OPONENT REPORT ON A MASTER THESIS

Name of the student: **Bc. Marcia Bruce-Quaye**

The title of the bachelor thesis: **SWOT Analysis in Decision Making Process of International Trade Payment Instrument**

Name of the opponent: **Ing. Pavel Jirava, Ph.D.**

The evaluation of the bachelor thesis: evaluation: 1 = the best, 4 = the worst

	1	1-	2	2-	3	**4**
Difficulty		x				
Choice of appropriate methods and used methodology.			x			
Fulfilment of objective				x		
Original contribution to professional practice				x		

	1	1-	2	2-	3	4
Logical process being used			x			
Theoretical background of an author			x			
Selected solution process.				x		
Work with data and information			x			
Formulation of conclusions			x			
Work with scientific literature (quotations, norms)				x		
Clarity and professionalism of expression in the work			x			
The level of editing images and tables.					x	

Other comments:

The aim of the Master Thesis was to focus on a definition of concepts for evaluation of SWOT analysis. Describe design of multi-criteria decision making model for SWOT analysis and implement the model.
 Bc. Marcia Bruce Quaye started her work under the supervision of Mr. assoc.prof. Křupka at the University of Pardubice.

The work is divided into five chapters and has 49 numbered pages. Formally, it is necessary to criticize certain shortcomings, such as paragraph spacing (p. 48, different kinds of bullets (, poorly aligned tables (p. 41). But the clarity and professionalism of expression in the work is all right. Contents of work corresponds to the aim in the dissertation assignment, but some important terms are described only briefly (e.g. SWOT analysis). The objectives of the work were largely fulfilled (but not fully).
Scope of the literature used in the work is sufficient, but could be upgrade of some contemporary resources. As a whole, this work is in accordance with the requirements for the Master Thesis.

I recommend wider description and interpretation of the outputs in chapter 4 and 5 during the Master Thesis defence.

Question: Explain the term model. How we can create and describe models?

I suggest the grade: **very good minus**

Pardubice, 1.9.2016   Ing. Pavel Jirava, Ph.D.