

Assessment of Bachelor Thesis – Opponent



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

Comments and Questions:

The BT has a clear objective and a clear structure. It fulfils the requirements given on this type of academic work, however, with a strong reservation. The main negative of the BT is that the sources are not quoted in the text and it is not clear what are the statements overtaken from the sources and what are the statements of the author. Sources are not, moreover, provided under charts and tables. Some tables do not have titles. The overall format of the BT is quite poor – the font within the BT changes sometimes, the formulations at some places consist just of presenting numbers or facts, one short sentence creates a paragraph (for example at the page 15). Some statements in the SWOT analysis lack arguments, the author does not distinguish clearly between weaknesses and threats, etc. For example what are the tariffs for importing car parts to Ukraine? The author write that they are high and finds it to be a weakness for establishing the BMW business (would it not be much more a threat?). Moreover, in some statements, the author does not use correct economic terminology, for example for expressing exchange rate risks, she writes about change in currency – does the author see the difference between currency and exchange rate? Or it is only a language insufficiency? What does it mean tariffs on shipping – shipping as a service cannot be a subject of any tariff. The text of the BT does not correspond to the Annexes – once more, the Annexes do not have sources, but it seems that they are sources from a real business plan. It is hardly to trust that the author worked on them in such details and does reflect them in the text of the BT. As for the sources, it is very strange that the author acceded them only in four days (23-25 February and 19 June), and already in 2015 – it seems that either she did not work on the BT since then or she does not provide all the sources used. Questions: The author should explain precisely what sources have been used and how, why so few sources were used, from where the detailed numbers and data are sources, and why some sources stated in the list of bibliography do not lead to the title stated. Only under this explanation it would be possible to recognize the BT defended. Furthermore, in order to prove that the author at least understand what she stated in the annexes, she should explain what does it mean “Civil and Erection work” and within it the “Excavation work under the “zero” cycle” – as such and its importance for the business plan?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **3**

Date: 05/01/2019

doc. Ing. Ludmila Štěrbová, CSc.
Opponent