

Product Criteria Grid

Student Name: Khant Zaw Htun

Student Number: s1909439

Mark %	Comment	Grade & Characteristics	Theory & Academic Approach	Practice & Deliverables
0		Fail	plagiarism, collusion, nonpres., name only	as theory
1-39		Reassess: <i>inadequate but recoverable with effort</i>	no understanding, very short, inadequate, factual but little interpretation, lacks coherence, short, errors, misconceptions, coherent but mechanical notes, partial - rudimentary answer, limited interpretation, lack of knowledge of topic, no evidence of background reading, weak English but some appropriate use of language of topic.	poor effective deliverables, requirements not met, deliverables partially complete, limited response to brief.
40-49	✓	3rd, D Pass: Sufficient for award of credit <i>adequate mainly descriptive approach, fair, limited conceptual or theoretical ability</i>	adequate response, demonstration of basic knowledge, relevant content, clear intention communicated, evidence of reading, acceptable minimum level of English for business presentation but may lack precision, some limited analysis / application of knowledge / theory / weighting of evidence, inconsistent	deliverables meet basic requirement correctly but limited, just adequate but not innovative, interesting or exciting, for higher marks, 45+ just exceeds minimum specification, might be good in some areas but not consistent

50-59		2ii, C Satisfactory <i>Satisfactory with some conceptual</i>	good response to task, collates info, <i>satisfactory</i> analysis & judgement, constructs generalizations based on evidence & opinion, argues clearly, logically &	good deliverables, some evidence of good design or execution, coherent and organized product, some limited evidence of self-criticism concerning
		<i>ability but lacks good evaluation or synthesis of ideas</i>	constructs a case, some limited ability to state a personal position, correct English with few imprecise statements	deliverable, some independence, initiative, autonomy, appropriate techniques, integration of knowledge for task
60-69		2i, B Good. <i>Good analysis, evaluation, synthesis, integration & argument.</i>	evaluates info. & synthesizes generalizations, good ability to state & defend personal position, good analysis & judgement, applies knowledge to new situations, sound on theory, critical, understands limitations of methods, selective coherent & logical approach, well written with clear, correct and precise English	all criteria met to good standard, evidence of good design or execution, good integration of academic & practical issues, solid evidence of selfcritique/evaluation of deliverables, products well organized - documented - coherent. Evidence of independence, initiative, autonomy, creativity, adaptability, resourcefulness. Integration of knowledge,
70-79		First class, A, Excellent. <i>as above but also stronger evidence of excellent, original, innovative, articulate work</i>	very strong ability to state & defend position, uses criteria & weighting in judgements, wide knowledge and theoretical ability, full understanding of possibilities and limitations of methods & theories, 75+ more original, innovative approach, command of critical positions, lively articulate writing, excellent grasp of material - synthesis of ideas	most criteria met to high standard, strong evidence of evaluation of deliverables, 75+: deliverables excellent - all criteria met in clear and definite manner, evidence of excellent design or execution, elegance, innovation, very good evaluation of deliverables,

80-89		Outstanding. <i>as above but also</i> <i>authoritative, superlative, creative</i>	as above but also: - seen all possibilities in task, gone beyond accepted conceptual/critical positions, evidence of creative, intelligent, innovative approach consistently & forcefully expressed	as above but also: - all aspects of deliverables superlative beyond 80% emphasis on theory rather than practice/deliverables
90-100		Faultless	as for 80-89 but also: - all work superlative & without fault	as for 80-89