

Assessment of Bachelor Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2015/2016**

Bachelor Thesis Topic: **French Cultural Standards from Czech Perspective in Study Environment**

Author's name: **Barbora Sádlová**

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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	2
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	2
8.	Language and stylistics	2

Comments and Questions:

The theoretical part of the thesis is well composed, based on a sufficient number of resources and currently developed theoretical approaches.

Formally the thesis does not show significant shortcomings, I have noticed only marginal issues: several references are written using incorrect format, the conclusion should not be numbered, and there are few mistakes in language.

The research design is reasonable, research questions clearly defined, although I would appreciate an explanation, how the respondents have been chosen. Results of the study are well described using examples of the developed cultural standards. Generally I must point out, that the study shows a very high level.

There are just few issues to be criticised:

In the case of the factor "Politeness at any time" I would appreciate more comments from the author's side, not just copying the same examples, as were mentioned in several previous paragraphs (page 39, and 43 respectively).

The discovered cultural standards could also have been compared to the up-to-date theoretical findings explained in the theoretical part.

Questions:

1. Do you think that the place, where the Czech students stayed, can influence their perception of the French cultural standards? Have you discovered this tendency in your research, given your respondents stayed in different cities in France?
2. As you personally have spent one semester in France, could you confirm the outcomes of your study?
3. Do you think, that the existing stereotypes about the French culture have been confirmed?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 05/14/2016

Ing. Přemysl Průša, Ph.D.

Opponent