

## Undergraduate Thesis Assessment Rubric

Department of English, Faculty of Education, University of West Bohemia

Thesis Author: Martin Veselý

Title: Nature, CQ Exploration in the US with Focus in Business

Length: 46

Text Length: 47

<i>Assessment Criteria</i>	<i>Scale</i>	<i>Comments</i>
1. Introduction is well written, brief, interesting, and compelling. It motivates the work and provides a clear statement of the examined issue. It presents and overview of the thesis.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	
2. The thesis shows the author's appropriate knowledge of the subject matter through the background/review of literature. The author presents information from a variety of quality electronic and print sources. Sources are relevant, balanced and include critical readings relating to the thesis or problem. Primary sources are included (if appropriate).	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	There are sufficient resources but ideally a diploma work needs more resources. I would say the number of sources are a minimum.
3. The author carefully analyzed the information collected and drew appropriate and inventive conclusions supported by evidence. Ideas are richly supported with accurate details that develop the main point. The author's voice is evident.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	Analysis is good but cannot be "richly supported" because there is not enough diversity of sources.
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	
5. Conclusion effectively restates the argument. It summarizes the main findings and follows logically from the analysis presented.	Outstanding Very good <b>Acceptable</b> Somewhat deficient Very deficient	
6. The text is organized in a logical manner. It flows naturally and is easy to follow. Transitions, summaries and conclusions exist as appropriate. The author uses standard spelling, grammar, and punctuation.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	

7. The language use is precise. The student makes proficient use of language in a way that is appropriate for the discipline and/or genre in which the student is writing.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	
8. The thesis meets the general requirements (formatting, chapters, length, division into sections, etc.). References are cited properly within the text and a complete reference list is provided.	Outstanding Very good Acceptable <b>Somewhat deficient</b> Very deficient	APA format rules are not followed consistently

Final Comments & Questions

The author is an excellent writer with a muscular prose style, a confident voice, and enough experience in the real world to have something to say which gives the diploma an argument/critical analysis required of an academic thesis. Sadly there is not quite enough research here. Livermore is presented in a rather monolithic block at the start of the thesis and there is little diversity of secondary voices until about half way through the thesis. Eventually the Erin Meyer material begins to add some contrast but it is not enough, especially because she is saying much the same as Livermore. Meyer provides one of the key bits of information though concerning Mexican culture which acts as a subculture inside the larger pluralistic American fabric, (see graph page 30) which accounts for why the Mexicans were so taciturn when training new employees i.e. (indirect negative feedback). More detail should have been added to the dynamic at work between the Anglo management and the Mexican junior management and the new International employees. The author relies heavily on his personal experiences and but he should have reported on a bit more in terms of how assimilation occurred, though I recognize the author did address this issue somewhat in the conclusion. Still in terms of outcomes, I would like to know how successful the Czechs were working in a US restaurant. I am less interested in being given an example of American small talk via personal experience as the fate of the young woman who was reprimanded for talking too much when she should have been working, etc. I think there were other stories I heard from the author in conference that would have been helpful in the thesis. That is, Mexicans don't bond at work until they socialize outside of work. It would have been interesting to hear if the relationships with Mexicans grew a bit, evolved but this is not on the page. Then if the anecdotal evidence had been bolstered with some slightly more targeted research, this would have moved the diploma closer to excellence. Clearly the author was moving a bit too quickly to nail down APA format and there were mistakes in terms of the school's format requirements as well, but again, overall I must say the writing was a pleasure to read, the topic was interesting, almost like investigative journalism/ sociology, and the argumentative part of the thesis was persuasive.

Recommendation: velmi dobře

Supervisor/Reviewer: Brad Vice, Ph.D.

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