

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Current practices in recruitment and selection and the case of FrieslandCampina

Author of the Master's Thesis:

Manouk van Dam

Goals of the Master's Thesis:

The aim of this thesis is to research the best way to recruit employees. The a focus will be on FrieslandCampina, its current recruitment process and how it might need to change its process to keep up with the current trends.

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	19
	Goals	The goals of the thesis are evident and accomplished.	10	10
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	17
	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	20
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	Terminology:	Linguistic and terminological level.	4	3
	Formalities:	Formal layout and requirements, extent, abstract.	4	3
	Citing:	Quality of citations and reflection of Ephorus results.	4	4
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 thesis is logically organized and goals are clearly set. The theoretical part of the thesis explains all necessary concepts and is based on relevant resources. The empirical part is based not only on semi-structured interviews but also on document analysis and observation. The student has worked independently on the thesis and was very active in gaining additional information.

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**:
