

# Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2015/2016**

Bachelor Thesis Topic: **Czech Cultural Standards from Kazakh Perspective**

Author's name: **Diana Kokumbayeva**

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Opponent: **Ing. Přemysl Průša, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	<b>2</b>
2.	Logical structure	<b>1</b>
3.	Using of literature, citations	<b>3</b>
4.	Adequacy of methods used	<b>1</b>
5.	Depth of analysis	<b>2</b>
6.	Self-reliance of author	<b>1</b>
7.	Formal requirements: text, graphs, tables	<b>1</b>
8.	Language and stylistics	<b>2</b>

## Comments and Questions:

Topic the Czech Cultural Standards from Kazakh Perspective has not been analysed before. The work focuses on the segment of Kazakh students studying in the Czech Republic.

The thesis is based on analysis of relevant cultural studies literature as well as the specifics of Czech history, geography and socio-economic systems.

The citations show some significant mistakes (p.9 source cited outside of the sentence), the stated source (Hofstede and Hofstede, 2010, p.46) at the page 11 is not part of the literature review. Literature is not in alphabetic order (p.51-54), citation of electronic sources is incorrect (for example p.51, source 11.Changingminds.org). There are also English language mistakes: syntax mistakes, sometimes missing words.

The group of respondents is relevant for the research, covers wide group of students studying at different universities in the Czech environment. However, the time length of interviews was relatively short for the qualitative research purposes. Interesting and important information might have not been identified.

Derived 12 Czech cultural standards from Kazakh perspective are accompanied with numerous examples from interviews.

The depth of analysis of chapter comparing the research outcomes with the theoretical background is comparing only one source and is rather shallow.

Thesis offers practical recommendations for Kazakh students planning to study at Czech universities.

## Questions:

1. Based on your identified cultural standards, where do you see potentially the most sensitive areas of clash between Czech and Kazakh culture?
2. What would you suggest to do at Faculty of International Relations to improve cultural competencies of its students and employees?

**Conclusion: The Bachelor Thesis is recommended for the defence.**

Suggested Grade:     **2**

Date: 05/07/2016

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