

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Business plan: Possibilities of Launching Internal Social Networks at Czech Universities

Author of the Master's Thesis:

Peter Šándor

Goals of the Master's Thesis:

To prepare business plan for launching internal social networks at Czech public universities

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	90
Final grading	výborně (1)

Overall evaluation (cca 150 words):

In the theoretical part, the thesis first deals with the issue of business planning and then moves to the specific focus of the thesis - internal social networks and IT use in Czech education. In some parts of the thesis (e.g. Chapter 7), more sources might be used. The list of resources is not always used consistently and used in text (e.g. Tennent). Concerning sampling, I appreciate the use of students, teachers as well as interviews with deans. The sample of teachers is biased towards younger generations and it may limit generalizability of findings for delivering useful knowledge about the market. However, the author mentions possible limitations correctly, does not hide the risks and shows the potential of this business opportunity as well as risks and weaknesses.

Question: Is it somehow possible to measure financially the benefits of use of internal social networks? Such data might help in the sales process.

The name of the supervisor:

Martin Lukeš

The employer of the supervisor:

University of Economics, Prague