

MSI310 Specialist Practice in Context Feedback Form

Student	Michael Freeman	FALMOUTH UNIVERSITY
Assessor(s)	Robin Tyndale-Biscoe, Sam Jones	
Course	BA(Hons)	

Learning Outcome	Assessment Criteria	1-29	30-39	40-49	50-59	60-69	70-79	80-89	90-100
		Very poor	Poor	Satisfactory	Good	Very good	Excellent	Outstanding	Exceptional
1 Creativity <i>Demonstrate a creative and innovative approach to ideas, materials and methods.</i>	Develop an effective creative strategy Demonstrate the evolving 'dialogue' between practice and context				X				
2 Critical Thinking <i>Think critically about concepts, contexts and practice, evaluating these through scholarship, and/or self-reflection.</i>	Draw on earlier learning and experience Represent and evaluate the project experience clearly and critically				X				
3 Entrepreneurship <i>Demonstrate awareness of emerging trends in your discipline, proactively seeking and creating networks and opportunities.</i>	Situate your work in context and your proactive engagement within your field				X				
4 Professionalism <i>Demonstrate the application of industry standards and recognised best practice within your discipline, including project management.</i>	Apply project management effectively Employ appropriate project management skills and, where appropriate, effective collaborative strategies.				X				
5 Research <i>Produce informed work through the use of appropriate research methods.</i>	Demonstrate the evolution and understanding of your research as it pertains to key discussions and debates related to your practice in context.					X			
6 Skills <i>Demonstrate a sufficiently high-quality skill-set to realise your work.</i>	Demonstrate your acquisition of skills Evaluate the quality of the final outcome as it compares with high-quality work				X				

<p>Note: All marks are provisional until approved at the Assessment Board. The mark shown does not consider adjustments for issues such as late submission and academic misconduct.</p>	<p>Overall mark</p>	<p>61%</p>
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Learning Outcome	Feedback
1 Creativity	<i>Good level of creativity however lack of innovation or competitor analysis limited the mark.</i>
2 Critical Thinking	<i>Limited criticality, due mainly to market penetration</i>
3 Entrepreneurship	<i>Networking was evident but needed more detailing around how this informed your idea.</i>
4 Professionalism	<i>Key critical debates discussed with a good level of historical content.</i>
5 Research	<i>Research was very good especially when contacting the industry for valuable sector feedback.</i>
6 Skills	<i>Effective presentation skills and questions well addressed.</i>
OVERALL	<i>In the main there were some good points raised, but the business idea lacked overall market research and penetration evidence. Presentation skills were good where your ideas were clearly communicated. To have brought this mark up, more detail around market analysis and segmentation would have really helped, being able to answer the question ' how you know this industry wants this' would have been valuable, however you did respond to this in the Q&A but having some data on this would have bought real validity to your work. Well done</i>