

BB5104 Web Development for Business

Module Name	Web Development for Business
Module Code	BB5104
Assignment Title	Student portfolio of work
Type of Submission	Project report, in a single Word document
Weighting of the assignment in the overall module grade	35%
Word Count/Time allocation (for presentations)	Maximum word count 2000, excluding programming code and words in images
Issue Date	17 th October 2016
Submission Date	Wednesday 11 th January 2017 9:00AM
Date of Feedback to Students	Wednesday 25 th January 2017
Where feedback can be found	Online in Turnitin

Assignment Task

The major part of the assessment for teaching period one is a logbook containing the activities from class and your solutions to the exercises on the web site.

As we progress through the material, there are a number of activities that we write in class. Associated with these are a number of practical exercises for you to practice your PHP programming. Both of these can be included in your final work.

You will electronically submit ONE appropriately structured word document. Each activity or exercise should include code and a screen shot, along with a (brief) summary of what each one is. A suggested layout is for each explanation, code snippet and picture to be on a single page of the Word document, although some will be longer.

The most recent set of exercises, including tips, tricks and issues that come out of class can be see on the module website online at <http://bit.ly/1MslPze>

Context/detail

Programming is an activity that requires both a background knowledge of the subject area and a skill in forming solutions to given problems; in this context the assignment has been designed to allow you to demonstrate the gradual accumulation of both of these.

Because of the way that the teaching material is layered from week to week, it is vital that you attempt the exercises in sequence (i.e. do not attempt to jump around missing weeks out). You should mirror this flow in your document structure, with titles indicating Week

numbers and subtitles indicating which activity or exercise you are attempting.

To ensure that independent learning can be identified and assessed, many of the exercises have the opportunity for differing designs and solutions. They also vary in complexity.

You do NOT have to include every exercise (but you can if you want to try); You CAN include non-working code – you are being assessed on demonstrations of your effort.

Grades will be awarded according to these criteria

40-50: Some exercises with some screen shots showing attempts at some of the exercises and activities. To achieve a passing grade of 40, it is expected that at least half of the exercises will have been attempted from *many* of the weeks. There may be exercises which do not execute correctly.

The module has been structured to encourage you to perform tasks as the weeks progress, which is vital in modules which contain both theoretical and practical material. If you do not attempt exercises every week, you will find this module difficult. Remember that the logbook is not just for completed / finished work – you can also include non-working solutions which you attempted but didn't get finished.

50-60: 60-80% of the exercises, well represented with accompanying information, will be shown. Most of them will be correct, with attempts at each weeks exercises having been included; some may not work.

The profile of students who achieve a better mark in this module are those that attempt exercises and participate regularly. Students who did not attend, left all the work until the end or did not engage with the subject area until the end achieved lower grades. There is a direct correlation between grade and work achieved throughout the module.

70+: 80-90% of the exercises will have been attempted (with most of them being correct). Every one will be well represented with appropriate accompanying information. Many of the harder exercises will be included.

Allocation of Marks

Section/element	Allocated Marks
Document structure, presentation and layout	10%
Solutions	90%

The following page shows the generic feedback boundaries for written work in the Faculty of Business.

**FEEDBACK ON THE WRITTEN ELEMENTS OF THE MODULE WILL BE BASED ON
UNDERGRADUATE L5 GRADE CRITERIA:**

CLASS	%	LETTER GRADE	OVERALL DESCRIPTION	GUIDELINE GRADE DESCRIPTIONS
First	85-100	A+	Outstanding	Your work meets all of the criteria described below for the A and A- grades. On top of that, it shows that you have an impressive grasp of the skills and knowledge covered in this module. Your work is also consistently effective in analysing key concepts that we studied and you draw on a comprehensive range of evidence, reflection and reasoned argument. Your work shows that you have followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.
1st	75-85	A	Excellent	Your work shows a detailed knowledge and understanding of the material covered in this module. You have taken a creative approach to the ideas and topics that we studied. Your work shows your ability to analyse ideas critically using evidence, reflection and reasoned argument based on the theories and principles that we covered. Your work shows that you are consistently able to identify and define problems and/or practical issues clearly and to choose appropriate methods to resolve them. Your work shows that you have followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.
	70-74	A-	Very Good	
2.1	67-69	B+	Good	Your work shows a good knowledge and understanding of the material covered in this module and you tackle a range of different ideas and/or contexts. Your work also shows that you are able to analyse ideas critically using the principles, theories and approaches that we covered in the module. Your work also shows that you are able to define problems and/or practical issues clearly and to choose appropriate methods to resolve them. Most of your work shows good academic practice in terms citation and referencing, presentation format and clear, accurate English.
	64-66	B		
	60-63	B-		
2.2	57-59	C+	Satisfactory	Your work shows some knowledge and understanding of the material covered in this module. Your work also shows that you are able to analyse material critically, but it does not always focus on key points. Your work shows that you have applied appropriate methods and tools to identify resolve the more straightforward problems and/or practical issues covered in the module. Your work follows good academic practice to some extent in terms of citation and referencing, presentation format and clear, accurate English.
	54-56	C		
	50-53	C-		
3rd	47-49	D+	Adequate	Your work shows that you have gained a basic knowledge and understanding of the material covered in this module. Your work tends to be descriptive, and your analysis is oversimplified. There is some evidence in your work that you have applied the methods and tools covered in the module appropriately to resolve straightforward problems and/or practical issues. Your work shows some evidence of good academic practice in terms of citation and referencing, presentation format and clear, accurate English, but this is not always consistent throughout.
	44-46	D		
	40-43	D-		
Marginal Fail	35-39	F5	Unsatisfactory	Your work shows only a limited knowledge and understanding of the material covered in this module. Your work is descriptive and shows little attempt to analyse ideas or arguments. You make some assertions without sufficient evidence to back up your arguments. Your work does not apply what we learnt appropriately to straightforward problems and/or practical issues. Your work has not followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.
Fail	34 and below	F4	Poor	Your work shows little knowledge or understanding of the material covered in the module. Your work is descriptive and shows no attempt to analyse ideas or arguments. You make assertions without putting forward the evidence to back them up. Your work suggests that you have not understood the methods and tools covered in the module well enough to apply them to ideas or problems. Your work does not meet most of the Learning Outcomes for this module. Your work has not followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.

Avoiding plagiarism

When you write an essay, report or dissertation you should always cite the published sources to which you quote, refer to or use as evidence, otherwise you are likely to be committing plagiarism, which is a form of academic misconduct with potentially very serious consequences. References need to be made both within the text and in a list at the end.

The aim in doing this is to ensure that somebody reading your work can easily find these sources for themselves. This applies to whether you are using a book, a report, a journal article or an Internet site. You will probably know from your own experience how much easier it is to find a reference when a reading list or bibliography is clear and unambiguous. There is help available from the library and online, including a range of videos such as those given below:

https://mykingston.kingston.ac.uk/library/help_and_training/Pages/referencing.aspx.

<http://www.citethemrightonline.com/basics>

Do remember you can submit your work as many times as you like before the final deadline. It is a good idea to check your Originality Report and ensure that any potential plagiarism is eradicated for your work by rewriting in your own words and referencing correctly. The staff on the BLASC desk in the LRC will be able to advise on this. Here you can find out how to access your Originality Report:

https://studyspace.kingston.ac.uk/bbcswebdav/institution/Support/Student_Guide_to_Turnitin_v2.pdf?target=blank

Additional helpful resources can be found here:

<http://www.youtube.com/watch?v=1yYf8AihndI>

The best way to avoid academic misconduct or plagiarism is to use your own words at all times; do not cut and paste from other work.

Illness or other mitigating circumstances

By submitting an assignment you are declaring yourself fit to take the assessment therefore please make sure that if you are unwell you understand our mitigating circumstances process. The most important thing to do is keep us informed if you are experiencing problems! See our regulations on this link:

<http://www.kingston.ac.uk/aboutkingstonuniversity/howtheuniversityworks/policiesandregulations>