

Feedback regarding Book Report 1

- Grammar is a big problem. Phrases are too long and confusing. Some people have a disorganised layout and lack of commas. **Please download and use Grammarly.** It is a free writing assistant that you can download.
- **Students don't read the questions.** Many students answer "How is the information from part 1 related to Ideas to Innovation?" without any relationship with Ideas to Innovation.
- Even though they relate the answer in a vague way to Ideas to Innovation, they don't specify this with **key words** such as "The way in which part 1 relates to Ideas to Innovation is ..." The reader has to "guess" that it is related to ITI.
It is good practice to use "key words", in order to prepare for internship and job applications. Companies have software applications that try to match the key words from their job description with key words in the CV and Cover Letter of the applicant. If the applicant doesn't have those exact keywords (not synonyms!), then the application doesn't go through, to HR, for further processing.
- Read the content once again before submitting. Many of these errors could be easily spotted with a **thorough final read**.
- Students use "**you**" a lot in the text. They should use "I", "we" or "one". For example "The process you need to follow" should be "The process one needs to follow" or "The process students need to follow" (you could replace students with "engineers", "entrepreneurs", etc., according to the context).
- **Report title** has funny names, or it is just a plain name. Any piece of material submitted to LMS or sent via email should have a meaningful and professional name.
For example: "Eddie Custovic – Book Report 1".
- **Add your name** at the top or bottom of each page. The submissions don't get mixed up on LMS, but it is a good practice for when you will send CVs, Cover Letters or other type of documentation.
- **Make it concise and address the key points effectively.** You don't need to write with very big letters, to take more space. You are not being marked on the length of the submission, but on the quality.

Please make sure you read the feedback carefully and you consider it for all the materials you submit for the rest of the semester.