

# Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2016/2017**

Bachelor Thesis Topic: **Business Analysis of a Start-Up Company in the Czech Republic and Russian Federation**

Author's name: **Veronika Fomicheva**

Ac. Consultant's Name: **Ing. Jaroslav Halík, MBA, Ph.D.**

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	<b>1</b>
2.	Logical structure	<b>2</b>
3.	Using of literature, citations	<b>2</b>
4.	Adequacy of methods used	<b>2</b>
5.	Depth of analysis	<b>2</b>
6.	Self-reliance of author	<b>1</b>
7.	Formal requirements: text, graphs, tables	<b>2</b>
8.	Language and stylistics	<b>2</b>

## Comments and Questions:

The aim of the Thesis is to investigate the tourism markets in the Czech Republic and the Russian Federation, and to suggest an appropriate start-up strategy for a selected travel agency. The author firstly explains the theoretical terms and concepts, then focuses on political, economic, socio-cultural and technological factors influencing business conditions, and gives a comprehensive overview about the market of tourist services generally. In the last part the author suggests a business plan for touristic agencies operating in given territories. In the end the author summarizes major findings and brings interesting conclusion and recommendation. From the technical point of view the work meets all University of Economics in Prague requirements. Question: Differences in legislation regulating Czech and Russian tourist services markets.

**Conclusion: The Bachelor Thesis is recommended for the defence.**

Suggested Grade: **2**

Date: 15/05/2017

**Ing. Jaroslav Halík, MBA, Ph.D.**  
Academic Consultant