

Assessment of Bachelor Thesis – Opponent



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	3
2.	Logical structure	4
3.	Using of literature, citations	3
4.	Adequacy of methods used	3
5.	Depth of analysis	3
6.	Self-reliance of author	3
7.	Formal requirements: text, graphs, tables	3
8.	Language and stylistics	3

Comments and Questions:

The BT is according to the introduction of the BT aimed at investigation of the market of tourism services, comparison of doing business in the Czech Republic and Russia with the help of PEST and SWOT analysis and at creation of two business plans for the tourist agency. Unfortunately, the author does not explain what is the relation of those very different parts. As the BT does not have a clear aim, the structure cannot be clear as well and cannot lead the author to the goal. In reality, the BT just sets together several different pieces of texts, without any explanation why such texts are used. Moreover, some of the proposed texts are only lists of issues and topics, once more no explanation and no relations among them are provided. It is impossible to follow the author's thinkings – why she analyzed two markets for tourism services? why she developed two business plans? The author does not care about proper expression of her thoughts – she concludes with using of future temp, some sentences do not have sense at all, etc. Business plans are based on prices and expenses, but how the author calculated them? It seems it just an estimation from table. Moreover, in the conclusions, the author refers to profitability of fitness club !!! while she provided business plans for travel agencies. At the defence, the author should provide explanation to the mentioned points. It will depend on the relevance and logic of the explanation if the BT is graded 3 or 4. I do not have other questions.

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **3**

Date: 18/05/2017

doc. Ing. Ludmila Štěrbová, CSc.

Opponent