

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

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

Author of the Master's Thesis:

Bc. Peter Šándor

Goals of the Master's Thesis:

The goal of the thesis is to map and evaluate educational environment for possible implementation of internal social network at Czech universities.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and formal requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	96
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

Author provides reader with necessary theory on business plan and its creation. This is followed by section dedicated to social networks. Author also describes forms of IT that are used in the Czech educational system.
In the practical part he presents his research and the business plan, which reflects author's real life business insights.

Questions for defense:

- 1) How would you persuade students to get used to GECKO social network, when they are already familiar with other options for teamwork (Google apps, Facebook, etc.)?
- 2) GECKO is a B2B product, where the sales process is rather complicated. I appreciate the idea of educating the market first. Could you please elaborate on this idea?

The name of the opponent:

Ing. Jan Mareš

The employer of the opponent:

University of Economics, Prague

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

02 September 2015

Signature of the opponent