

# Assessment of Master Thesis – Opponent



Study programme: **Applied Informatics**

Field of study: **Information Systems Management**

Academic year: **2018/2019**

Master Thesis Topic: **Applying the Product Management best practices in an IT start-up**

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Opponent: **Ing. Martin Potančok, Ph.D.**

	Criterion	Mark (1–4)
1.	Comprehensibility of the Master's Thesis topic and objectives	<b>3</b>
2.	Fulfilment of defined objectives	<b>4</b>
3.	Logical structure and cohesion of each parts	<b>3</b>
4.	Extent and relevance of description of the current level of knowledge	<b>3</b>
5.	Adequacy of methods in respect of the topic (selections of the methods and their application)	<b>3</b>
6.	Extent, quality and precism of description of the thesis's results	<b>4</b>
7.	Relevance and correctness of discussion of the thesis's results	<b>3</b>
8.	Correctness and relevance of information sources	<b>3</b>
9.	Grammar, stylistic style, terminology and overall formal and grahic level of the Master's thesis	<b>3</b>

## Comments and Questions:

This thesis focuses on the topic of product management best practices in an IT start-up. The topic is pretty interesting and relevant to current research, but it is necessary to mention that many authors are focusing on this topic. There is neither clear aim (only something like "author will try to demonstrate"), nor relation to IT. The abstract is too short without aim and outputs. A lot of statements are based on "author believes" without underpinning resources.

The chapter 3.6 describes the best methods of building a product from a project management and organizational perspective. It is not clear on what basis the best methods were defined. This also applies to the selection of Scrum. The chapter 3.7 is very superficial without any justification for the tool selection. There are descriptions of different canvas, but lean canvas model is missing, without any reasoning. Agile is not tied to the MVP chapter where it would be useful.

When considering the variants, it is not justified, only based on author's judgment.

The text of this thesis contains few grammatical errors. Sources are listed in footnotes, then listed at the end of the thesis, but there are not all of them (according to numbering). Document formatting quality is low (e.g. very poor data visualization, some parts are written by another font, direct quotations are not in italics etc.).

Overall, the thesis is below average, but acceptable if the defence is good.

Question to the defence: 1) Why are business processes marked as user flows?

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

Suggested Grade:     **3**

Date: 21/08/2019

**Ing. Martin Potančok, Ph.D.**  
Opponent