



Student	MICHEAL FREEMAN	 
Assessors	Dr. Adem Hilmi, Pete Sheppard	
Course	BA (Hons)	
Module	MSI340 Professional Portfolio	
Assignment	Professionalisation Strategy w/Materials (30%)	

Learning Outcome	Assessment Criteria / Submission Element	0-39	40-49	50-59	60-69	70-79	80-89	90-100
		Fail	Satisfactory	Good	Very Good	Excellent	Outstanding	Exceptional
Entrepreneurship Demonstrate awareness of emerging trends in your discipline, proactively seeking and creating networks and opportunities that benefit your work.	Evidence of sector awareness as related to professionalisation strategy plan					X		
	Active networking and opportunity identification/generation					X		
Professionalism Demonstrate the application of industry standards and recognised external arbiters of best practice within your discipline, including appropriate project management.	Effective and efficient presentation of work in accordance with professional standards in context					X		
	Working processes and project management				X			
Research Produce informed work through the use of appropriate research methods.	How research has informed the development of professional practice and the production of materials					X		
Skills Demonstrate a sufficiently high-quality skill set to realise your work.	The articulation of skill identification, acquisition, and development.				X			
	Skill application					X		

NOTE: All marks are provisional until approved at the Assessment Board. The mark shown does not take into account adjustments for issues such as late submission, extenuating circumstances, and academic misconduct. If you have a query about how your mark may be adjusted, please contact the Student Programmes and Achievements team.	OVERALL MARK	72%
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FEEDBACK COMMENTS NOTE: If you have any questions about your feedback, please book an Office Hour with your supervisor to discuss.

OVERALL STRATEGY

You have written a well-researched professionalisation strategy form, with a range of research methods and types of research (although mostly online sources), presented using well-formatted Harvard referencing and in-text citations to support your statements. Your opening sections give us a very good summary and overview of the important aspects of your project, and what you feel is your specialism. It starts to answer the important questions, "why would I want to work with you? Why would I use and purchase your project? What is your USP?". We felt that the actions-to-date section is a detailed accent of the tasks, opportunities and challenges you have met and overcome throughout the project. However, comparatively, the entrepreneurship action plan section, contains far less detail, with multiple months consolidated together. At only 150 words, it is one of the shorter and weaker sections, therefore, could use further development. The budget is a good starting point and contains a very good level of detail. That said, there is scope to develop it further, refocusing it to be more business orientated to help you and future investors understand the financial viability of your app development company, alongside a road map that you can follow. This can then be folded into a comprehensive business and marketing plan, which I will touch upon in my professionalisation materials feedback comments. Overall, this is an excellent professionalisation strategy, with a thorough understanding of your market.

PROFESSIONALISATION MATERIALS

You have curated a varied range of useful materials to support your professionalisation strategy which include evidence of your products development, research on target market and documentation related to your company and business. Due to the nature of your project and ambition, we strongly recommend that as part of the materials, you should create a comprehensive business and marketing plan/strategy. That said, you have submitted fairly large number of materials, which is thorough. Consider breaking down your material descriptions (the final section of the strategy form), into concise and clear categories, as it can be a little confusing navigating and understanding the value/context of the multiple pieces of evidence uploaded.