

BHS0029 Management

BHS0029 Management Dissertation Feedback Sheet: 2018-19

Student Name and student number:	Martin Zanda, 1871021
Dissertation Title:	Consumers perception of sustainability of a food system in Czech Republic
Supervisor name:	John Lever
Markers name:	John Lever

Overall Quality of Writing including referencing, presentation, style and internal consistency: This dissertation contains some good data and ideas. However, it is too broadly conceived to be really insightful. The writing style is fine in most places, but overall the refencing is poor, sparse and inconsistent. It would have been better to focus on one element of sustainable food systems and/or sustainable consumption, for example, on organic food or food waste.	15% 8
Abstract, Introduction, Aims and Objectives: The abstract is ok, but the aims and objectives are quite broad and could have been focussed more effectively.	10* 6
Literature Review: The literature review looks at a wide range of issues pertinent to sustainable food systems, but this often reads as a precis of different aspects of the food system rather than a review of literature in a given field, i.e. sustainable consumption or consumer behaviour. There is little conceptualization,	25* 15
Methodology: The literature review contains some good ideas about different methods, but overall it is very descriptive and there is not much in the way of research design. Issues like sample and ethics are not considered.	15* 7
Research Results, Analysis and Discussion: The results are presented poorly as a numbered list in relation to the questions. There is no depth and no visualization.	25* 10
Conclusions and Recommendation: There are some conclusions and recommendations, but this section reflects the earlier inconsistencies.	10* 4
Mark (please enter the mark given by first or second marker)	50%

Moderated Final Mark	Agreed Mark 50%
1 st marker signature John Lever	
2 nd marker signature.....	

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

10%