

To whom it may concern

Letter of reference for Kevin Kwee

I'm writing this letter of reference as the director of the MSc programme (MSc in Business Analysis and Strategic Management) that Kevin took, as well as being a tutor on a number of modules in 2017-18, as well as the supervisor of his challenging group project.

These experiences enable me to make a clear view of Kevin's skills and progression through the programme.

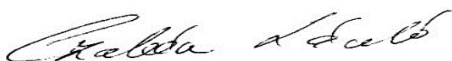
During his time at the Alliance Manchester Business School, Kevin took an interest in better understanding how to use unique tools and strategies to evaluate various aspects of the social and economic contexts of businesses. In his assignment for one of my module he carefully assessed the short and medium term impacts on a company, and made sensible recommendations.

In his live project (a compulsory element in MSc in Business Analysis and Strategic Management, and the equivalent of a dissertation), he worked closely with his team members, his client and the supervisor. He took the role of both, the leader and the team member, depending on the situation, and delivered a valuable report to the client with his team. He also showed his ability to find the right data, or approximate measures, for analysing obscure markets.

During the programme, he showed a strong interest in learning, questioning and bringing out conclusions. He was also able to utilize the highly international student cohort of the class to enhance his learning and also to lead as well as to follow students.

I don't have any hesitation of recommending Kevin Kwee for a job that involves advising companies externally or internally, or assisting senior management to achieve their aims.

If you need any further information, please don't hesitate to contact me.



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