# University of Economics, Prague

## Faculty of Finance and Accounting
Study programme "Finance and Accounting"

# Master Thesis Evaluation

## Reviewer form

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|---|---|
| **Student name:** | *Kristine Steffi Ragan* |
| **Title of the thesis:** | *Sustainable Olympics* |
| **Year of the defence:** | *2018* |
| **Supervisor name and affiliation:** | *Doc. Ing. Karel Brůna. PhD. Department of Monetary Theory and Policy* |
| **Reviewer name and affiliation:** | *Ing. Kristine Gevorgyan. Department of Monetary Theory and Policy* |

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### THESIS CONTENT SUMMARY:

The Master Thesis analysis the history of Olympic games and in particular, the costs and benefits associated with hosting the Olympic games.

The thesis has six chapters in which a brief history of Olympic games is given followed by relevant Olympic and financial definitions. Furthermore, the author analyzes the development of the Olympic games including today's situation. In the last chapter, the author discusses her observations and presents a vision for the future and for a sustainable direction of the Olympic games.

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### OBJECTIONS AND REMARKS:

The thesis has an impressive collection of data and it is clearly written. Graphs are easily understandable and nicely done. The benefit cost analysis of the author is very interesting. However, there is one point that needs to be mentioned. Many host cities invest heavily in infrastructure to accommodate the Games. It is hard to measure the benefits of this type of investment because it can show up in many ways. For example, Barcelona radically changed the city for the Games which elevated the city as a touristic destination in the next years.  So the author needs to discuss not only direct revenues for the host city but also indirect or long run revenues coming from investing in the city's capital.

*QUESTIONS FOR THE DEFENCE:*

What are the indirect financial benefits coming from hosting the Olympic games for a city?

*ASSESSMENT:*

| Criterion | Excellent | Very good | Good | Insufficient |
|---|---|---|---|---|
| Aim formulation and fulfilment | ☒ | ☐ | ☐ | ☐ |
| Work with literature | ☒ | ☐ | ☐ | ☐ |
| Methods and data used | ☒ | ☐ | ☐ | ☐ |
| Results and their discussion | ☒ | ☐ | ☐ | ☐ |
| Formal aspects | ☒ | ☐ | ☐ | ☐ |
| **Proposed overall grading:** *1 - Excellent* | | | | |

Prague, 2. June 2018

**Signature**