

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

L'Oréal as an employer of choice for the male target group

Author of the Master's Thesis:

Barbora Sádlová

Goals of the Master's Thesis:

Map out the perception of L'Oréal to help the Talent Acquisition team understand on where they stand with the male target group and suggest recommendations which shall help L'Oréal to attract male students and fresh graduates to join the company.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Results are well presented, discussed - substantiated, relevant and original (i.e. novelty produced by the author). They are of high practical/theoretical relevance.	20	17
	Goals	The goals of the thesis are evident and accomplished.	10	9
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	16
	Theory/ Conceptualization:	Demonstration of an in-depth understanding of the topic area (state-of-the-art) including key concepts, terminology, theories, definitions, etc. based on a literature survey. Literature review.	20	19
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	Terminology:	Linguistic and terminological level.	4	2
	Formalities:	Formal layout and requirements, extent, abstract.	4	1
	Citing:	Quality of citations and reflection of Ephorus results.	4	3
Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	

	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

The author demonstrated a good command of the literature and understanding of the relevant theoretical framework. The empirical part is based on the interview with an expert and a focus group. The analysis could be more clearly presented. The specificity and the scope of the sample could have been better explained and limitations of the research more discussed. I appreciate enthusiasm and effort the student put into the research.

Questions or comments to be discussed during the thesis defence:

Questions for the defence of the thesis: Have you already presented your recommendations to the company?

The name of the **Supervisor**:

Doc.PhDr. Daniela Pauknerová, Ph.D.

The employer of the **Supervisor**:

University of Economics

Date 29. 5. 2018

Signature of the **Supervisor**:
