

**NCKU, IMBA - FEEDBACK, PEER REVIEW**

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<b>THE GROUP YOU ARE ASSESSING:</b>		<b>Save your file. Use this format: group being assessed your group.doc</b> <b>So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.</b>	
<b>TW TIGER</b>			
<b>YOUR GROUP NAME:</b>			
<b>JIT</b>			
A	B	C	D
Are ideas presented connected with the aim of the project?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

40%	25%	15%	10%
Comments (space will expand as you type) Use animation would be more attractive. Good film connects with the case- target customers, such as youth, couples, families. points are clear, easy to understand			
Grade (%) 90%			

## **Rules and process**

### Rules.

- The spirit of feedback should be positive and constructive.
- Personal attacks are not acceptable.
- This is not an opportunity to deal with past grievances.
- Avoid personalizing your comments e.g., “Bob comments in section one are rubbish”.
- Keep comments as objective as possible.

### Process

The following are some notes to help you with this process.

- Focus on constructive comments that include the positive and negative e.g.:  
*The section on company background is simple, clear and easy to follow.*  
*The format on p.6 changes. See the font size there as compared to p.5.*
- Keep comments as objective as possible by highlighting sections/position  
*We found your research question 2 (section 3.1.2) hard to understand.*
- In terms of the sections above (ABCD):
  - A: Does the group cover key aspects of the material? *E.g., if it is a proposal are the nine sections included?*
  - B: Is relevant detail included in each of the sections? *E.g., Is the part of the proposal on time frames cover the period of the course? Are the questions/objectives clear, precise?*
  - C: Is the layout easy to follow and attractive? *E.g., are sections numbered? Page numbers? Bullets used?*
  - D: Is this a group effort? *E.g., Does the report flow as a 'whole' or does it look like several parts with little connection? Do the ideas compliment each other all the way through?*

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<b>TAIWAN TIGERS</b>	
<b>YOUR GROUP NAME:</b>	
<b>CANADIAN CLUB</b>	

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35%	25%	15%	5%
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Comments (space will expand as you type)

Good introductions

Verbal outline, start with a question, good. Gets attention.

Typo! NCKU, not NUKU

Food and Beverage table

-where did this info come from?

-Good visual layout, try to have the same number of points on each side, keeps things balanced

Facility and Environment - McD's, good shortening, balances with KFC

Marketing and Promotion - different images, KFC fewer ads, personal story and another question, good reconnect. Toys for marketing, specific example is good.

Good confidence in the presentation, good pace, relaxed.

Good video

Q&A -

Grade (%) 80%

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Comments (space will expand as you type)

No page numbers on slides

It was too bad that the video didn't work, but good idea

You should include charts in your ppt, since the case has lots of numbers (sales, market share, etc)

You should include some pictures (ex: a high risk driver (teenager, drunk driver etc)

'Strategy' slide: could have included pictures, and also that this strategy is a way they became successful, not the way they do business now

Overall, it was good and presented lots of information, but I think that you could have actually made more slides to split it up and make it less confusing and added some pictures.

Grade (%) 85%

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Comments (space will expand as you type) -Eyes catching with video. Pity though it did not work well. -Good content and explanation. -Can mention more about their innovations. -Good animation of PPT, can add page number.			
Grade (%) 85%			

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<b>TAIWAN TIGERS</b>	
<b>YOUR GROUP NAME:</b>	
<b>INSTRUCTOR</b>	

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5%	5%	5%	5%
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Comments (space will expand as you type)  
 Don't forget to tell us what you are going to talk about.

Nice connection between you points and the video - pity on the sound issue though.

live in the hospital = stay in the hospital

Key point - when need to use = Distress purchase

funded = founded

'Normal people' - try using the words standard (who is normal).

Insurance - all about risk  
 Approach focuses on getting information to calculate the risk (see how this doesn't work so well in the home insurance market). (Key quote)

Grade (%) 80%