencing, deeper theoretical exploration, and rigorous analysis. Practical application skills are good but can benefit from innovative approaches, while refining transferable skills will enhance academic and professional effectiveness. Overall, there is clear potential for development in the Business Information field by addressing these areas	100	56
1. Engagement with Literature Skills		
The presentation highlighted limited engagement with sources, relying mainly on class materials, and highlights the absence of proper referencing. To improve, broaden your research beyond the classroom and adhere to referencing conventions to enhance the credibility of your work.	20	6
2. Knowledge and Understanding Skills		
Your presentation shows a reasonable grasp of basic business concepts, but there's room for deeper understanding. To improve, further explore core theories, critically engage with the material, and apply theoretical knowledge to practical example	15	8
3. Cognitive and Intellectual Skills		
Your presentation was good and well presented and you demonstrated good knowledge of business set up processes. However there is room to improve your evaluation of concepts, data interpretation, and evidence-based arguments. Enhancing these skills by engaging with more sources, refining analysis techniques, and applying logical reasoning will deepen your analysis and argumentation	15	10
4. Practical Application Skills		
You demonstrated competence in applying various methods and techniques, but there is potential for growth. To enhance your practical skills, explore innovative approaches, refine problem-solving strategies, and document your experiences for continuous improvement.	20	13
5. Transferable Skills for Life and Professional Practice		
Your work is accurate, coherent, and well-organized, with good independent and team contributions. To improve, enhance teamwork by being more proactive in suggesting improvements, which will boost your effectiveness in projects and better prepare you for professional demands.	30	19

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)		56
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	