

Assessment of Bachelor Thesis – Opponent



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**
Ac. Consultant's Name: **Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**
Opponent: **Ing. Přemysl Průša, Ph.D.**

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

Comments and Questions:

The thesis is based on a well developed and structured theoretical framework, the used resources are rather on an average level.

I would like to appreciate the brief description of the Czech environment and cultural habits, even though I have not found a straight connection of these to the topic examined in the further text. Moreover, the history of the Czech Republic and Czech culture are described rather briefly, in my opinion.

The practical part is based on a research study, which is well designed and performed. The outcomes of the study are well analysed and commented, therefore these can also be useful in a further research and/or business practice.

It would also be interesting and valuable, to compare the discovered standards with some already existing ones (Nový?).

Last but not least, I need to mention there are frequent mistakes in the structure of the language and thus some parts of the text are a little blurred.

Questions:

1. Do you think that the Czech cultural standards have changed in the last 10 years?
2. What were the most important critical incidents mentioned by respondents?
3. Which from the discovered standards do you find rather “weak” – not confirmed exactly?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 05/14/2016

Ing. Přemysl Průša, Ph.D.
Opponent