

**HUDDERSFIELD UNIVERSITY BUSINESS SCHOOL
MODULE BHS0001**

**Business Dissertation: Methods and Implementation.
COMMENTARY AND MARKING FORM**

ACADEMIC YEAR 2011-2012

STUDENT NAME Jakub Rehak COURSE BASB
 SUPERVISORY – 2ND MARKERS
 NAMES D Harvey / V Fisher
 BRIEF TITLE OF DISSERTATION
Marketing Analysis of a Floorball Club and its Focus on its Stakeholders

COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas:
Topic, Aims & Objectives <i>Noten hoch aber not precise. General area ok but the exact questions are more fuzzy. Interesting topic</i>
Introduction/Aims & objectives
Literature Review <i>Quite good stakeholder analysis. Use of relevant literature in sports marketing + strategic mgmt. Not as well integrated as it could have been.</i>
Research Methods <i>Good discussion of the approach to be adopted. Review of methods available is rather brief.</i>
Analysis, Discussion & Conclusions <i>Interesting discussion of the floorball sports industry + the Prostagie case study. However it is rather descriptive</i>
Overall Quality of Writing including referencing, presentation, style <i>Writing style is generally good - easy to read - pleasant delivery</i>

MARK 58

AGREED MARK 60

[Signature]
22.5.12

[Signature]