

***Bachelor's thesis evaluation by the supervisor***

***Title of the Bachelor's thesis:***

Strategic Analysis of Czech Airlines

***Author of the Bachelor's thesis:***

Polina Moiseeva

***Objectives of the Bachelor's thesis:***

Strategic Analysis of Czech Airlines

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	7
2. Demands on the acquisition of additional knowledge or skills	7
3. Adequacy and the way of the methods used	6
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	6
8. Formal layout and requirements, extent	5
9. Originality, i.e. it is produced by the student	6
10. Practical/theoretical relevance/applicability	7
<b>Total score in points (max 100)</b>	<b>63</b>
<b>Final grading</b>	<b>Good (3)</b>

***Overall evaluation and questions to be answered in the course of the defense:***

The author presents a standard strategic analysis of Czech Airlines. The theoretical part presents theoretical background and strategic tools. Although the author cites a sufficient number of sources, the presentation of the some tools should be more vivid than a list of the bullet points. The practical part of the thesis begins with the introduction of the company. It would be advisable to complete the company history to the present day, explain in more detail why the government decided to privatize CSA and especially to emphasize the long-term unprofitability. In the practical part of the thesis, the author does not cite sources from which she draws information and so often a commentary feels like the author's opinion. The author does not closely reflect actual trends that significantly influence the whole industry e.g. oil price, terrorist attacks etc. A formal aspect of the thesis is not flawless. The author is not following a recommended layout suggested for the thesis. I am not keen on two reference styles. Proofreading would improve linguistic level, because some sentences are formulated in a strange way.

Questions: 1. Discuss significant changes after Korean Airlines has become a significant shareholder. 2. Since the author more or less omits the long-term financial situation of the CSA, I want to ask what measures on the strategic level she proposes to improve the company situation?

***Name of the Bachelor's thesis supervisor:***

Ing. Ales Kubicek, PhD.

***Occupation of the Bachelor's thesis supervisor:***

Department of Strategy

May 25, 2016

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Signature of the Bachelor's thesis supervisor