

Report on Bachelor / Master Thesis

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

Student:	Anna Kortusová
Advisor:	Ing. Petr Balcar
Title of the thesis:	Revision of a Strategy In an Existing Entity

OVERALL ASSESSMENT

Contribution

The author demonstrates appropriate knowledge of the topic and the issues related to it in the presented thesis. The amount of original work and research needed to create the assessment of the company's current strategy and recommend a revised strategy is of great contribution. The thesis has a quality of a valued consultancy work.

Methods

The type of work and hence methods used by the author are somewhat untypical compared to standard theses submitted at the Institute since it would rather fit into a business administration subject field rather than economic theories. For that matter, I find it refreshing and appreciate the focus on highly practical, real-life, business-oriented research which contributes to the diversity of the University's academic footprint.

Case study approach is adequate for the thesis and mastered with excellence. The author analyses a selected company by means of critical review of current strategic management using SWOT analysis which is commonly used in business-related studies and research.

The review comprises both internal and external view and features a lot of market as well and detailed internal data, comparison to competition, and assessment of business processes and finance. Based on the review, the author provides suggestions of new - revised strategy using balance scorecard approach and sets key performance indicators for periodical review of the company's progress and results.

The author also provides recommendations of how to approach implementation of the revised strategy, which is somewhat high-level and reminds of a textbook lesson. The recommendations would have to be much tailored to the company's culture which may not be known to the author. However, the implementation roadmap to ensure successful transition is well delivered and nicely presented.

Literature

The thesis does not contain standard literature review typical for empirical research. The author rather reflects on the development of the particular subject field, approaches and methods of strategic management in the theoretical background section which is delivered in a comprehensible way.

The extent of the literature presented throughout this section as well as used in the thesis is sufficient for the type of work. The author demonstrates proficiency in working with various sources, critical thinking and references in a proper way.

Manuscript form

The thesis is well structured and is written in a language appropriate for a bachelor's thesis. The author shows great maturity in writing and composing academic texts. Smart use of headings, bullet points and page breaks contributes to the overall readability and neatness of the thesis.

The manuscript includes all the formal requirements such as lists of tables and figures, these are also clearly and properly titled throughout the text and well referred to.

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SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
<i>Contribution</i> (max. 30 points)	30
<i>Methods</i> (max. 30 points)	25
<i>Literature</i> (max. 20 points)	20
<i>Manuscript Form</i> (max. 20 points)	20
TOTAL POINTS (max. 100 points)	95
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: PhDr. Tereza Fišerová

DATE OF EVALUATION: June 4th, 2017

Referee 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