

Master's Thesis Assessment Reviewer's Report

Student's name: *Thi Hong Nhung Nguyen*

MT Reviewer: *Ing. Michaela Blahová, Ph.D.*

Acad. year: *2018/2019*

MT topic: *Increasing Company's Financial Performance by Budgeting and Cost Management in the Selected Company*

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

5 points – excellent – outstanding performance

4 points – very good – high-quality performance

3 points – good – fulfilled without reserve

2 points – satisfactory – with significant but not crucial insufficiencies

1 point – sufficient – meeting basic requirements only

0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	5
a) the analysed issue is complex	yes
b) data acquisition is demanding	yes
c) data processing is demanding	yes
2. Meeting the Thesis Objectives:	4
a) the thesis objectives are clearly defined	yes
b) the methods of thesis processing are clearly defined	yes
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	yes
3. Theoretical Background:	3
a) the theoretical background includes a critical literature review	partly
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	yes
c) literature sources are quoted properly	partly
4. Practical Application – Analysis:	4
a) the practical application contains theoretical knowledge	yes
b) the chosen methods were applied accurately	yes
c) the application of methods is described sufficiently	yes

d) the thesis contains an overall assessment of the status quo	yes
e) conclusions of analyses are well-founded	yes
5. Practical Application – Project:	4
a) the project part of the thesis extends the theoretical knowledge	yes
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	yes
d) suggestions are supported by fully adequate arguments	yes
e) the thesis includes the impacts of the recommendations	yes
f) the thesis meets the set objectives	yes
6. Formal Layout:	4
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master’s thesis	yes
e) the graphic layout meets the requirements of Master’s thesis	yes
TOTAL POINTS	24

Overall thesis assessment and questions for the defence:
(Both the Master’s thesis supervisor and reviewer present their questions.)

The Master’s thesis aims at improving financial performance in the Viet Tinh Anh Joint Stock Company based on addressing and solving current limitations of company's budgeting process.

The thesis demonstrates an adequate understanding of the relevant literature in the field, however, some parts (e.g. chapter 3 - Financial Performance Measurement) lack a critical discussion, including limitations and strengths. There are a few shortcomings in the referencing, e.g. the author did not cite the book by Wild (2008) in the theoretical part of the thesis although it is mentioned as one of the key literature sources in the Master's thesis assignment and did not cite 9 journal papers and other sources (numbers 13 - 21 in the References) in the theoretical part. Some books (e.g. Edmonds et al., 2006, p. 17) that are cited in the theoretical part are not included in the References. Nevertheless, the thesis's argument is built on an appropriate base of theory and concepts and the methods employed are appropriate.

In the analytical part, a general economic overview of Vietnam with a focus on a children toys market is provided. Furthermore, the selected company is introduced and analysed. Performed analyses have a good scientific foundation and justification, and are clearly linked to the topic that is addressed. Some parts could have been elaborated in greater detail. For a better understanding of the overall corporate picture, a financial comparison of the company with the nearest competitor could have been performed.

In the final part of the thesis, proposals for improving financial performance are suggested and cost and risk analyses are carried out.

1. Contemporary reporting and budgeting processes in the analysed company are quite simple and under great pressure to change, due to the increasing dynamics and complexity of the business environment. How challenging (according to your estimation) will be the fundamental modernisation of budgeting in the analysed company?

The thesis meets the criteria for the defence of the MT¹.

¹ The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.

In Zlín on: *7 May 2019*

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Signature of Master's thesis reviewer