**BUS334: Data Collection Assignment Marking Guide (35%)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Element** | **Fail (below 50%)** | **Pass (50-59%)** | **Credit (60-69%)** | **Distinction (70-79%)** | **High Distinction (80-100%)** |
| **Summary**  **[5 marks]** | No summary is included. | The summary is unclear, poorly written and does not provide the full picture of student’s research. | The summary is somewhat unclear. It does not provide the full picture of student’s research. | The summary is clear, provides a comprehensive picture of student’s research and is well-written. | The summary is clear. It provides a comprehensive picture of student’s research and is of an excellent standard. |
| **Result section**  **[5 marks]** | Results are not presented. | Results are presented to a minimum level which does not provide any insight into the data. | Results are presented to a good level, but could be improved. Overall, the result section provide some insight into the data. | Results are presented to a very good level. Overall, the result section provide good and clear insight into the data. | Results are presented to an excellent level. Overall, the result section provide full, clear and detailed insight into the data. |
| **Conclusion /Recommendation section**  **[5 marks]** | No recommendations are provided. | Recommendations are not well considered, or lack detail and justification. | Recommendations are provided, but not all are well justified. | Recommendations are mostly well considered, they are derived from data and well justified / explained. | Recommendations are well considered, they all are derived from the data and are explained / justified in a clear and compelling way. |
| **Data & Structure**  **[5 marks]** | Parts of the report are missing. The required number of responses is not collected. Evidence of the data collection is missing. | All parts of the assignment are included but limited (short and/or not relevant). The required number of responses is collected, but some responses might be missing some answers from respondents. Evidence of the data collection is uploaded. | The required number of responses is collected and all questionnaires are fully answered. Evidence of the data collection is uploaded. | More than a required number of responses are collected and all questionnaires are fully answered. Evidence of the data collection is uploaded. | More than a required number of responses are collected and all questionnaires are fully answered. In addition, data is “well rounded” (comes from an excellent and versatile sample group). Evidence of the data collection is uploaded. |
| **Organisation, Presentation and English expression**  **[5 marks]** | Errors in the report distract the reader to the extent that meaning is unclear.  Poor grammar is used throughout. Formatting/presentation of the work does not look professional. | Errors in the report are distracting, but the meaning is still clear.  Occasional incorrect grammar is used. Formatting/presentation of the work is basic. | Some errors in the report are present, but overall the meaning is clear. Correct grammar is used. Formatting/presentation of the work is good. | There are no errors in the report that distract the reader. The meaning is clear.  Formatting/presentation of the work is very good. | The report is free from grammatical and punctuation errors.  Formatting/presentation of the work is excellent. |
| **Quality**  **[5 marks]** | Student was not able to demonstrate that they had an understanding of the research process. No use of the right terminology and concepts. | Student was not clearly able to demonstrate that they had an understanding of the research process. Very limited use of terminology and concepts. | Student was able to demonstrate that they had some understanding of the research process by correctly using some terminology and concepts. | Student was able to demonstrate that they had a good understanding of the research process by correctly using right terminology and concepts. | Student was able to demonstrate that they had a well-developed understanding of the research process by correctly using terminology and concepts. |
| **Usability of data**  **[5 marks]** | Due to poor quality, the collected data cannot be used to make any decisions (and hence cannot be used in the Assignment 3). | The data can be used to make business decisions to some extent, however it lacks some important information. | The data can be used to make business decisions and covers core information. The report shows medium to good research skills. | The data can be used to make strong / informed business decisions and covers more than only the core information. The report shows very good research skills. | The data can be used to make strong / informed business decisions and covers more than only the core information. The report shows excellent research skills. |

**Comments:**

There are some additional details that would be worth considering:

Part 1 – Business topic was clearly explained. Feasibility was clearly stated. (should state # of samples)

In Part 2 :

1. Overall, the data is presented well a- colorful, and with good varities
2. Labeling of charts are important for ease of comprehension. In your report this is well labeled
3. Mostly importantly, charts must be accompanied by clear and good analysis; your report has clear and good/in-depth analysis

Part 3 – Recommendations – clearly linked to limitations on research

Other areas:

* Standards of writing and explanation are very clear

**Total: 26 (35 Marks)**