Report on **Bachelor / Master Thesis**

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

Student:	**Bečvaříková Vendula**
Advisor:	**Balcar Petr**
Title of the thesis:	**Analýza procesu změny přechodu společnosti s ručením omezeným na akciovou společnost**

This business topic bachelor thesis is primarily focused on a strategy redesign for one Czech company operating in the software market, in order to reinforce its position in this market and increase its competitiveness. The main impulse for the company strategy change was a legal entity transformation desire. Therefore, an effect of the legal form change from a limited liability company to a joint stock company was analyzed.

The thesis was conducted on the basis of a standard strategic management model and Balanced Scorecard performance management approach. SWOT analysis was used to consider both external and internal company business environment. To support the company transformation process a more in depth strategy has been formulated, including performance metrics. Implementation steps were considered and concrete recommendations have been formulated.

The author demonstrated a complex strategy management framework application and effectively used the Balanced Scorecard approach.

A financial analysis and a forecast of future development after legal entity transformation would have contributed to the overall appearance of this thesis; however it was not the core topic. Design of more metrics and a more in depth definition of metrics, at the level of strategic initiatives would have enabled a smother future strategy implementation. For that purpose using a more detailed BSC literature along with the portfolio already used would have contributed even more.

Suggested question for the defense is:
- "What are the key components of the strategy that the company is to focus on primarily in the current recession to improve its profitability and its market share position?"

CATEGORY		POINTS
Literature	*(max. 20 points)*	16
Methods	*(max. 30 points)*	24
Contribution	*(max. 30 points)*	25
Manuscript Form	*(max. 20 points)*	17
TOTAL POINTS	*(max. 100 points)*	**84**
GRADE	**(1 – 2 – 3 – 4)**	**1**

REFEREE'S NAME: Petr Balcar

DATE: 10. 6. 2013

_____
REFEREE'S 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