

Report on Bachelor Thesis

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

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| Student: | Jana Kahounová |
| Advisor: | Prof. Ing. Lubomír MIčoch, CSc. |
| Title of the thesis: | Etika v podnikání |

OVERALL ASSESSMENT

The Bachelor Thesis of Jana Kahounová is a well put together research on the current topic. She works quite well with definitions and maps the relevant area. The structure is logical and straight forward.

But because I am an opponent, I would like to not focus on the positive, but on the weaker parts of the work, which might serve for future reference. For the work to receive full points, I do somewhat miss the following:

1. A deeper debate about business ethics, especially in the Czech context. Since the name of the work is "Etika v podnikání" then the focus should be much broader than just CSR. Jana has chosen a very interesting field, but completely omits its philosophical side. This is not a strong critique, since renaming the work to CSR focused would solve most of the problem.
2. I miss a certain level of own critical thinking. The work is a good compilation of existing literature, but very little own thoughts or even analysis or synthesis. The work is too descriptive and it does not offer a strong line of deeper argumentation. But since this is only a Bachelor thesis, this is, again, not a strong critique.
3. An interesting line of argumentation could be whether the firm shd substitute the social role(s) of the state. The issue of subsidiary could be also treated in this context as well as the role of spontaneous (market based?) self-regulation of firms, which would allow the government to be more laissez-faire. Topics like this offer themselves to be treated, but are not. This might be one of the reasons why some parts of the work appear to be somewhat "shallow".
4. I also do miss some research or comparisons, if such are available.

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

| CATEGORY | POINTS |
|---------------------------------------|-----------|
| Literature (max. 20 points) | 18 |
| Methods (max. 30 points) | 20 |
| Contribution (max. 30 points) | 15 |
| Manuscript Form (max. 20 points) | 19 |
| TOTAL POINTS (max. 100 points) | 72 |
| GRADE (1 - 2 - 3 - 4) | 2 |

NAME OF THE REFEREE: PhDr. Tomáš Sedláček

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