Bachelor Thesis Evaluation Form - Reviewer

Author	Anna Malakhova
Title	Wine And Wine Production from the Marketing Point of View
Thesis reviewer	PhDr. Marek Merhaut, Ph.D., MBA
Department	Hospitality Management

Evaluation scale for sub-criteria (corresponding to the ECTS scale)

Description	ECTS scale	Points
A = EXCELLENT : Criteria fulfilled in an exceptional and comprehensive manner, without errors.	A	10
B = VERY GOOD : Criteria fulfilled in an above average manner, but with small errors.	B	9
C = GOOD : Average; however, contains distinct errors	C	8
D = SATISFACTORY : Criteria reasonably satisfied, but with significant deficiencies	D	7
E = SUFFICIENT : Criteria fulfilled with serious deficiencies; just above the minimum	E	6
FX = FAIL : Criteria not fulfilled even at the most basic level required	FX	5
F = FAIL : Criteria completely unfulfilled, parts omitted or written in a manner not corresponding to the level of a bachelor thesis	F	≤ 4

Evaluation of sub-criteria for the bachelor thesis

When evaluating the sub-criteria for the bachelor thesis, it is necessary to focus on the **critical part**s of the work contained in the following three points. **Non-compliance with at least one of these criteria** (rating score 0 to 4) **means the work cannot be recommended for defense** even if the total number of points would allow it. **Comments should always be attached** clarifying and explaining the reasons for the evaluation of the individual sub-criteria.

Critical parts of the work

1.	**Definition of the aims and objectives of the work, its adequacy in view of the complexity of the work required**	**Points: 8**
(definition of aims and objectives of the work, its appropriateness to the topic of the thesis, consistency with the hypothesis elaborated)		
Comments: Student of the submitted thesis identified the objective of: is to analyse marketing environment of the Czech winery and the prerequisites of the Czech Republic for the wine tourism and then make some suggestions as for improving a marketing strategy suitable for the foreign and domestic customers using the results of these analyses. The hypothesis was a student is determined in accordance with the theme of the thesis.		
2.	**Methodology used in data collection and analysis and its suitability pertaining to the objectives of the study**	**Points: 7**
(overview of the methodology and its suitability in relation to the issues under consideration and the defined objectives of the study)		
Comments: A student identified for the development of their bachelor thesis submitted to the following methodology, which is: PESTLE method (microenvironment) and Porter model (microenvironment) and SWOT analysis. Furthermore, as determined by the methodology: using results of investigations, analysis of annual reports, and finally the analysis of specialized books on marketing and wine marketing and Internet research.		
3.	**Information resources including citations and references to sources used**	**Points: 5**

(range of literature, its topicality, formal correctness of citations, use of literature in the work, discussion of the literature surveyed and critical review)
Comments: The present bibliography is inadequate. The list of absent several printed book literature. In some cases, see their obsoleteness. When a student has selected this theme that I focused on the Czech Republic and its wine-growing wealth, one would assume that the student will include several literature focused on this issue, because printed books on wine issues are many. Student in her list said only five titles on wine, which is insufficient.

Other criteria

4.	**Depth of analysis, its scope, processing of results and their interpretation**	**Points: 5**
(analytical methods used, use of appropriate data sources and their analysis, documentation of facts presented, relation to the hypotheses)		
Comments: Student in the presentation of the findings of her thesis summarizes already been mentioned. Student at only seven lines proposes innovative changes and proposals, which is insufficient. The student's work or did not specify clearly whether the hypothesis is verified or not. The wine marketing, wine tourism and other sectors associated with winemaking is a specific issue that is very interesting and, in any case, if a student is interested in this issue and how she says it has carried out all the research, based on her methodology stated that its final recommendations were given to only seven lines, which are still not saying a meaningless analysis. Student in her statement does not propose anything specific and innovative.		
5.	**Logical structure of the text, its structure, coherence**	**Points: 5**
(division of the text into the recommended parts, balance between the various parts and chapters, logical sequence of text)		
Comments: This bachelor thesis, while showing its logical structure, but the student writes text presented in the plural. Therefore I ask who helped her with the work. It is not possible to act as a college student presented his „scientific " work. In some passages of the text submitted does not match such adjustments as might be expected (e.g., pp. 24, 31, 37 - table is almost a full page, below). Chapters are sometimes quite mushy and the " stretched " when it could only make a student a " deprived " of several chapters into a smaller number . Pp. 39 and 40, which is repeated twice in the same way that Chapter Bohemia. Some of those signs, Figure, the label on one side and the text itself are on the other side. This bachelor thesis would deserve also an extension of the so-called „side dish „part, where the student can explain and show the specifics of their research, and there could include student and illustrative images of the examined issues.		
6.	**Format of the text, linguistic and stylistic level**	**Points: 5**
(terminology used correctly, formal standards upheld, compliance with requirements of the work, stylistic level)		
Comments: Student submitted thesis is the development of a system: copy - paste. This fact is especially striking in the theoretical part, which absent any of student own review authors, who are working on this issue and states that student as the source. I theoretical part of the work must have at least minimum students own reflection. It can be seen that the present work is indeed analytical work, but present thesis analyzes the already analyzed. Furthermore, this bachelor thesis has a number of grammatical errors and misspellings that a student not corrects. In some cases, the modification of the present text, in in the minimum of limit.		

Overall evaluation

The overall evaluation is the sum of the points from the partial criteria. The student may earn 0-60 points. The following summary displays the points that the student must earn for each level of assessment on the ECTS scale. **The overall evaluation may be revised if the student receives 0 points for any of the first three criteria.** In this case, the thesis cannot be recommended for defense.

Overall grade scale (in accordance with ECTS)

ECTS grade	Points	Description
A	55-60	**EXCELLENT**: ***excellent work***. Fulfilled in an exceptional and comprehensive manner, without errors in either form or content.
B	49-54	**VERY GOOD**: ***very good work.*** Fulfilled in an above average manner, but with small errors on some points.
C	43-48	**GOOD**: ***good work***. Average, however contains distinct errors in form or content.
D	37-42	**SATISFACTORY**: ***satisfactory work***. Reasonably fulfilled, but with significant deficiencies which influence the overall quality of the work.
E	31-36	**SUFFICIENT**: ***acceptable work***. Fulfilled with serious deficiencies, just above the minimum, which fundamentally influences the overall quality of the work.
FX	21-30	**FAIL**: ***unacceptable work***. Not fulfilled due to a great number of fundamental deficiencies. Not corresponding to the level of a bachelor thesis. Work is not recommended for defense. More work required before being resubmitted for defense.
F	≤ 20	**FAIL**: ***completely unacceptable work***. Completely unfulfilled due to overall fundamental deficiencies which indicate a lack of understanding of the issue or topic. Work is not recommended for defense. Work may not be resubmitted. Student must select a new topic for the bachelor thesis.

Other comments and overall assessment of the thesis by the reviewer, including assessment of the student's approach to writing the thesis:

Suggested questions:

What other marketing measures to improve wine issues, student proposes?

Suggested grade	**A**	**B**	**C**	**D**	**E**	**FX**	**F**

Final opinion: recommend / do not recommend for defense: **This bachelor thesis I can recommend for defense**

Date: 24/5/2014

Name and signature of reviewer: PhDr. Marek Merhaut, Ph.D., MBA