

Module BHS0001 Business Undergraduate Dissertation

COMMENTARY, MARKING FORM and STUDENT FEEDBACK ACADEMIC YEAR 2012-2013

STUDENT NAME D MAKA;LSKY.....COURSE...BA EB.....

SUPERVISOR – 2ND MARKER NAMES.....K J ROWLES ; W MSWAKA.....

BRIEF TITLE OF DISSERTATION.....ANALYSIS OF THE DEPTH OF MARKET AND ENTREPRENEURIAL ORIENTATION OF MICRO AND SMALL ENTERPRISES IN VALASSKE MEZIRICI

COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas:
Topic, Aims & objectives, Theory/Literature Review/ Referencing, Research Methods, Analysis / Findings, Recommendations/Conclusions, Overall Quality of Writing

This is a very good piece of work. There is a clear abstract and the introduction contains an explicit statement of the aims of the dissertation with the supporting objectives. There is a background section which contains useful information. The literature review is a particular strength of the dissertation. Well constructed and a logical development of material. Plethora of references which are up-to-date. Very good understanding of the concepts and well articulated.

Methodology has an appropriate balance of generic and specific material and demonstrates the relationship between secondary material and the proposed investigation. Conduct of study has been planned and adjustments in light of pilot study. Small sample for statistical testing. Very comprehensive reporting of results and clearly related to secondary material. Succinct discussion and recommendations. What are the consequences/lessons?

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