



# Opponent's Assessment of Diploma Thesis

Student's Name: **MOHAMMAD ALI MOHAMMAD FADI**  
Title of Thesis: *THE ROLE OF STRATEGIC CONTROL OVER THE EFFICIENCY AND EFFECTIVENESS OF PERFORMANCE*  
Thesis Opponent: *Assoc. prof. Marcela Sokolová*  
  
Goal of Thesis: To improve the effectiveness of strategic control in hospitals in the Middle East.

Criterion of Thesis Assessment	Grade			
	A	C	E	F
<i>Originality of topic</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Goal definition and its realization</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Selection of appropriate methods and their application</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Literature review quality and its extent</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Depth and correctness of realized analysis</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Formal layout and other requisite (consistency, structure, language quality)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Possibility to use results in practice/theory</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Proper student's contribution</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Partial Comments and Suggestions

The pages 41 – 43 are not justified.

## Total Assessment of Thesis and Final Grade Justification

The content of the Diploma Thesis is interesting and up-to-date. The author worked with interest in the selected topic area, where he applied research methods used in the social sciences. The author correctly presented the acquired results with regard to the theoretical knowledge in the given topic.

The results are described in the chapters Results, Summary of Conclusion and Recommendations.



It can be stated that the author reached the declared aim of the work.

**I DO RECOMMEND THIS THESIS TO BE DEFENDED.**

**Questions to Discuss:**

The Balanced Scorecard is a strategic planning and management system that is used extensively in business and industry, government, and nonprofit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals. It was originated by Drs. Robert Kaplan (Harvard Business School) and David Norton as a performance measurement framework that added strategic non-financial performance measures to traditional financial metrics to give managers and executives a more 'balanced' view of organizational performance. (Flamholtz and Randle, 2008)

***Which four perspectives are usually measured?***

Suggested Grade: **B**

**In Hradec Králové on September 1<sup>st</sup>, 2016**

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Opponent's signature