



# Assessment Feedback

 Summative

 Formative

<b>Student Name</b>		<b>Student ID</b>	
<b>Programme</b>	Postgraduate	<b>Level</b>	M
<b>Project Title</b>		<b>Project Value</b>	
<b>Unit Title</b>	Business and Innovation	<b>Unit Code</b>	PG03
<b>Project Leader</b>		<b>Unit Leader</b>	

### Assessment Criteria

### Indicative Grading

	Outstanding	Good	Satisfactory	Pass	Fail	N/A
1 The quality, diversity and innovation demonstrated in the marketing material	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 The effectiveness of the marketing strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Ability to analyse and synthesise current thinking of business practice	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

### Overall comment including strengths and areas for improvement

Constructive ~~thinking~~ thinking in the concept. I think it will be better to see more elderly customers - practical research on elder people & High-technology.  
As people said Older people are not getting used to it.

Categorical Marking Scheme					
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking intervals		
<b>A</b>	<b>70-100</b>	100			
		90	High	A+	90 - 100
		80	Medium	A	80 - 89
		74	Low	A-	70 - 79
<b>B</b>	<b>60 - 69</b>	68	High	B+	67 - 69
		65	Medium	B	64 - 66
		62	Low	B-	60 - 63
		58	High	C+	57 - 59
<b>C</b>	<b>50 - 59</b>	55	Medium	C	54 - 56
		52	Low	C-	51 - 53
		50	Bare pass	PASS	50
<b>PASS</b>	<b>50</b>				
<b>F</b>	<b>&lt;50</b>	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate)

Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name: \_\_\_\_\_

Student signature: \_\_\_\_\_

Date sent to student: \_\_\_\_\_



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### Overall comment including strengths and areas for improvement

Brand proposition need to be worked.

Personally this business target can be 20-40 years old <sup>people</sup> ~~person~~

~~older people~~ You guys working really <sup>this people need to be persuaded</sup> difficult target. (older people) <sup>to buy this service</sup>

However, they (old people) need help ~~as~~ so badly. I would look really deeply <sup>this product for my grandparents.</sup>

Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking Intervals		
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80 - 89
		74	Low	A-	70 - 79
B	60 - 69	68	High	B+	67 - 69
		65	Medium	B	64 - 66
		62	Low	B-	60 - 63
		58	High	C+	57 - 59
C	50 - 59	55	Medium	C	54 - 56
		52	Low	C-	51 - 53
		50	Bare pass	PASS	50
PASS	50	50			
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F-	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate)

B -

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### Overall comment including strengths and areas for improvement

*As other students advised, you need to look at the current technology instead of developing a new device*

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		65	Medium	B	64 - 66
C	50 - 59	62	Low	B-	60 - 63
		58	High	C+	57 - 59
		55	Medium	C	54 - 56
PASS	50	52	Low	C-	51 - 53
		50	Bare pass	PASS	50
		45	Marginal Fail	F+	40 - 49
F	<50	35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate)

*B-*

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Student signature: \_\_\_\_\_

Date sent to student: \_\_\_\_\_

Crap 3

Home Connect



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Programme Postgraduate

Level M

Project Title

Project Value

Unit Title Business and Innovation

Unit Code PG03

Project Leader

Unit Leader

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## Overall comment including strengths and areas for improvement

Remember to add marketing material could at  
 been more in depth!  
 Good idea - look into the application more - offer  
a service!

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		74	Low	A-	70 - 79
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		52	Low	C-	51 - 53
		50	Bare pass	PASS	50
PASS	50				
F	<50	45	Marginal Fail	F+	40 - 49
		35	Fail	F	30 - 39
		20	Poor	F-	
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Grade (where appropriate)

C+

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### Overall comment including strengths and areas for improvement

✱ Clickable touch screen was tried on Blackberry storm and that was a huge failure. I still ~~think~~ <sup>doubt that</sup> elder generation would be able to use to use a touch screen.

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		35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate)

B+

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Home connect

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**Overall comment including strengths and areas for improvement**

\* Needed a full introduction. (People)  
 \* Couldn't hear all the speakers.  
 \* Some speakers talking to slides - not audience.  
 \* Good use of Data and demographics.  
 \* Interesting product & what if the interest?  
 \* What is the need. my parents 65+ don't want to use facebook and use computer interface

Maybe too much gadgetry?  
 ↓  
 interface elements could be refined...  
 ↓  
 figures slide too ambiguous and illegible.

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		55	Medium	C	54 - 56	
		52	Low	C-	51 - 53	
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<b>F</b>	<b>&lt;50</b>	45	Marginal Fail	F+	40 - 49	
		35	Fail	F	30 - 39	
		20	Poor	F-		
		0	No submission			

**Grade** (where appropriate)

C

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Student signature: \_\_\_\_\_

Date sent to student: \_\_\_\_\_





Vicky Stefano

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<b>Project Title</b>	Home Connect	<b>Project Value</b>	
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<b>Project Leader</b>		<b>Unit Leader</b>	

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### Overall comment including strengths and areas for improvement

- Good having value proposition early?
- Where did research come from?
- Greater London too small an area
- Good research on target market
- Is it an interface you are selling or a tablet?
- Are you a one product company?
- Good revenue model

- look at new tech trends?
- Good presentation of figures
- A 'simplification business'

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Grade (where appropriate)

B-

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## Overall comment including strengths and areas for improvement

*This is a good idea, well presented and structured coherent strategy. Best*

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Grade (where appropriate)

*B*

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## Overall comment including strengths and areas for improvement

Clear idea very well presented

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Grade (where appropriate)

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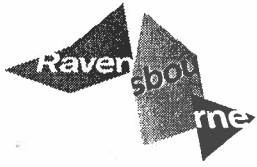
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Student Name HOME CONNECT

Student ID \_\_\_\_\_

Programme Postgraduate

Level M

Project Title \_\_\_\_\_

Project Value \_\_\_\_\_

Unit Title Business and Innovation

Unit Code PG03

Project Leader \_\_\_\_\_

Unit Leader \_\_\_\_\_

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### Overall comment including strengths and areas for improvement

VERY GOOD IDEA!

I LIKE THAT IT MAKES IT EASY TO ROUTE MESSAGES.

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 Summative

 Formative

<b>Student Name</b>	<i>How Connell</i>	<b>Student ID</b>	
<b>Programme</b>	Postgraduate	<b>Level</b>	M
<b>Project Title</b>		<b>Project Value</b>	
<b>Unit Title</b>	Business and Innovation	<b>Unit Code</b>	PG03
<b>Project Leader</b>		<b>Unit Leader</b>	

### Assessment Criteria

### Indicative Grading

	Outstanding	Good	Satisfactory	Pass	Fail	N/A
1 The quality, diversity and innovation demonstrated in the marketing material	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 The effectiveness of the marketing strategy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Ability to analyse and synthesise current thinking of business practice	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note 1 - Unless specified in the Project Brief it is assumed that all assessment criteria are equally weighted

### Overall comment including strengths and areas for improvement

- ① Good diagram use, easy to understand.
- ② Good to showing the product surfaces.
- ③ Can expand the customer range.

Categorical Marking Scheme					
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking intervals		
A	70-100	100			
		90	High	A+	90 - 100
		80	Medium	A	80 - 89
		74	Low	A-	70 - 79
B	60 - 69	68	High	B+	67 - 69
		65	Medium	B	64 - 66
		62	Low	B-	60 - 63
		58	High	C+	57 - 59
C	50 - 59	55	Medium	C	54 - 56
		52	Low	C-	51 - 53
		50	Bare pass	PASS	50
		45	Marginal Fail	F+	40 - 49
F	<50	35	Fail	F	30 - 39
		20	Poor	F-	
		0	No submission		

Grade (where appropriate)

*B+*

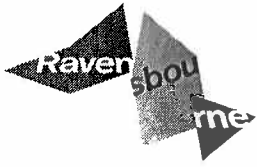
Note 2 - All summative grades are subject to ratification by the Examination Board

Please contact your Unit Leader about retrieval arrangements (where appropriate)

Assessor(s) Name: \_\_\_\_\_

Student signature: \_\_\_\_\_

Date sent to student: \_\_\_\_\_



HOME CONNECT

# Assessment Feedback

Summative

Formative

<b>Student Name</b>		<b>Student ID</b>	
<b>Programme</b>	Postgraduate	<b>Level</b>	M
<b>Project Title</b>		<b>Project Value</b>	
<b>Unit Title</b>	Business and Innovation	<b>Unit Code</b>	PG03
<b>Project Leader</b>		<b>Unit Leader</b>	

### Assessment Criteria

### Indicative Grading

	Outstanding	Good	Satisfactory	Pass	Fail	N/A
1 The quality, diversity and innovation demonstrated in the marketing material	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 The effectiveness of the marketing strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Ability to analyse and synthesise current thinking of business practice	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Ability to develop persuasive business planning, supported by appropriate examples, analysis and conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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### Overall comment including strengths and areas for improvement

~~HOW~~ HOW DO YOU PLAN LONGEVITY WHEN TECHNOLOGY CHANGES SO FAST. COST MAY BE TOO HIGH. SOCIAL NETWORKS DONT JUST SEND MESSAGES TWITTER IS A NEWS CHANNEL WHERE YOU FOLLOW, FACEBOOK IS ABOUT INTERESTS. YOU WOULD HAVE TO SIGN UP ALL CUSTOMER TO ACCOUNTS ON SOCIAL NETWORKS

Categorical Marking Scheme			
Grade Bands	Mark Bands	Predetermined marks (% Grade Points)	Marking Intervals
A	70-100	100	
		90	High A+ 90-100
		80	Medium A 80-89
		74	Low A- 70-79
B	60-69	68	High B+ 67-69
		65	Medium B 64-66
		62	Low B- 60-63
		58	High C+ 57-59
C	50-59	55	Medium C 54-56
		52	Low C- 51-53
		50	Bare pass PASS 50
		45	Marginal Fail F+ 40-49
PASS	50	50	Fail F 30-39
		35	Poor F- 30-39
		20	Poor F- 30-39
F	<50	45	No submission

Grade (where appropriate)

B-

Note 2 - All summative grades are subject to ratification by the Examination Board

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Assessor(s) Name: \_\_\_\_\_

Student signature: \_\_\_\_\_

Date sent to student: \_\_\_\_\_