BHS0029 Management Dissertation Feedback Sheet: 2018-19

Student Name and student number:	Denisa Zagarova U1871022
Dissertation Title:	What does sustainable business in the Czech Republic look like?
Supervisor name:	M McEachern
Markers name:	M McEachern

Overall Quality of Writing including referencing, presentation, style and internal consistency: Overall, a good dissertation which is generally well written and well-structured. Some statements require more theoretical support but perhaps this is due to translation? Referencing could be improved relating to use of direct quotes. Also references are numbered at the end but not throughout the text.	15%
Abstract, Introduction, Aims and Objectives: Good abstract and very good background and rationale provided. Research aim and research objectives are clearly outlined. There is an opportunity to give the reader a bit of background around the Czech Republic here. It's very difficult to claim that one company is "representative" of a country unless you can support this.	10*
Literature Review: Very good overview of the sustainability literature within the context of CSR. However, there is an opportunity to develop the critique more across the sections.	25*
Methodology: Very brief mention of the research philosophy. However, the overview of research design and ethical considerations is good and well supported. The sampling section could be more detailed as could information on the sample of in-depth interviewees. Analysis overview is very good.	15*
Research Results, Analysis and Discussion: Good reporting of the data from the case study but it would be useful to see where this data has originated from secondary data or via your interviews. Discussion appears rushed and offers limited comparison against the literature. No quotes are provided from the participants.	25*
Conclusions and Recommendation: Clear and relevant conclusions drawn but linkages to the research objectives are provided in the discussion chapter rather than here. Limitations acknowledged and recommendations for future research provided. Useful to add some managerial recommendations for the case study company.	10*

Mark (please enter the mark given by first or second marker)	62%

Moderated Final Mark	Agreed Mark
1st marker signature............ M McEachern .... 2nd marker signature............	62%

Turnitin match % (to be completed only by first marker) | 22% |

NB. 8% of which is due to self plagiarism from the first draft.

BHS0029 Management Dissertation: Marking Criteria 2018-19

	Suggested weighting
Overall Quality of Writing including referencing, presentation, style and internal consistency: The overall quality of the dissertation needs to consider: i) degree of internal consistency; ii) acceptance of the dissertation research process; and, iii) the quality of the overall contribution claimed by the student. Additionally, the degree of conformance to the APA 6th Ed referencing standards, also the style and visual presentation of the written report should considered. Finally, in terms of format and structure the value of good use of appendices...knowing where to put things really does impact on flow and readability.	15%
Abstract, Introduction, Aims and Objectives: The abstract should have a brief description of the thesis, the problem to be explored, how it was investigated and the key findings. It needs to tell the reader what the work is about. A clear problem needs to be presented, the context described and the importance of investigating the problem emphasised. General aims can be presented but objectives must be clear and unambiguous. Specific research questions may be presented here. Hypotheses are expressions of belief that can be tested statistically. Some indication of intended research techniques is required.	10%
Literature Review: Relevant general theory needs to be presented along with previous research that is pertinent to the specific problem. Clearly research on theoretical aspects will draw on texts, whilst previous research will likely be a combination of academic articles and to a lesser extent texts. Selected sources need to be relevant and properly referenced and accompanied by an in-depth discussion. A summary bringing the existing theory and research together needs to be provided identifying the potential gaps and opportunities for further research. It should be made clear that the specific research question emerge from the review and not just picked at random. This is preparing the ground for presentation of the next chapter on methodology used.	25%
Methodology: An acknowledgement of alternative research approaches is needed, followed by a justification for the methodological approach used in this report. This should lead to a rationale for the choice of method and provide a clear description of data collection instrument construction in the context of the literature review. Students need to present the issues involved in collecting the data, potential limitations, and ethical issues of their research.	15%
Research Results, Analysis and Discussion: The analysis needs to be appropriate given the method used to collect data. Statistical techniques are required for quantitative data and appropriate analytical techniques for qualitative data such as thematic analysis. In all cases the results need to consistently refer to the stated objectives and draw on key literature. Descriptive results should be avoided and presentation needs to be visually consistent.	25%
Conclusions and Recommendations: This section provides the opportunity to summarise the thesis, and should contain a specific analysis of the findings in the context of the original objectives. Where the student has gathered empirical data the relative value of this could be reflected upon in final conclusions. Limitations of current research should be presented with recommendations for further research. There needs to be clear reference to arguments developed in the literature review.	10%

	58%

Moderated Final Mark	Agreed Mark
1st marker signature..	60%
2nd marker signature............ M McEachern	

Turnitin match % (to be completed only by first marker) [ ]