

Assessment of the Master Thesis – Academic Consultant



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2014/2015

Master Thesis Topic: Global Financial Crisis and its Impact on German Automotive

Industry: a comparative study on Daimler AG, Volkswagen Group, BMW AG

Author's Name: Bc. Markéta Mecová

Ac. Consultant's Name: doc. Ing. Karel Brůna, Ph.D.

Opponent's Name: Ing. Jiří Pour

	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

Questions:

1. What specific areas of analyzed companies were the most influenced in time of global financial crisis?
2. Define specific strong features of each company based on results of your financial analysis.

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: excellent

Prague, August 23, 2015

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Academic Consultant