

Artificial Intelligence Feedback Form

Please read this feedback form in conjunction with the comments on your work

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Comments: Your submission demonstrates a thorough and innovative understanding of the selected technology, complemented by an in-depth and critical market analysis. Your coherent structure, linkages between sections and evidence showcase your wider understanding of the module and you should be very proud of yourself - well done! You have provided exceptional depth in the research on the organisation and the AI problem which has been clearly outlined. You have provided comprehensive insights in this report and have conducted a well-structured analysis here - brilliant! The clarity of your argumentation is supported by an extensive array of sources which is critical and supported with an evidence-based approach. Disruption to market changes caused by the technology is clear, structured, articulate and the argumentation you make is critical. Your solution to the AI problem is excellent and well-supported through a thorough secondary research and data displayed throughout. Your creative approach and critical analysis is really commendable here. Your writing is of an excellent standard, with clear, concise and well-structured sentences. Excellent adherence to the UWE Harvard referencing system which enhances the professional quality of your work. Overall, an excellent piece of work - I am very proud of you!			

Artificial Intelligence Marking Grid – Industry Report

Please read this marking grid in conjunction with the comments on your work

Please see marking grade via the page below.

What Markers Will Look For	Excellent 70% +	Good 60% +	Pass 50% +	Fail >50% +
Selected Technology and Market Analysis (20%)	Demonstrates innovative and creative insights into the selected technology and displays a comprehensive grasp of the market. Your analysis should delve deep into various aspects of the chosen technology, highlighting its significance within the industry. The presentation should be well-structured, and coherent, substantiated by ample supporting evidence throughout.	Provides a good understanding of the chosen technology and its influence on the market. The insights presented are valuable, signposts the reader and encompassing diverse perspectives and accompanied by clear and well-founded rationales. There is some descriptive but on the whole this is critical throughout.	Demonstrates a reasonable understanding of the selected technology and its applications within the chosen market. While the analysis shows a basic grasp of the technology's relevance to the market, there is an absence of secondary research integration. Additionally, the descriptions provided lack relevance and fail to consistently align with the context and focus of the analysis. This section lacks coherence and does not flow.	Very poor or entirely irrelevant understanding of the selected technology and its suitability within the chosen market. The market analysis provided is purely descriptive, lacking any semblance of coherency, cohesion, or logical layout, which ultimately disrupts the reader's comprehension and engagement with the content.
Background Research On Organisation and AI Problem (25%)	Demonstrates an exceptional level of research, delving deeply into the chosen organisation's background and the intricacies of the AI problem. It provides a clear outline of the AI problem within the market, offering a thorough analysis that goes beyond solely the surface level. You will offer an insightful examination of barriers, scope, and previous efforts associated with the AI problem and provide secondary research to support rationales. You will provide a wide array of relevant and credible sources, ensuring the content is well-supported and thoroughly informed. The overall clarity and understanding of organisational practices are thorough, with supporting evidence throughout.	A good submission showcases a solid research effort in exploring the selected organisation and the AI problem. It offers a good array of insights, providing an examination of the organisation's background and the intricacies of the AI problem relating to the company of choice. The overall clarity and rationales are of a good standard with a clear and well-structured presentation.	You have provided a general understanding with limited research conducted on the selected organisation. You have addressed the AI problem at hand but this is descriptive and lacks critical analysis. You have provided minimal insights, contributing to a basic understanding of how the AI problem impacts the organisation of choice.	Limited secondary research and knowledge of the chosen organisation. When outlining the AI problem there is little to no relevancy as to how this problem coexists and a failure to encapsulate this to the organisation. Limited or no insights pertaining to the company of choice and a tendency to be descriptive throughout with no critical analysis.
Disruption and Market Changes (20%)	Very clear and structured examination of how the technology has transformed the market and its key players. The analysis is comprehensive, offering a deep understanding of how market dynamics have evolved due to the disruption of the AI technology with critical and supporting evidence throughout.	A good analysis of the disruptions instigated by the chosen technology in the selected market with references to competitors and how the market has evolved. You will provide insights into the transformative effects on the market and some description will be present.	A basic analysis of the disruptions brought about by the chosen technology within the selected market. It offers generic insights into the transformative effects on the market and its key players with hardly any supporting evidence. The analysis is limited in depth, providing a fundamental examination of how market dynamics have evolved due to the disruption which is highly descriptive. Limited analysis of how the market has evolved with limited linkages between sections.	Inadequate or no analysis of the disruptions caused by the chosen technology in the selected market with a high degree of description. It provides minimal to no insights into the transformative effects on the market and its key players and general statements are plastered throughout. The section lacks examination regarding how market dynamics have evolved due to the disruption, resulting in a deficient presentation of findings.
Solution to the identified AI Problem (25%)	An excellent depiction of how the AI problem can be fixed with a solution strategy that is supported through secondary research, data and clear arguments being made. You will be creative in your approach justifying throughout with critical analyses being made throughout.	A good submission offers a well-thought-out solution to the identified AI problem which is articulate and generally supported throughout with statistics and wider secondary research. It demonstrates good insights into how the proposed solution addresses key aspects of the problem with linkages being made alongside viable arguments.	A passing submission presents a basic and limited proposal of a solution to the identified AI problem which is heavily descriptive. It offers interesting alternative approach into how the proposed solution may address some aspects of the problem, but this section will lack substance. The analysis is limited in depth, providing a fundamental examination of the potential impact of the solution on the organisation and the market.	A failing submission indicates a limited understanding of your solution strategy to the identified AI problem. It provides minimal to no insights into how the proposed solution addresses the problem and you provide no evidence to support raised arguments or rationales.
Standards of Writing & Presentation (10%)	Excellent standards of spelling, punctuation, grammar & sentence structure. You conduct an appropriate writing style with an excellent standard of presentation. In-text citations & reference list conform well to UWE Harvard requirements.	Very good/good standards of spelling, punctuation, grammar & sentence structure. Appropriate writing style on the whole. Very good/good standard of presentation. In-text citations & reference list conform to UWE Harvard requirements on the whole, several errors.	Competent/adequate standards of spelling, punctuation, grammar & sentence structure, a few errors. Appropriate writing style to some extent. Competent/adequate standard of presentation. In-text citations & reference list conform to UWE Harvard requirements to some extent, a few errors.	Weak standards of spelling, punctuation, grammar & sentence structure, several errors. Inappropriate writing style in several places. Weak standard of presentation. In-text citations & reference list conform to UWE Harvard requirements to a limited extent, numerous errors.