

Evaluation of Bachelor Thesis

Student:

Student ID:

Title of Bachelor Thesis:

Supervisor: Prof. Dr. Bernd Skiera

Type of Thesis:

- Literature
 Empirical (Primary Data)
 Data Analysis (Secondary Data)
 Other:

	Not Applicable	Inadequate	Sufficient	Satisfying	Well	Very good
A) CONTENT (ca. 30%) [ca. 25%]						x
1) Setup, Structure & Weight of each Section						x
2) Objective/Illustration of Relevance						x
3) Connection of Objective/Problem & Theory/Methodology						x
4) Consistency in Argumentation						x
5) Critical Reflection on Approach Taken						x
B) APPEARANCE (ca. 20%) [ca. 15%]						x
1) Appearance & Formal Requirements						x
2) Spelling, Punctuation & Grammar						x
3) Appropriate (academic) Language						x
4) Clarity & Comprehensibility of Language						x
5) Appropriate Use of Figures & Tables						x
C) LITERATURE (ca. 20%) [ca. 15%]						x
1) Quality of Sources						x
2) Depth /Completeness of Literature						x
3) Correctness of Citations						x
4) Extraction of Relevant Information						x
D) EMPIRICAL STUDY (optional) [ca. 25%]						x
1) Quality of Data Collection						x
2) Quality of Data Analysis (statistics)						x
3) Quality of Conclusions of Analysis						x
E) LEVEL OF DIFFICULTY (ca. 30%) [ca. 20%]						x
1) Independence of Student						x
2) Innovation / Creativity						x
3) Commitment / Effort						x
F) DEDUCTION FOR FORMAL MISTAKES	0					
Overall grade	1,0					

Summary and Evaluation of Thesis:

Overall grade:

Frankfurt am Main,
Place, Date

Prof. Dr. Bernd Skiera
Goethe-University Frankfurt
Department of Marketing, Chair of Electronic Commerce