

Assessment of the Master Thesis – Academic Consultant/Supervisor



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2016/2017

Master Thesis Topic: Use of social media for educational services promotion

Author: Kolomatskyi Artem

Ac. Consultant's Name: PhDr. Ing. Antonín Pavlíček, Ph.D.

Opponent's Name: Ing. Jan Havlík, Ph.D.

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

Comments and Questions:

The author consulted his work very often, but he had problems to project instructions and advices into the written text. The theoretical part is fairly simple, in the practical part author has had struggled to obtain the data for analysis. Eventually, however, some data has been gained and author has done their basic analysis.

In general, this is a weak diploma thesis, but the basic demands required on the classification work are attained.

Questions for defense:

- 1 Explain the main innovative aspects of your work.
- 2 Explain in detail the conclusions you have reached.

Conclusion: Master Thesis is recommended for the defense

Suggested Grade:

Prague,

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Academic Consultant/Supervisor