

# Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2018/2019**

Bachelor Thesis Topic: **Business Plan of Bavaria Motors in Charkov**

Author's name: **Viktoriya Denysyeva**

Ac. Consultant's Name: **Ing. Jaroslav Halík, MBA, Ph.D.**

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

|    | Criterion                                 | Mark<br>(1–4) |
|----|---|---------------|
| 1. | Overall objective achievement             | <b>3</b>      |
| 2. | Logical structure                         | <b>2</b>      |
| 3. | Using of literature, citations            | <b>4</b>      |
| 4. | Adequacy of methods used                  | <b>3</b>      |
| 5. | Depth of analysis                         | <b>3</b>      |
| 6. | Self-reliance of author                   | <b>4</b>      |
| 7. | Formal requirements: text, graphs, tables | <b>3</b>      |
| 8. | Language and stylistics                   | <b>3</b>      |

## Comments and Questions:

The Bachelor's Thesis analyses the business conditions in the region of Kharkov and tries to simulate a business plan for creating a second BMW dealer center in the North of Ukraine. I must say that the text is very unbalanced. From one point of view it brings a lot of very professional company's internal pieces of information (e.g. average income from car sales for 2020-2025, wages at different BMW job positions, prices of equipment for the body and machine shop BMW dealerships in Kharkov, etc.) but on the other hand the author has never elaborated on these data, and even did not consider them in her analyses. It almost seems as if the author had a complete existing business plan in hands, and made just compilations of some parts and pasted them into the BT. Her own added value is minimal if any, and the conclusions are chaotic and sharply contrast with high-quality contents in the inside chapters. In spite of all this, I appreciate the efforts of the author to collect the really interesting set of data, and her try to sort it in accordance with the academic requirements on writing dissertations. From the technical point of view, however, the BT lacks almost all standards of quoting resources. Questions: 1) In conclusion, you state that the payback period of the BMW dealer center project, which is worth 24 250 000 UAH, has been estimated for 4 years and 7 months. What arguments would you bring to prove it? 2) Why do you think the BMW company has selected the Kharkov region in Ukraine, and not any other location?

**Conclusion: The Bachelor Thesis is recommended for the defence.**

Suggested Grade: **3**

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