Report on **Bachelor / Master Thesis**

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

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Advisor:	**Balcar Petr**
Title of the thesis:	**Strategické řízení v neziskovém sektoru – návrh strategie pro Enterprise Leaders Platform**

This business topic bachelor thesis is primarily focused on a strategy redesign for a Czech nonprofit providing corporate social responsibility advisory services. The topic itself is a very challenging one and it provides a lot of room for an author's contribution. The goal of this work was to design a structured strategy for the related entity.

The thesis was conducted on the basis of a standard strategic management model and Balanced Scorecard performance management approach. There have been used more strategic management analytical methods as for instance SWOT, Competitive Profile Matrix, EFE Matrix, IFE Matrix, and Financial Ratios Analysis. To support the company strategy design a more in depth strategy has been formulated, including performance metrics. Implementation steps were considered and concrete recommendations have been formulated.

The author demonstrated a complex strategy management framework application and effectively used the Balanced Scorecard approach.

An in depth financial analysis and a forecast of future development after legal entity transformation was conducted as part of this thesis. The metrics designed have been appropriately selected and elaborated on the level of strategic initiatives. This enables a smother future strategy implementation. The thesis is based on a detailed strategy and BSC literature.

Suggested question for the defense is:
- "What are the key components of the strategy that the company is to focus on primarily in the current recession to increase an attractiveness of the nonprofit organization analyzed, while increasing efficiency of company processes conducted as well as competitiveness improviement?"

CATEGORY		POINTS
Literature	*(max. 20 points)*	18
Methods	*(max. 30 points)*	28
Contribution	*(max. 30 points)*	27
Manuscript Form	*(max. 20 points)*	18
TOTAL POINTS	*(max. 100 points)*	**91**
GRADE	**(1 – 2 – 3 – 4)**	**1**

REFEREE'S NAME: Petr Balcar

DATE: 10. 6. 2013

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REFEREE'S SIGNATURE

EXPLANATION OF CATEGORIES AND SCALE:

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong	Average	Weak
20	10	0

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong	Average	Weak
30	15	0

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong	Average	Weak
30	15	0

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong	Average	Weak
20	10	0

Overall grading:

TOTAL POINTS	GRADE		
81 – 100	1	= excellent	= výborně
61 – 80	2	= good	= velmi dobře
41 – 60	3	= satisfactory	= dobře
0 – 40	4	= fail	= nedoporučuji k obhajobě