COIT20249 Assessment Details
Assessment item 3—Report

Due date:	**Part A (Report):** 11.55 pm **AEST**, Friday, Week 10 **Part B (Viva):** Week 11 and 12 (during workshops for internal students)	**ASSESSMENT**
Weighting:	40%	
Length:	2500 words +/- 250 words	**3**

Objectives

Please refer to the Unit Profile to see how this assessment item relates to the Unit Learning Outcomes.

This assignment is designed to stimulate critical thinking outside of the classroom by requiring students to write a formal academic report. You will need to follow the ARE process described in chapters 2 and 3 of *Your Business Degree 2* **(**prescribed textbook for COIT20249) to analyse the assessment task, research relevant information and evaluate the information you find. This information should be used to write an academic report in which you present your findings or outcomes and make recommendations for future practice. Professional writing and writing reports are described in chapters 4 and 5 of *Your Business Degree 2*. This assessment task will assess your skills in critical thinking, researching information, forming an opinion, academic writing, logical ordering of ideas and your ability to support your arguments with quotes from literature. These objectives will be measured by the 'closeness of fit' to meeting the assessment task, assessment requirements and marking criteria.

Please note that there is a wealth of material available on the Moodle Unit website that you should use to help you through the process of searching for and gathering relevant information, evaluating that information and writing your report.

General Assessment Criteria

Assessments provide the opportunity for students to demonstrate their knowledge and skills to achieve the required standard. To do this, assessment responses need to be both clear and easy to understand. If not, the University cannot determine that students have demonstrated their knowledge and skills. Assessments will, therefore, be marked accordingly including the potential for **0 (zero) marks** where relevant.

This assessment consists of two parts. Part A requires you to write a Report based on a case study and Part B requires you to sit a viva on the Report.

For Part A, the Report **must** focus on the case study scenario given in the Assessment Task section. Any assessment items that do not address the case study scenario **may** be awarded **0 (zero) marks**.

If you use Track Changes when writing your report, you must ensure that the submitted document is the **final and correct version** of the document. That is, if your submitted report contains Track Changes or

Comments or any other editing marks it **may** be awarded **0 (zero) marks**. It is **your responsibility** to submit the final and correct version of your report.

The length of the report **must** be within the recommended range. If the report exceeds the maximum word count the marker will **stop marking after 2750 words**.

Moodle auto-submits draft files that are in Moodle at the originally set deadlines. Files that are auto submitted will **not** be reverted to draft status except in extenuating circumstances (evidence required). It is your responsibility **not** to leave draft assessments in Moodle at the due date and time if the files are **not** ready to be submitted for marking. However, late submissions may attract penalties.

Part B of this assessment is a viva component. The purpose of the viva is to clarify the student's understanding of the written report. Viva will be taken during the workshops in week 11 and week 12 (for internal students). Online students be contacted by the Unit Coordinator about arranging the time for viva.

Assessment Task

This assessment has two parts. For Part A, students are required to write an academic report as per the format outlined in chapter 5 of the textbook. The report must follow the ***CQU APA referencing style***. **See the American Psychological Association (APA) abridged guide updated Term 3 2019 available from: *CQU APA referencing style*.** Please note that the prescribed textbook uses APA referencing guidelines. See also the *Referencing Style* subsection below.

Part B is a viva component. Viva questions will be based on the submitted Report.

The Part A Report is to be based on the following case study.

A white paper by International Data Corporation (IDC) reports that the global data volume has grown exponentially from 4.4 zettabytes to 44 zettabytes between 2013 and 2020. It also predicts that the volume of data will reach 175 zettabytes by 2025. Zettabyte is a unit that is used to describe the amount of data, and 1 zettabyte equals 10^{21} bytes (that is, 1,000,000,000,000,000,000,000 bytes!). The world has officially entered zettabyte era and data is still being generated at a staggering speed. For example, in retail Walmart processes more than 1 million customer transactions every hour; in tech, Facebook users upload more than 350 million photos every day. With such an amount of data and the speed at which data is being generated, comes the desire to analyse and extract information from the datasets. Often the information that is extracted from a big dataset as a whole is much more useful than the collection of information extracted from small individual datasets. This desire gives rise to big data, which, as a field, studies the techniques that analyse and systematically extract information from datasets that are too large or complex to be processed by traditional data processing techniques.

Big data has attracted much research in the recent years and has seen a wide range of applications across various sectors. For example, big data techniques have been used to analyse current or historical data to make predictions about future or other unknown events, which is particularly useful to facilitate decision-making in health care, crime, security and natural disaster management. Big data has also been used to reveal relationships and dependencies or infer laws embedded in large sets of data. Such information can

be very valuable and can inform business decision making. For instance, big data might reveal that customers who bought item A are significantly more likely to buy item B. This information would enable businesses to make more customised and personalised recommendations to their customers.

SkyMall is one of the world's largest online marketplaces with over 100 million active users globally and over 2 billion product listings on their platform. SkyMall's business model allows individuals or small business owners to open stores online and to sell products to customers worldwide. Online retail has had a phenomenal growth in the past decade - such a business model challenged the traditional offline retail industry, and many have chosen to move their businesses online for reduced labour cost, reduced operational overhead and much greater reachability to potential consumers. In 2019, SkyMall reported a transaction volume of 0.5 trillion dollar from their worldwide operation.

SkyMall is a platform provider. While it does not sell their own products directly on the platform or generate profits from the sale proceedings, it charges online store owners a monthly subscription fee and charges a small percentage from their sale transactions. SkyMall has the following responsibilities:

- it attracts consumers to their platforms through a number of marketing channels, e.g. email direct marketing and online advertisement through major online marketing agencies like Google and Facebook.
- it plays a regulatory role in ensuring that the online marketplace complies with various local legislations, e.g. compliance with consumer laws in local jurisdiction, no illegal/copycat/counterfeit products are being sold on their platform and no fake/fraudulent advertisement in online stores.
- it handles complaints of consumers against online store owners, or vice versa.
- it provides order fulfillment service to online store owners, that is, SkyMall allows online store owners to store products in their fulfillment centre and it will take care of picking, packing, and shipping the orders. SkyMall is responsible for optimising the stock levels: too much being stocked means too much unnecessary storage cost; too little being stocked means frequent delays in dispatching and shipping orders.

SkyMall has felt pressure from the heated global competition, especially competition from other online retail platforms that specialise in particular regions or countries. Those platforms do not have a global presence, but they understand their local markets and understand their consumers' preferences and bahaviours much better than a platform like SkyMall which targets global consumer markets.

The Chief Information Officer (CIO) of SkyMall decided to incorporate big data techniques in their global operations. She would like to investigate how SkyMall can leverage big data to facilitate decision makings in daily operations as well as to gain a competitive edge against other competitors. One staff proposed the following two solutions:

- SkyMall may use their mobile app to track users' location. With the power of big data, SkyMall would be able to infer users' purchase behaviour and/or preference based on the places they have visited. For example, big data techniques would be able to discover statistically significant

patterns and relationships: people who visited place A are more likely to purchase item A than those who have not visited that place. Such information provides a cost-effective way to market particular products to people who need them the most.

- SkyMall could collect large amount of data from its consumers, and many other businesses would be interested in this data. SkyMall can inform customers in the terms and conditions on the platform that the data (transactional data, product browse history, product review) will be shared with third parties. No one would actually read terms and conditions before they click "I agree".

You have been engaged by SkyMall to write a report that will be submitted to the CIO for deliberation. Your report should address the following:

1. Explain the definition of big data (as a technology); and
2. Investigate how big data applications can be adopted in SkyMall. Your report should propose big data applications that address any three of the four responsibilities of SkyMall; it should also address the ways that big data can be used by SkyMall to compete with other online retail platforms that specialise in particular regions or countries;
3. Discuss the ethical issues, if any at all, in the two solutions proposed above. Your discussion should apply either of the following two ethical positions: consequences-of-actions position or virtues position;
4. Discuss privacy, and social issues of the potential big data applications for SkyMall;
5. Make three recommendations as to how SkyMall can leverage big data in their business.

You have to complete this investigation and write a report for the CIO in the next four weeks. Since this is an initial investigation, the report should not contain in-depth technical details.

Please note that you might need to make some assumptions about the company in order to write this report. These assumptions should match the information in the case study and not contradict with the objectives of the report. They should be incorporated in the introduction of your report when you describe the organisation and outline the problem to be solved. Relevant assumptions should be incorporated when addressing tasks 2, 3 and 4 above. To avoid loss of marks, do not make assumptions that are not relevant or contradictory, or will not be used in your report discussion.

Specifically, your report should include the following (word count details are approximate guidelines**):**

1. Title page: download and use the title page template provided to you in Moodle. Fill in the table on the first page of the template, read the entire document and print your name at the end of the document. You are required to submit this title page as a **separate** file together with another file containing the remaining parts of your Report as detailed below. Not included in the word count.

2. Executive summary: should include the purpose of the report, the problem including key issues considered and how they were investigated, your findings, and an overview of your recommendations. This part should be approximately three quarters of an A4 page but must not be longer than one (1) A4 page. Not included in the word count.

3. Table of Contents (ToC): should list the report topics using decimal notation. Need to include the main headings and subheadings with corresponding page numbers, using a format that makes the hierarchy of topics clear. Because you are including a ToC the report pages should be numbered in the footer as follows: title page has no page number; preliminaries should use Roman Numerals and the main text (from the start of the introduction) to have Arabic numerals ('common numbers' – i.e. 1,2,3,etc.) commencing at 1. Create the ToC using MS Word's ToC auto-generator rather than manually typing out the ToC. Instructions can be found here https://support.office.com/en-gb/article/Create-a-table-of-contents-or-update-a-table-of-contents-eb275189-b93e-4559-8dd9-c279457bfd72#__create_a_table. Not included in the word count.

4. Introduction: provide a brief description of the organisation as given in the case scenario including any assumptions, a concise overview of the problem you have been asked to research, the main aims/purpose of the report, the objectives to be achieved by writing the report (include the tasks outlined in the case study) and how you investigated the problem. Provide an outline of the sections of the report. Should be approximately 250 words.

5. Body of the report (use appropriate headings in the body of the report.): Define key terms you will use in your report that are directly related to the problem and the technology considered. Then present your ideas on the topic and discuss the information you found in your research that was relevant to the report's objectives. Provide an analysis of the information that you gathered. Ensure that you explore the tasks listed in the case study scenario.

   Do NOT use generic words such as 'Body, Body of the Report, Tasks' as section headings. Create meaningful headings and subheadings that reflect the topic and content of your report. Should be approximately 1850 words.

6. Conclusion: restate the purpose of the report and key issues investigated and the related findings based on your research and analysis. Explain the significance of your findings for addressing the problem stated in the case scenario and any limitations. State how your report has achieved its objectives and any future work to be considered. Should be approximately 250 words.

7. Recommendations: three recommendations required. Format according to the Report Writing Guidelines discussed in the Unit. Should be approximately 150 words.

8. Reference list. Not included in the word count.

9. Appendices if necessary. Not included in the word count.

Note: Additional information regarding this assignment may be placed on the Moodle Unit website as required. Check the Moodle Unit website at least once a week for further information relating to the report. Regular access to the Moodle Unit website is a requirement of this Unit.

Other Assessment Requirements

For Part A:

Your response should be structured as a report (chapter 5 of textbook), written in accordance with standard academic writing principles (chapter 4 of textbook). The report must be written **using your own words** with any in text citations clearly provided (see *Referencing Style* subsection below). You may discuss the assessment task with other students and the lecturing staff but you must **WRITE the report YOURSELF in your own words**.

You will need to conduct research to support your arguments using **at least ten (10) but no more than 15 current** references. Note that all the references you choose to use should be evaluated using the Triple-R framework in the research stage of preparing your Report (do NOT include this evaluation in the Report). You must have a minimum of ten (10) current references in your reference list**. At least six (6) of these references should be from refereed academic journals and conference proceedings.** Other references could be sourced from books, industry websites and magazines. All sources should be current that is, within the last 5 years (published from **the 1st January 2015 onward**). Minimum requirements relate to a Pass mark. You are encouraged to use more than the minimum requirements (up to 15 for a HD mark for References 2 criterion) for a better-quality outcome to your report through improving the quality of your analysis.

The assignment should demonstrate a logical flow of discussion, and be free from typographical, spelling and grammatical errors. It should be prepared in MS-Word (or equivalent) using 12-point font (Times New Roman), 1.5 line spacing and margins of 2.54 cm. The final outcome must be clean and tidy.

It is highly recommended that you make an appointment with the Academic Learning Centre (ALC) to get your report checked prior to submission **AT LEAST ONE WEEK** before the due date. The ALC can check your report for correct structure, referencing, paragraphing and some language issues.

Referencing Style

Your report must include in-text referencing and a correctly cited list of references ordered alphabetically by surname of first author, in accordance with the *CQU APA referencing style* of referencing as referred to in the **American Psychological Association (APA) abridged guide updated Term 3 2019** available from: https://www.cqu.edu.au/student-life/services-and-facilities/referencing/cquniversity-referencing-guides.

The report must be written using your own words with any in text citations clearly acknowledged using the *CQU APA referencing style*.

Helpful information on referencing techniques and styles can also be found on CQU's referencing webpage:

https://www.cqu.edu.au/student-life/services-and-facilities/referencing

Marks will be deducted for poor referencing, falsifying references, having less than ten (10) recent references, or for significant variations to the required word length.

Use quotation marks for direct quotes and you must include the author, date and page number(s) with the quote as per the referencing standards.

Academic Integrity

Students must write the Report themselves. You may be asked to prove that you have written the Report. You should keep evidence that you have written the Report yourself, for example, early drafts of your Report, and annotated copies of references and notes of using the Triple R technique to evaluate the references. Once the assessment is marked, the Unit Coordinator (or nominee) may request additional written information and/or an oral discussion to clarify the student's understanding of the submitted work. Failure to comply and/or to demonstrate an understanding of the Report's content could result in 0 marks for the Report.

ALL assignments will be checked for plagiarism (material copied from other students and/or material copied from other sources) using TurnItIn. If you are found to have plagiarised material or if you have used someone else's words without appropriate referencing, you will be penalised for plagiarism which could result in zero (0) marks for the whole assignment. If you falsify references you will also be penalised. In some circumstances a more severe penalty may be imposed such as having a plagiarism incident raised.

The University's **Academic Misconduct Procedure** is available in the policy portal https://www.cqu.edu.au/policy.

Useful information about academic integrity (avoiding plagiarism) can be found in the ALC resources on the Moodle Unit website and at:

https://www.cqu.edu.au/student-life/services-and-facilities/referencing

https://www.cqu.edu.au/student-life/services-and-facilities/referencing/cquniversity-referencing-guides

Guidelines with respect to self-referencing are available on the COIT20249 Moodle website.

Part A Report Submission

The report has to be submitted using the COIT20249 Moodle Unit website on or before the due date. The submission link can be accessed through the Assessment block.

You are required to submit TWO MSWord files (.doc or .docx). One for the title page, and the other for the remaining part of the Report. Please make sure you submit those two individual files and not to zip/compress them into one file. You must NOT merge these two files into one MSWord file. You will be marked down for combining two files into one. See marking criterion – Report Layout below.

Before submitting your assignment, you should check it against the detailed assessment criteria in the following table to ensure that you have satisfactorily addressed **all the criteria** that will be used to mark your report.

It is your responsibility to ensure that your report is **submitted** for grading. At the due date of the assessment Moodle will auto-submit files that have been uploaded and left as drafts. However, any files uploaded after the due date **must be manually submitted.** This means that if you have been granted an extension or are uploading a late assessment (after the due date) you must complete the Moodle submission process. Further details on completing the submission process are available via the 'Moodle Help for Students' link in the Support block of your Moodle website.

If your report is left as a draft in Moodle after the due date it will accrue a late penalty. Late submissions attract a penalty of 5% per day of the total available mark for the individual assessment item. See the **Assessment Policy and Procedure – Higher Education Coursework** in the policy portal https://www.cqu.edu.au/policy.

Note: if your Report is auto-submitted the submission will not be reverted to draft unless there are extenuating circumstances. Any request is to go to the Unit Coordinator and must be supported by evidence.

For Part B

Viva on the report will be conducted in Week 11 and 12 (during the workshops for internal students and at a pre-scheduled time for online students).

Internal students need to be present at the workshops for the viva. No mark can be allocated for Part B if students are not present at the workshops to complete the Viva.

Online students need to be available for the Viva at the scheduled time (as discussed with the Unit Coordinator). No mark can be allocated for Part B otherwise.

If you miss the viva for a reason allowed by the *Assessment Policy and Procedure (Higher Education Coursework)*, please contact your workshop lecturer (online student should contact the Unit Coordinator) as soon as possible. You will need to provide evidences to be considered for any alternatives. Otherwise you will be marked zero for Part B.

In addition to verifying references used in the report during the Viva (Part B), random checking of the references will also be conducted when marking the Report. Once the assessment (Part A and B) is marked, the Unit Coordinator (or nominee) may request additional written information and/or an oral discussion to clarify the student's understanding of the submitted work. Failure to comply and/or to demonstrate an understanding of the Report's content could result in 0 marks for this assignment.

Marking Criteria

This assessment is criterion referenced which means your work is assessed against the criteria in the marking rubric below.

Criteria	Quality					Total Mark
	High Distinction	Distinction	Credit	Pass	Fail	
Executive summary	The executive summary contained: - a brief description of the purpose of the report - the definition of the problem, key issues explored, and how they were investigated - a summary of what you found and what you concluded - overview of your recommendations - meets the recommended length as in given the specifications.	The executive summary contained the proper sections and generally well written but there is some room for improvement.	The executive summary had sections which were too brief. Did not include enough detail.	The executive summary lacked clarity and has incomplete or missing sections. It did not clearly explain the problem, how it was investigated and your recommendations.	Entire sections of the executive summary are missing. There is a lack of detail and the problem is not well explained. Executive summary too short or long - did not meet the structural requirements in the specifications	**3**
Table of contents	Lists the report topics using decimal notation. Includes meaningful main headings and subheadings with corresponding page numbers. Format makes the hierarchy of topics clear. Auto generated using MS Word. All pages are numbered in the report	All the headings and subheadings are present in the table of contents with correct corresponding page number. But there is some room for improvement Pages are numbered in the report.	Some things missing from the table of contents. Pages are numbered in the report	Includes the main headings only. Pages are numbered in the report	Table of contents missing or very poorly done. Pages are not numbered in the report.	**1**
Introduction	Set the scene for the report; gave some background information for the topic. Included a brief description of the organisation.	The introduction contained the proper parts but there is room for improvement.	The introduction had parts which were too brief. Did not include enough detail.	The introduction lacked clarity Had a number of incomplete or missing parts.	The introduction was missing or was a repeat of the executive summary. It did not clearly introduce the report.	**4**

	Stated the objectives of the investigation. Included the problem you are addressing and the key issues to be explored. Explained the research method used to gather information. Outlined the sections of the report.			It did not clearly introduce the report.	Introduction too short or long - did not meet the structural requirements in the specifications	
Body of the Report: Selection and sequencing of subject material; including evidence.	Selected exact amount of relevant material that supports argument with no contradictions. Substantial, logical, & concrete development of ideas. Arguments were logical and clear. All tasks in the specifications addressed. Assumptions were made explicit. Key terms were defined. Details were relevant, original, and convincingly interpreted.	Selected large amount of relevant material. Offered solid development of ideas but less original reasoning. Most of the tasks in the specifications were addressed. Assumptions were not always recognised or made explicit. Key terms were defined. Contained some appropriate details or examples.	Selected adequate amount of relevant material. Some development of ideas; not much original reasoning. Some of the tasks in the specifications were addressed. Assumptions are not always recognised or made explicit. Most Key terms were defined. Contains some appropriate details or examples. Contains some appropriate details or examples.	Selected adequate amount of material not all of it relevant. Not much development of ideas. Very little original reasoning. Only a few tasks were addressed. Offered somewhat obvious support that may be too broad. Some Key terms defined. Details were too general, not interpreted, irrelevant to problem, or inappropriately repetitive.	Selected too little material or material that is irrelevant. No development of ideas or original reasoning. Minimal addressing of tasks related to the report topic. No key topics defined. Offered simplistic, undeveloped, or cryptic support for the ideas Key information not supported by any evidence. Inappropriate or off-topic generalisations, faulty assumptions, errors of fact.	**12**
Conclusion	Problem restated clearly, main points and supporting arguments summarised. Stated the significance of the findings and that the objectives of the report had been met. No new material.	The conclusion contained the proper parts but did not include enough detail. No new material.	The conclusion had parts which were too brief or missing. Did not include enough detail. May have included some new material.	The conclusion lacked clarity and had incomplete or missing parts. It did not clearly conclude the report.	The conclusion is missing or was a repeat of the executive summary. Conclusion was difficult to understand or not linked to the overall purpose of the Report. Included new material.	**3**

				May have included some new material.	Conclusion too short or long - did not meet the structural requirements in the specifications	
Recommendations	Suggested 3 specific actions to address the problem. Actions were clearly based on the findings of the report.	Suggested 3 specific actions relevant to the problem. Actions were based on the findings of the report but there is some room for improvement	Suggested 2-3 actions that were relevant to the problem. Not all actions were based on the findings of the report.	Suggested at least 2 actions. Not all actions were relevant to the problem. Not all actions were based on the findings of the report.	Recommendations missing or irrelevant to the problem and/or did not relate to the findings.	**3**
Organisation and structure of the Report: - ideas/main points; - grammar, punctuation and spelling; and - structure of sentences and paragraphs.	Sequence of ideas was effective. Excellent sentence structure. Well-constructed paragraphs; clear linkages between paragraphs. Written expression was clear and correct; Grammar excellent; correct use of punctuation; minimal or no spelling errors; and evidence of thorough proof-reading. Observed professional conventions of written English and report format.	Sequence of ideas was good. Good sentence structure. Linkages between paragraphs were mostly appropriate. A few errors in grammar. Made occasional problematic word choices or syntax errors. A few spelling or punctuation errors. Observed professional conventions of written English and report format; made a few minor or technical errors.	Sequence of ideas did not always flow in a logical manner. Some good sentence structure. Linkages between paragraphs could be improved. Some brief, undeveloped paragraphs. Some distracting grammatical errors. Errors in punctuation and spelling. Little evidence of proof-reading. Needed to observe professional conventions of written English and report format; made few errors.	May have had abrupt shifts and ineffective flow of ideas. Some awkward sentences; paragraphs not well linked. Paragraph structure not well integrated; contained extraneous information. Some major grammatical or proofreading errors. Language frequently weakened by inexact word choices. Spelling errors. Needed to observe professional conventions of written English and report format; made repeated errors.	Poorly worded sentences. No linkages between paragraphs. Showed minimal effort or lack of comprehension of the assignment. Numerous major grammatical and spelling errors which seriously detracted from understanding the writing; or incomprehensible. Did not meet professional conventions of written English and report format. Evidence of poor planning and/or no serious revision of writing.	**3**
Report Layout - Title page; - length and formatting.	Title page contained all necessary information. Correct length as specified. Tidy final version - including no, track changes or unnecessary spacing or indentations, correct alignment of sections. Formatted using 12 point font (Times New Roman), 1.5 line spacing and margins of 2.54 cm.	Title page contained all necessary information. Correct length within +/- 100 - 200 words of the required length. Mostly tidy final version Formatted correctly but missed one key requirement.	Title page contained all necessary information. Reasonable length within +/-200 - 300 words of the required length. Tidy final version. Some minor formatting errors.	Some necessary information was missing from the title page. The title page was not submitted as a separate file. Outside the 10% of required length - within +/-300 - 500 words of the required length.	Title page missing or missing necessary information. Too short (<2000 words or too long >3000 words). Extensive improvements need to ensure good layout. Formatted incorrectly.	**2**

				Can improve the final version appearance. Major errors in formatting.		
References (1): Evidence of research and analysis of the references based on the ARE framework. Selection and use of references based on the Triple R framework (relevant, reliable, and reputable).	Thorough research indicated; clear well-thought out analysis clearly integrated into discussion. Analysed and evaluated information in great depth. Used references to support, extend, and inform, but not substitute writer's own development of ideas. Combined material from a variety of sources. Did not overuse quotes. All references conformed to the Triple R framework and recent (within the last 5 years).	Research was generally thorough; analysis was generally well done; integrated into discussion. Analysed and evaluated information in considerable depth. Used references to support, but not substitute writer's own development of ideas. Combined material from a variety of sources. Did not overuse quotes. Most references conformed to the Triple R framework and all were recent (within the last 5 years).	Some evidence of research; basic analysis; some integration into discussion. Analysed and evaluated information in reasonable depth, some description. Used references to support, but not substitute writer's own development of ideas. Combined material from a few sources. Did not overuse quotes. More than 50% of the references conformed to the Triple R framework and recent (within the last 5 years).	Basic research; weaknesses evident in analysis. Little evidence of analysis and evaluation of information; recounted and described. Used relevant references but lacked in variety of references and/or the skilful combination of references. Combined material from a few sources. Quotations and paraphrases may be too long or not well integrated into the text. Most of the references did NOT conform to the Triple R framework or were NOT recent (older than the last 5 years).	Little or no evidence of research and analysis of information. Neglected important references relevant to the problem. Inappropriate or off-topic generalisations, faulty assumptions, errors of fact. Overused quotations or paraphrasing to substitute writer's own ideas. Possibly used source material without acknowledgement. Selected references did NOT conform to the Triple R framework - including much older than the last 5 years.	**3**
References (2): In-text citations and reference list. • Current references – published within last 5 years;	More than ten current references 14 - 15*. Approximately 60% or more of the references were academic references; All of sources are very well reputed. Thorough referencing. Citations and reference list accurate and consistent with APA referencing style. All citations/references listed. *Note: Use of more than 15 references not penalised but no extra marks. Excessive number of references may impact on the original development of ideas and hence marks to other criteria.	More than ten current (up to 13) references including more than six academic references. Not all of the sources are very well reputed. All citations/references listed.	At least ten current references including at least six academic sources. Some errors in APA referencing style for citations and/or reference list. All citations/references listed.	At least ten current references but less than six academic references. Some errors with APA referencing style. Incomplete reference list. References not cited properly in text.	Less than ten current references. None or only one or two academic references. Inconsistent with APA referencing style. Significant problems with citations and references.	**3**

Viva on report (will be taken during workshops in week 11 and 12)	Excellent explanation/answer of all the questions asked by the lecturer/tutor. Well explained/justified the information presented in the report Demonstrated in depth understanding of the topic of the report. Could answer all questions regarding the references being used in the report. Well demonstrated that the report has been written by the student.	Good explanation/answer of all the questions asked by the lecturer/tutor. explained/justified the information presented in the report Demonstrated very good understanding of the topic of the report. Could answer all questions regarding the references being used in the report. Well demonstrated that the report has been written by the student.	Well explanation/answer of all the questions asked by the lecturer/tutor. Explained/justified the information presented in the report but there is a room for improvement. Demonstrated good understanding of the topic of the report. Could answer all questions regarding the referenced being used in the report. Demonstrated that the report has been written by the student.	Somewhat good explanation/answer of all the questions asked by the lecturer/tutor but there is room for improvement. Explained the information presented in the report to some extent but there is room for improvement Demonstrated basic understanding of the topic of the report. Could answer all questions regarding the references being used in the report. Demonstrated that the report has been written by the student.	Student could not answer all (or most of the) questions asked by the lecturer/tutor. Could explain the information presented in the report to some extent but lots of improvement required. Demonstrated poor understanding of the topic of the report. Could not answer all/most of the questions regarding the references being used in the report. Could not demonstrate that the report has been written by the student. Student was not present at the workshop for the Viva (and was not approved for the extension).	**3**
Comprehension	**The content of the report was unable to be read and understood by the marker and another independent reviewer. Therefore, the assessment will receive a 0 mark without further feedback.**					**40**