

FACULTY OF BUSINESS & LAW

Program : PhD Business Management

Module Code :

Title :

Student Name:

Student ID :

Assignment Marking Break-Down

Item	Item Mark	Student Mark
Introduction to Problem, Objective	10	
Literature Review	20	
Research Methodology	40	
Data Analysis, Interpretation and discussion	20	
Conclusion(s), Referencing and Written Style	10	
Total Mark	100	

Category	Criteria	Comments
1. Introduction to Problem, Objective	• Articulation of research issue/problem • Coherence of the research aim(s) and objectives • Relevance and importance of the research issue	
2. Literature Review	• Comprehensive, rigorous and critical review of the literature • Appropriateness of theoretical concepts employed	
3. Research Methodology	• Relevant and effective research methodology • Rigour of application of the methods of investigation • Sample Size should be at least 150	
4. Data Analysis, Interpretation and discussion	• Quality and depth of research data • Appropriateness of methods of analysis • Rigour of application of the methods of analysis	

5. Conclusion(s), Referencing and Written Style	• Consistency of conclusion(s) with research objectives • Consistency of conclusion(s) with findings and discussion • Comprehensive of the implications of the conclusion(s) • Appropriateness of recommendations on the basis of the conclusion(s) • Organisation and logical sequence of the contents of the assignment • Comprehensive and correct citation of references and/or bibliography • Appropriate written style and use of language	
--	--	--