

Posudek oponenta bakalářské práce

Studijní program: **Mezinárodní ekonomické vztahy**

Studijní obor: **International Business**

Akademický rok: **2016/2017**

Název práce: **Podnikání v Chile z hlediska zahraničního investora**

Řešitel: **Markéta Česká**

Vedoucí práce: **doc. Ing. Ludmila Štěrbová, CSc.**

Oponent: **Ing. Jaroslav Halík, MBA, Ph.D.**

	Hlediska	Stupeň hodnocení
1.	Stupeň splnění cíle práce	1
2.	Logická stavba práce	1
3.	Práce s literaturou, citace	1
4.	Adekvátnost použitých metod	1
5.	Hloubka analýzy ve vztahu k tématu	1
6.	Vlastní přístup k řešení	1
7.	Formální úprava práce	1
8.	Jazyková a stylistická úprava práce	1

Konkrétní připomínky a dotazy k práci:

The goal of BT is to analyse business environment of Chile and propose a model for doing business in the area of wellness and lodging on high professional level. The author chose the view of a foreign investor creating the business project, while defining any eventual shortcomings and suggestions for improvements. The methodology of the BT is based on an initial environmental analysis and consequencing synthesis leading to the outcome findings with relevant conclusions. The author has proved her ability to apply theoretical knowledge on practically oriented business report. She picked up very updated and relevant data and sorted them into the logical and explanatory order. The primary data gathered by her own field research have been very useful. They were used for formulation of the final conclusions and recommendations. There are many different works cited and a lot of bibliography attached. This clearly shows a long lasting interest and deep understanding of the topic. Especially contributonal are the Chilean government informational sources and comparative economic charts of International Organizations supplemented by the electronic sources acquired from Prague University of Economics library. I highly appreciate the practical part containing a comprehensive analysis and strategy formulation of the Atacamadventure Wellness & Ecolodge, accompanied with selected awards and photographic material. From the technical point of view the BT fully corresponds with the legal and academic requirements. Question: What risks and opportunities might the Atacamadventure Wellness & Ecolodge be facing in the future? Characterize short-term and long-term factors that can help or/and disrupt the business.

Závěr: Bakalářskou práci **doporučuji k obhajobě.**

Navrhovaná výsledná klasifikace práce: **1**

Datum: 9. 1. 2017

Ing. Jaroslav Halík, MBA, Ph.D.

oponent práce