

TOMAS BATA UNIVERSITY IN ZLÍN
FACULTY OF MANAGEMENT AND ECONOMICS

**Master's Thesis Assessment
Reviewer's Report**

Student's name:
Bc. Ivana Pejřová

MT Reviewer:
Ing. Martin Mušinský

Acad. year:
2010/2011

MT topic:

Project of Knowledge Sharing in Barum Continental Company Ltd.

Assessment criteria		Points (0 – 10)
1	Thesis Topic Difficulty	10
2	Meeting Thesis Objectives	9
3	Theoretical Background	10
4	Practical Application (Analysis)	9
5	Practical Application (Solution)	10
6	Formal Level	9
TOTAL POINTS (0 – 60)		57

Definition of assessment criteria:

0 points	unsatisfactory
1 – 2 points	sufficient - meeting basic requirements only
3 – 4 points	satisfactory - with significant but not crucial insufficiencies
5 – 6 points	good - insufficiencies do not substantially affect the entire work, especially the results
7 – 8 points	very good - fulfilled without reserve
9 – 10 points	excellent - outstanding performance

Comments:

Připomínky k práci:

The thesis work described to theoretical knowledge management topic and forms of knowledge management. The theoretical part introduced us with basic differences between explicit and tacit knowledge and their sharing to other people.

From our point of view is very important that student analyzed knowledge employees of Factory Engineering Division. This analyze was realized during her stay in Barum Continental company. Firstly she spoke with line managers and cooperated with them. She was working with three basically questions which can help her with the description of knowledge employees. Consequently she had possibility to lead the interview with defined knowledge employees and presented results in this thesis.

Finally she presented the results of her research for better communication between employees and sharing of knowledge management. In work she described how important is motivation for employees for successful transfer and sharing of information - for example knowledge workers visualization, home-working, non-formal gatherings, weekend trips and others.

The thesis work is focused on very interesting topic and their implementation to the practice life is very difficult. For this reason I estimate this thesis as very interesting, important and beneficial for our company.

Otázky k obhajobě:

In conclusion you mentioned that implementation of systematic and effective knowledge sharing would be a long term. How long do you thing that this implementation could be fixed in practice life (Factory Engineering Department)?

Práce splňuje kritéria pro obhajobu DP.



Práce nesplňuje kritéria pro obhajobu DP (minimálně jedno kritérium hodnoceno 0 body).



Ve Zlíně dne: 11.5.2011



Mušinský