

COLLEGE OF BUSINESS AND HOTEL MANAGEMENT

**ASSESSMENT
OF THE BACHELOR'S THESIS SUPERVISOR**

SUPERVISOR OF THE BACHELOR'S THESIS (FIRST NAME, SURNAME AND DEGREES)	BACHELOR (FIRST NAME, SURNAME, AND DEGREES, IF RELEVANT)
Ing. Zdeněk Konečný, Ph.D.	Amaliya Gorelik

THESES TITLE	Impact of the Global Economy on Entrepreneurial Activities
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Level of fulfilment of the BT theme	A	B	C	D	E	F
degree of fulfilment of the goal	x					
logical structure of the thesis and continuity of its parts		x				
depth of the implemented analysis	x					
suitability of used methods	x					
level of using methods	x					
conclusions of the thesis		x				
own contribution of the student to the theme	x					
importance for theory / practice	x					

Fulfilment of formal proprieties of BT	A	B	C	D	E	F
working with literature, quotations		x				
adjustment of the thesis – text, graphs, tables, ...	x					
style, unambiguity of formulations	x					
gramatical level, mistakes		x				
independence and activity of the student during processing	x					
setting and filling the progress chart of writing the thesis		x				
cooperation with the supervisor of the thesis	x					

For recording concrete suggestions and questions to the thesis or course of its elaborating use the second just as next pages of the assessment.

In the theoretical part of the bachelor's thesis, its authoress defines the term exchange rate and characterizes the main factors, that can affect the equilibrium price of the national currency. Then she specifies the balance of payments including its partial accounts. She also describes the possibilities to support the international trade. The next chapters of the theoretical part are dedicated to franchising and stock markets, which are the topics connected with international enterprise, just as financial analysis to consider the numerical effects of globalization on the company. The analytical part of the bachelor's thesis is started by introducing the selected company. There are recorded trends of stock prices at different world capital markets just as the used principles of franchising as a selected business model. Authoress analyzes also purchases from abroad as same as sales to foreign customers and subsequently verifies the relations between exchange rates and trade balance of the Czech Republic with related countries. The analytical part contains also considering the financial health of the company and its access to the government support during Covid-19. The proposals are aimed mostly at raising sales or reducing costs thanks to the international trade.

I appreciate the authoress, that she implemented a vast and simultaneously deep analysis related to every area of global economy influencing the corporate financial

management. The next advantage of this bachelor's thesis is deriving relevant proposals from analyzed data. A little disadvantage consists just in putting no proposals related to current ratio, whose measured values were out of common recommendations.

At the defence I require the answer to following questions:

1. Why do you think that McDonald's establishes some outlets under his own management, even though it can be more expensive?
2. How could be make possible to raise the productivity of labour or gross margin in McDonald's?
3. Which exchange rate do you expect in the case of belorussian rubl to czech crown in the future and are you afraid of some territorial or commercial risk, connected with this foreign country?

PROPOSED MARK:

(USE THE SCALE A, B, C, D, E, F)

A

Word evaluation of the thesis: EXCELLENT

The bachelor's thesis I **recommend** to the defence and propose the evaluation:
EXCELLENT

Supervisor of the bachelor's thesis: Ing. Zdeněk Konečný, Ph.D.

Date, place and supervisor's signature: 25th April 2022, Brno

