

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 Vietnamese Perspective in Study and Work Environment**

Author's name: **Nguyen Ba Nguyen**

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 | 1 |
| 2. | Logical structure | 1 |
| 3. | Using of literature, citations | 1 |
| 4. | Adequacy of methods used | 1 |
| 5. | Depth of analysis | 1 |
| 6. | Self-reliance of author | 1 |
| 7. | Formal requirements: text, graphs, tables | 1 |
| 8. | Language and stylistics | 1 |

Comments and Questions:

Topic of the Czech Cultural Standards from Vietnamese Perspective in Study and Work Environment is very relevant given the current frequent contact between these two cultures in the Czech Republic combined with still insufficient description and understanding.

The thesis is based on profound analysis of relevant literature related to cultural studies. In-depth description of Czech and Vietnamese culture derived from history, geography, religion, key values and traditions combined with description of socio-economic and education systems gives solid and complex background.

The group of respondents is both relevant and sufficient for the research.

Eleven cultural standards were identified, of which 6 belonged to the study environment and 5 belonged to the working environment, interestingly accompanied with quotes from interviews. Derived cultural standards are thoroughly compared to theoretical backgrounds of Geert Hofstede and Fons Trompenaars researches.

The thesis is both interesting to read and brings practical recommendations for Vietnamese people when dealing with Czechs.

Questions:

1. Based on your identified cultural standards, where do you see potentially the most sensitive areas of clash between Czech and Vietnamese culture – at work or at private life?
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: **1**

Date: 05/05/2016

Ing. Zuzana Křečková Kroupová, M.A., Ph.D.
Academic Consultant