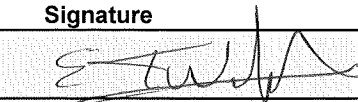




BSc Thesis evaluation Wageningen University

Fill out the single lined fields. Use a comma or a point as decimal sign, depending on the language chosen.

Name chair group	MST	Signature	
Name student	daniëlle van doorn		
Registration number	920617193070		
Study programme	BBC		
Specialisation	mngt		
Code thesis	YSS81812		
Short title thesis	Blue ocean strategy		
Date examination	28 March 2013		
Supervisor chair group	dr. e.f.m. Wubben		
Supervisor outside chair group (if so)			
Second reviewer/examiner	dr. W.J.J. Bijman		

Research competence (30-60%) *

- 1 Commitment and perseverance
- 2 Initiative and creativity
- 3 Independence
- 4 Efficiency in working with data
- 5 Handling supervisor's comments and development of research skills
- 6 Keeping to the time schedule

grading
mark 1-10

relative
weight *

8.5	}	8.4
7.5		
9		
7.7		
8.5		
9		

30%

Thesis report (30-60%) *

- 1 Relevance research, clearness goals, delineation research
- 2 Theoretical underpinning, use of literature
- 3 Use of methods and data
- 4 Critical reflection on the research performed (discussion)
- 5 Clarity of conclusions and recommendations
- 6 Writing skills

8	}	7.8
8		
7		
7.5		
8		
8		

60%

Colloquium (5%) *

- 1 Graphical presentation
- 2 Verbal presentation and defence

7.5	}	8.0
8.5		

5%

Examination (5%) *

- 1 Defence of the thesis
- 2 Knowledge of study domain

8.5	}	8.8
9		

5%

* please choose weights such that there sum is 100.

TOTAL	8.0
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FINAL GRADE	8
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Comment by supervisor

Comment by 2nd reviewer/examiner