TOMAS BATA UNIVERSITY IN ZLÍN
Faculty of Management and Economics

Master's Thesis Assessment
Supervisor's Report

Student's name: *Bc. Biljana Lazarevska*   MT Supervisor:*prof. Dr. Ing. Drahomíra Pavelková* Acad. year:*2016/17*

MT topic: *The project for improving the performance of selected company in the automotive industry in the Czech Republic*

In criterion 1, assess the thesis topic difficulty.
Assess criteria 2 - 6 as follows:
5 points – excellent – outstanding performance
4 points – very good – high-quality performance
3 points – good – fulfilled without reserve
2 points – satisfactory – with significant but not crucial insufficiencies
1 point – sufficient – meeting basic requirements only
0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	**4**
a) the analysed issue is complex	yes
b) data acquisition is demanding	yes
c) data processing is demanding	yes
2. Meeting the Thesis Objectives:	**5**
a) the thesis objectives are clearly defined	yes
b) the methods of thesis processing are clearly defined	yes
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	yes
3. Theoretical Background:	**5**
a) the theoretical background includes a critical literature review	yes
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	yes
c) literature sources are quoted properly	yes
4. Practical Application – Analysis:	**5**
a) the practical application contains theoretical knowledge	yes
b) the chosen methods were applied accurately	yes
c) the application of methods is described sufficiently	yes
d) the thesis contains an overall assessment of the status quo	yes

e) conclusions of analyses are well-founded	yes
5. Practical Application – Project:	**4**
a) the project part of the thesis extends the theoretical knowledge	partially yes
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	yes
d) suggestions are supported by fully adequate arguments	yes
e) the thesis includes the impacts of the recommendations	partially yes
f) the thesis meets the set objectives	yes
6. Formal Layout:	**5**
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master's thesis	yes
e) the graphic layout meets the requirements of Master's thesis	yes
TOTAL POINTS	**28**

Overall thesis assessment and questions for the defence:
(Both the Master's thesis supervisor and reviewer present their questions.)
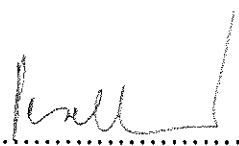
The master thesis is processed at a very good level with detailed analysis of sector and company performance development and KPI influencing performance. I appreciate analysis and discussion of global trends in automotive industry as a key factor influencing the future development of selected company which is analyzed. A detailed financial analysis, calculation of EVA and identification of company value generators contributed to deep analysis of company performance and recommendations what can be improved. The recommendations are scattered in the text, it could be valuable to summarize them. Risk and cost analysis which follows is concentrated on risks associated with global trends and EVA adjustments, discussion of risk connected with project results implementation should be deeper.

Question for discussion: On page 99 you introduced estimates of EVA development for next four years. Try to explain why the forecast of EVA using an accounting model of EVA and using an economic model of EVA give so different results.

The contents of Master's thesis handed over are identical with the electronic version entered in the IS/STAG. Based on the results, it was found that the thesis is free of plagiarism.

The thesis meets the criteria for the defence of the MT[1].

In Zlín on: *12/5/2017*

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Signature of Master's thesis supervisor

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[1] *The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.*