

### ***Bachelor's Thesis Evaluation by the Opponent***

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

Strategic Analysis of Czech Airlines

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

Polina Moiseeva

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals 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 goals	6
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	6
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	4
9. Originality, i.e. it is produced by the student	6
10. Practical/theoretical relevance/applicability	6
<b>Total score in points (max 100)</b>	<b>62</b>
<b>Final grading</b>	<b><i>dobře (3)</i></b>

***Overall evaluation (cca 200 words):***

The aim of this bachelor's thesis is to perform the strategic analysis of CSA. This objective has been met. This bachelor's thesis is divided into two part, which correspond together. I don't understand, why VRIO analysis and BCG matrix are not discussed before SWOT analysis. It does not make any sense. Methods in theoretical part are described very superficially. Also I miss financial analysis. Practical part of this thesis is mainly written in a description way. The formal aspect of this work is at an average level, there are some drawbacks. Introduction, conclusion and references should not be numbered. Paragraphs have not the same format. Dot is always written behind the citations. The gaps between paragraphs are not the same size. Internet sources are not cited well (p. 47).

Questions: What are the benefits of your work? Why do you think competitive market is a sign of weakness, not threat? What is the difference between weaknesses and threats? Is financial capacity really a threat? How did you find that financial capacity is really a problem?

***Question/s from the opponent:***

***The name of the opponent:***

Petra Štamfestová

***The employer of the opponent:***

Department of Strategy

*I honestly declare that I am not in any allied relationship with the author of this Bachelor's Thesis.*

25 May 2016

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Signature of the opponent