

### ***Bachelor's thesis evaluation by the opponent***

***Title of the Bachelor's thesis:***

Business plan of the educational club "Next Generation"

***Author of the Bachelor's thesis:***

Olga Sheveleva

***Objectives of the Bachelor's thesis:***

To create a Business plan for the children development club "Next Generation", which will be able to successfully compete on the extra-curriculum courses market in Prague.

EVALUATION OF THE BACHELOR'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>81</b>
<b>Final grading</b>	<b>Very good (2)</b>

***Overall evaluation and questions to be answered in the course of the defense:***

Bachelor's thesis of Olga Sheveleva fulfills all requirements. In the theoretical part, she used a various number of resources and prepared the good background for the writing business plan. It could be supported by the method Lean Canvas – for the first presenting of the business model of the idea. For the practical part, I have two comments – first of all, it is about the survey which was done: I would recommend to keep it as a separated chapter of the thesis. Also, it seems to me that the results of the survey are not explained and implemented to improve the business plan in relevant part. SWOT analysis should be after the PEST and all other analysis – SWOT analysis is based on the results from PEST and others analysis. During the defense please specify more details about your survey. Are there any limitations of the survey?

***Name of the Bachelor's thesis opponent:***

Jana Müllerová

***Occupation of the Bachelor's thesis opponent:***

Department of Entrepreneurship

*I honestly declare that I am not in any allied relationship with the author of this Bachelor's thesis.*

June 15, 2018

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Signature of the Bachelor's thesis opponent