

SUPERVISOR´S OPINION OF DIPLOMA THESIS

Study programme: Regional Development
Department: Department of Regional and Business Economics
Author of thesis: Bc. Tereza Kočičková
Name of thesis: Strategic development plan of municipality Ochoz u Brna
Supervisor of thesis: doc. Ing. Gabriela Chmelíková, Ph.D.

ASSESSMENT OF THESIS: (always add verbal comments)

1. COMPLIANCE WITH REQUIRED ASSIGNMENT:

The aim of the thesis was to propose a strategy for the developmnet of the municipality Ochoz u Brna. The author has fulfilled the aim of the thesis.

2. WORK WITH ACADEMIC LITERATURE:

The author carried out an overview of methods usually used for strategical planning including the definition of basic strategical management terms. The author has proved her ability of scientific work and argumentation.

3. CONTENT LEVEL OF WORK:

The structure and content of the thesis is determined by the topic. First process of strategic planning is described. Further follows the introduction of the municipality, strategic analysis and plan its self.

4. CONTRIBUTION TO PRACTICE, ORIGINALITY:

The contribution to practice can be seen in the increased awareness of all municipalities' stakeholders. From this point of view the work is original.

5. ADEQUACY OF THE CONCLUSIONS, RECOMMENDATIONS, PROPOSALS:

The candidate has managed to conclude appropriate results from the strategic analysis and based on them to develop an original strategic plan.

6. FORMAL LAYOUT:

The work meets the formal requirements generally put on the diploma thesis. The author has quoted all the literature sources in a correct way.

COOPERATION WITH SUPERVISOR:

The candidate kept a regular contact to the supervisor, consulted her results and incorporated the recommendations.

SPECIFIC REMARKS AND COMMENTS ABOUT THE THESIS:

Based on the SWOT analysis the author recommends to improve the situation on the labor market. This became one of four strategic goals. However, the unemployment rate in the municipality is lower than in the district Brno-venkov, of which Ochoz u Brna is a part of. The author should explain and defend the appropriateness of chosen strategic goals.

DEFENSE OF THESIS: recommended

FINAL CLASSIFICATION PROPOSAL: B

Date: 8.6.2015

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Signature of supervisor