

Report on Bachelor / Master Thesis

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

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

OVERALL ASSESSMENT

Contribution

Anna Kortusová has done a thorough analysis of a strategy of a family business that she is very well familiar with. She did substantially contribute to the actual company management at multiple levels based on her full understanding of several concepts as process management, project management strategic management and performance management concepts. Her contribution includes a good matching of the respective theoretical frameworks with hands on management procedures. Her ultimate contribution is in a revision of an existing and a formulation of a future company strategy defined by strategic goals and strategic initiatives but also in a logical linking of the strategy drill down with relevant performance metrics that can be considered for an immediate implementation, testing and applying. During her work on the thesis, Ms. Kortusová demonstrated a good understanding of the company and was then able to contribute to company management by introducing new procedures. The whole process of strategy analysis, strategy redesign, introducing and designing a performance management model is a real contribution for other companies that may use an analogical process of management procedures' improvement.

Methods

Anna has conducted a thorough research of the company strategy and existing management tools and procedures, policies, resp. She had an access to managers at all levels as well as to internal norms and other management sources. Therefore, she was able to facilitate structured interviews, bring up issues, discuss possible alternative scenarios and suggest steps for performance improvement. The tools used are relevant to the research question being investigated, and well adequate to the author's level of studies. The thesis topic is comprehensively analyzed.

Literature

Ms. Kortusová very well selected relevant academic and management sources. The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.

Manuscript form

Anna did a very good job by delivering a well logically structured and neat document that fulfills not only all standard requirements on a bachelor thesis. In fact, her thesis due to its depth and hands on management approach tends to be close to a master thesis level.

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

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

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NAME OF THE REFEREE:

Petr Balcar

DATE OF EVALUATION:

June 5, 2017



Referee Signature

