Marking Rubric

The following rubric will be applied to your submission. The essay is automatically collected using Moodle. Failing to submit essay will result in a zero mark for this assessment.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 0-39 | 40-49 | 50-59 | 60-69 | 70-79 | 80-100 |
| **Essay** | Essay fails to include all required sections. Information presented is irrelevant to the report. Structure and presentation are poor.  Little (or no evidence) awareness of mobile app development  no or little information provided to comparing different app development platforms  No research has been conducted on how Cloud Computing can be used to enhance the use of mobile computing in business. | Required content is present, but poorly structured or insufficient in length.  Evidence of minimum level of awareness of mobile app development.  Different mobile app development platforms have been compared and evaluated  A research has been conducted on how Cloud Computing can be used to enhance the use of mobile computing in business but without further and deep discussion. | All required sections of the Essay are present, with convincing detail in reflective.  Evidence of an acceptable level of awareness of mobile app development.  Different mobile app development platforms and tools and techniques have been evaluated  A research has been carried out on how Cloud Computing can be used to enhance the use of mobile computing in business with details of understanding, and sustained argument of this area. | vidence of a good level of critical awareness, evaluation and analysis of your app design.  Critically evaluate the different tools and techniques for mobile application development.  Understand, articulate, and provide sustained argument on how Cloud Computing can be used to enhance the use of mobile computing in business. | Comprehensive critical analysis of the App development process  Critically evaluate the different tools and techniques for mobile application development with demonstration of an understanding of theories, concepts and skills related to the app design.  Showed a comprehensive research on how Cloud Computing can be used to enhance the use of mobile computing in business and application of wide-ranging reading and research beyond the minimum recommendation. | Comprehensive critical analysis of the app development process and reflective conclusions your research on how Cloud Computing be used to enhance the use of mobile computing in business and link the research to your proposed app design. |