

# Trent Global

Student Name: Joshua Nathan  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

It's a good work that you make an essay in the form of an academic paper, but you should use more journal articles to support your essay. There is a good critical analysis of the literature coupled with a connection to practice. You tell a story by providing a good structure and commentary. Arguments are presented but I may not agree with your arguments. It does slightly look like a paraphrasing essay rather than extracting from your own thinking. Referencing is spot on and the list at the back is presented although I found some missing references. The essay therefore demonstrates your understanding of the business management concepts you have chosen to concentrate upon. You need practice more in conducting a literature review and developing your critical analysis to improve your skills in the future work.

Regardless your understanding in business management, it seems to me that you still have to improve your management skills in term of implementing the commitment to follow the system where ever you get involved in. Your excuses are not supposed to affect you delay the submission. Once again, a successful business is always followed by an appropriate strategy and the right implementation.

I also would like to convey my sympathy to your father and I hope he will be better soon. Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: C

Signature of Academic ..... Date: .....

Student Name: Edward Vinoth Riyenzie Pieris

Module: D31BM

Coursework Title                      Essay

Marker's Name: Fredy Kurniawan

Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay starts with the business strategy and history of an organization and conveys a basic understanding of business management concepts and principles. But, there are few sources that you used to critically examine contemporary thinking and theories on strategy. There is also large absent in the essay that does not show a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest that you also learn how to properly reference others work especially figures used in the text. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **D**

Signature of Academic ..... Date: .....

Student Name: Chai Yoke Foo  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay conveys a basic understanding of business management theories. There is evidence of some basic analysis and there are adequate references but what is largely absent in the essay is a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you rely too often on quotations and do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. You could also have had the essay edited to help improve the grammar and other simple aspects of essay writing. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **D**

Signature of Academic ..... Date: .....

Student Name: Mathiarasan Chellam

Module: D31BM

Coursework Title                      Essay

Marker's Name: Fredy Kurniawan

Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This is a very good essay that conveys a deep understanding of business management theories. There is evidence of some basic analysis and there are adequate references without giving a large absent in understanding of theory and its connection to practice. You have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay. The essay also flow and tell its story. Referencing is spot on, but you need to learn more how to arrange your citation in various ways, and the list at the back is professionally presented. The sources you have used are of a high quality and reflect significant review and analysis of your part. The essay therefore demonstrates a very high understanding of the business management concepts you have chosen to concentrate upon. The essay presents good arguments and you have captured the essence of your analysis, arguments and story well within the conclusions.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **B**

Signature of Academic ..... Date: .....

Student Name: Gek Choo Sharon Cheng

Module: D31BM

Coursework Title                      Essay

Marker's Name: Fredy Kurniawan

Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> x	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay conveys a basic understanding of business management concepts and principles. But, there is lack evidence of any basic analysis and what is largely absent in the essay is a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest that you also learn how to properly reference others work especially figures used in the text. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. You could also have had the essay edited to help improve the grammar and other simple aspects of essay writing. I think the skills of conducting a literature review and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **D**

Signature of Academic ..... Date: .....

Student Name: Muralitharan Ganeshanadam

Module: D31BM

Coursework Title                      Essay

Marker's Name: Fredy Kurniawan

Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay conveys a basic understanding of business management concepts and principles. But, there is lack evidence of any basic analysis and what is largely absent in the essay is a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest you also learn how to properly reference others work especially figures used in the text. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. However, I found that your essay has 50% similarity from your references via turnitin system. **I doubt that your essay is from your original work.** I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: E

Signature of Academic ..... Date: .....

Student Name: Darren Gannon  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay conveys a basic understanding of business management concepts and principles. There is evidence of some basic analysis and there are adequate references but what is largely absent in the essay is a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest that you also learn how to properly reference others work especially figures used in the text. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **D**

Signature of Academic ..... Date: .....

Student Name: Hwee Ming Koh  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay conveys a basic understanding of business management concepts and principles, but there are few sources that you used to critically examine contemporary thinking and theories on strategy. There is also large absent in the essay that does not show a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest you also learn how to properly reference others work. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **D**

Signature of Academic ..... Date: .....

Student Name: Kong Wai Jong  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x <input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay only retells the business strategy and history of an organization without giving any critically examination. There are also none sources that you used to critically examine contemporary thinking and theories on strategy. There is also large absent in the essay that does not show a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest you also learn how to properly reference others work. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. Moreover, I found that your essay has 46% similarity from your references via Turnitin system. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **F**

Signature of Academic ..... Date: .....

Student Name: Dinananath Parshuram Kubal

Module: D31BM

Coursework Title                      Essay

Marker's Name: Fredy Kurniawan

Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory		Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>

This essay starts with the business strategy and history of an organization and conveys a basic understanding of business management concepts and principles. But, what is largely absent in the essay is a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest that you also learn how to properly reference others work especially figures used in the text. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. However, I found that your essay has 76% similarity from your references via turnitin system. **I doubt that your essay is from your original work.** I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and your dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: F

Signature of Academic ..... Date: .....

Student Name: Lee Ming How  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X <input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This essay retells the strategy and story of an organization. There is lack evidence of literature review and what is largely absent in the essay is a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest you also learn how to properly reference others work especially figures used in the text. The essay would also have benefited from a greater level of commentary to help it flow and tell its story – you do not provide links by way of commentary from one part of the essay to the next. There is also a large section of discussion missing throughout that helps me to understand your thoughts and pick my way through your essay. However, I found that your essay has 57% similarity from your references via Turnitin system. **I doubt that your essay is from your original work.** I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: E

Signature of Academic ..... Date: .....

Student Name: Shoo Hoe Lim  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

This essay starts with the business strategy and history of an organization and conveys a basic understanding of business management concepts and principles. But, what is largely absent in the essay is a deep understanding of theory and its connection to practice. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest that you also learn how to properly reference others work. The essay would also have benefited from a greater level of commentary to help it flow and tell its story. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: C

Signature of Academic ..... Date: .....

Student Name: Raya Mugan Rajakumar

Module: D31BM

Coursework Title **Essay**

Marker's Name: Fredy Kurniawan

Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

It's very rare that you get an essay like this to read. There is very little I can add to help make this essay better.

There is a great review of the literature coupled with a connection to practice. You also have done a great job of telling a story by providing significant structure and commentary. Referencing is spot on and the list at the back is professionally presented whilst some of your references are missing the year taken. The sources you have used are of a high quality and reflect significant review and analysis of your part. The essay therefore demonstrates a very high understanding of the people and organizational concepts you have chosen to concentrate upon. The essay presents good arguments and you have captured the essence of your analysis, arguments and story well within the conclusions. You could also have had the essay edited to help improve the grammar and other simple aspects of essay writing.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **A**

Signature of Academic ..... Date: .....

Student Name: Solaimalai Venkatachalam

Module: D31BM

Coursework Title                      Essay

Marker's Name: Fredy Kurniawan

Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	x <input type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

This essay starts with the business strategy and history of an organization and conveys a good understanding of business management concepts and principles. You also have done a good job of telling a story by providing significant structure and commentary. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest that you also learn how to properly reference others work. The essay would also have benefited from a greater level of commentary to help it flow and tell its story. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **B**

Signature of Academic ..... Date: .....

Student Name: Tan Chau Yang  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x <input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

This essay starts with the business strategy and history of an organization and conveys a basic understanding of business management concepts and principles. You also have done a job of telling a story by providing structure and commentary. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest you also learn how to properly reference others work. The essay would also have benefited from a greater level of commentary to help it flow and tell its story. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **C**

Signature of Academic ..... Date: .....

Student Name: Tan Kah Wee  
 Module: D31BM  
 Coursework Title                      Essay  
 Marker's Name: Fredy Kurniawan  
 Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

This essay starts with the business strategy and history of an organization and conveys a basic understanding of business management concepts and principles. You also have done a job of telling a story by providing structure and commentary. You would have benefited from doing a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay and improve the level of understanding, argument and analysis. I suggest you also learn how to properly reference others work. The essay would also have benefited from a greater level of commentary to help it flow and tell its story. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

Please do not hesitate to come and see me to discuss my feedback if necessary.

Grade: **C**

Signature of Academic ..... Date: .....

Student Name: Chen Wang  
Module: D31BM  
Coursework Title                      Essay  
Marker's Name: Fredy Kurniawan  
Date marked:

October 2009

Descriptor:	Excellent	Good	Satisfactory	Poor
Coverage of relevant literature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Research and analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Argument/Conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of sources/Reference list	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Style/Grammar/Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

This essay starts with the business strategy and history of an organization and presents a basic understanding of business management concepts and principles. You also have done a job of telling a story by providing structure and commentary. You do a literature review to reveal and deploy other sources such as academic journal papers to strengthen your position in the essay. I think the skills of conducting a literature review, referencing and developing arguments are areas that you need to work on for future essays and you dissertation – in doing this, future work will be significantly improved.

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Grade: **C**

Signature of Academic ..... Date: .....