

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Corporate Internal Communication - SharePoint and document sharing platform

Author of the Master's Thesis:

Klára Foltýnová

Goals of the Master's Thesis:

to analyse communication channels, knowledge, information and document sharing in Hilti and provide recommendations regarding content, structure, features and functionalities of Customer Knowledge Management Platform

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	8
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	87
Final grading	Very good (2)

Overall evaluation, additional questions or comments:

The diploma thesis is focused on corporate internal communication. Klara demonstrated understanding of the relevant theoretical framework, nevertheless the theoretical part could have been based on more extended set of resources. Her work is unique thanks to the practical part of the thesis which she based on relevant information and the combination of qualitative and quantitative approaches to analysis. I appreciated her thorough analysis and the detailed description of findings. The conclusions have been drawn appropriately from data obtained and the set of recommendations she has provided is highly applicable. Questions for the defence of the thesis: Were your recommendations accepted and implemented in Hilti?

The name of the supervisor:

doc. PhDr. Daniela Pauknerová, Ph.D.

The employer of the supervisor:

Faculty of Business Administration, University of Economics

10 September 2017

Signature of the supervisor