BMS0013 Dissertation Feedback Sheet

Student Name: Martina HLAVATA  u1273515
Marker's name: Glenn Hardaker

Specific criteria: An Evaluation of Applicability of the UK Business Model to the Conditions of the Czech Market

Research problem:
- Formulation
- Focus
- Rationale

Literature review and use of theory:
- Critical awareness of relevant theory
- Range of reading
- Relation to research questions
- Independent research

Subject related conceptual framework and methodology:
- Development of subject related conceptual framework
- Appreciation of methodological issues
- Rationale for research approach
- Conduct of data collection
- Awareness of strengths and weaknesses

Analysis:
- Data presentation
- Appropriate analysis

Presentation and expression:
- Referencing
- Presentation
- Use of language

Discussion and Conclusions:
- Evaluation of findings
- Reference back to the literature
- Placing of work in its broader context
- Quality of conclusions

<table>
<thead>
<tr>
<th>Internal consistency of dissertation</th>
<th>Comments and justified grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argument Internal consistency Use of information to sustain argument Awareness of strengths and weaknesses</td>
<td>Martina has made a major effort. She provides a clear focus from the beginning and this continues throughout the dissertation. Excellent dissertation.</td>
</tr>
</tbody>
</table>

Grade: A

Percentage mark 80%  Agreed mark 80%