## Part I – Basic requirements for master thesis

### Instructions:
1. The first part of the review concentrates on critical parts of master thesis that are required to recommend the thesis to be defended. These aspects could be evaluated only by answers yes-no.
2. If at least one aspect is evaluated in the negative way, the thesis may not be recommended for defense. The reasons for the negative decisions should be specified and the second part of the review does not have to be completed.

<table>
<thead>
<tr>
<th>Question</th>
<th>YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the thesis contain objective defined correctly and does the objective correspond to the common requirements for the master thesis?</td>
<td></td>
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<tr>
<td>Is the review of literature including the citations and references elaborated correctly from the methodological and formal point of view?</td>
<td></td>
</tr>
<tr>
<td>Does the thesis include precise description of used methods and are these methods suitable for defined objective?</td>
<td></td>
</tr>
<tr>
<td>Does the thesis covers the clear conclusions, reasoned recommendations, justified suggestions, etc. that bring new knowledge or information?</td>
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</table>

### Reasons for negative answers, specification of missing or unsatisfactory parts:

## Part II – Quality of master thesis

### Instructions:
1. The second part of the review regards with quality evaluation of selected aspect of the thesis. The thesis could obtain 0-60 points in total. Zero points correspond to thesis meeting only the minimal requirements, while thesis evaluated by 60 points is excellent and inventive in all evaluated aspects.
2. The evaluation scale has five levels:
   - accomplished, at the level of minimum of requirements given in part I (0 points)
   - accomplished with significant but not critical imperfections (2 points)
   - accomplished, the imperfections do not influence the merit of the thesis and mainly the results (5 points)
   - accomplished fully without any reservations and in the exhausting way (8 points)
   - excellent, extraordinary, origative and completely correct accomplishment (10 points)
3. Points assigned in evaluation of individual aspect have to be briefly justified; the extraordinary solutions have to be considered.

### 5. Contribution, originality, demandingness of the thesis

<table>
<thead>
<tr>
<th>Points: 5</th>
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(frequency of the issue, non-existence of conventional solution, unavailability of solution for researched conditions, expected and real contribution of the thesis, extent of the specific knowledge needed to meet the objective, …)

The chosen topic for the MSc. thesis is to help prospective investors decide and choose an optimum area for their investment. It hypothetically assesses market saturation and the development of new retail outlets in the different regions of the Czech Republic where such outlets are few or lacking.
### 6. Quality of the review of the literature

**Points: 2**

(Extent of surveyed literature and its up-to-dateness and representativeness, use of foreign and cardinal sources, suitability of survey for own research, discussion of alternative approaches, analysis of citations and references, synthesis of theoretical knowledge for own research, …)

Different approaches to solving the given problem should have been used and with extensive literature review esp. foreign literature, references and citations to justify his research findings.

### 7. Methodology and its application

**Points: 5**

(Discussion of suitability of chosen method, comparison of alternative attitudes, possibility to verify the results, correctness of application of methods, suitability of data samples used, preventing errors and shortages of applied methods, comparison of results, variations reasoning, …)

Methods used are well elaborated and sufficiently deals with the set objectives but additional methods could have been used to perform the cost benefit analysis of establishing a shopping mall in a particular area or region.

### 8. Own research

**Points: 5**

(Extent and complexity of performed analysis, extent of use of knowledge from literature review, proving facts, suitability of samples and sources used, treatment of data errors, level of meeting the thesis objective, hypotheses answering, …)

The in-depth analysis performed with very reliable facts and data has helped to identify key issues and problems that needed elaboration and possible solutions.

### 9. Conclusions and recommendations

**Points: 5**

(Correctness of conclusions, explicit formulations, adequacy of suggestions, generalizing conclusions, applicability of recommendations, …)

Conclusions made are based on the analysis performed and has been explicitly described and well formulated. Recommendations made could be used by investors to choose a location for their business.

### 10. Logical framework, formal requirements

**Points: 2**

(Correct structure, logical coherence of text, correctness of terminology, explicitness and clarity of graphics, accurateness of language, …)

The thesis is well structured and the text is logically arranged. The use of terminology is adequate but the language level needs to be improved.

**Part III – Summary and final evaluation**

**Instructions:**

1. After summarizing the points the reviewer marks with a cross the appropriate final evaluation according to corresponding interval of points.
2. The clear final decision has to be stated in the conclusion. The thesis can be recommended to be defended only in the case, when there is no negative evaluation in the part I of this review.
3. In the following part the reviewer has the opportunity to give his/her opinion to thesis as a whole and give further suggestions and comments.

**Total points:** 24 points

**Final evaluation:**

<table>
<thead>
<tr>
<th>Points</th>
<th>Description</th>
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<tbody>
<tr>
<td>0–12</td>
<td>accomplished at the level of minimum of requirements given in part I</td>
</tr>
<tr>
<td>13–24</td>
<td>accomplished with significant but not critical imperfections</td>
</tr>
<tr>
<td>25–36</td>
<td>accomplished, the imperfections do not influence the merit of the thesis and mainly the results</td>
</tr>
<tr>
<td>37–48</td>
<td>accomplished fully without any reservations and in the exhausting way</td>
</tr>
<tr>
<td>49–60</td>
<td>excellent, extraordinary, originate and completely correct accomplishment</td>
</tr>
</tbody>
</table>
Final decision: **I RECOMMEND** thesis to be defended.

<table>
<thead>
<tr>
<th>Further comments and suggestions the author should discuss within the defense of the thesis:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) The student during his defence should explain what other conditions should a prospective investor take into consideration before investing into a huge project like building a shopping center apart from what is outlined in the thesis and what models could be used to justify the viability and profitability of such an investment.</td>
</tr>
<tr>
<td>2) The student should explain the impact of the establishment of shopping malls on the socio-economic development of the citizens and the country as a whole.</td>
</tr>
</tbody>
</table>

Date: 20.1.2011

Name and signature: Ing. Samuel Antwi Darkwah, Ph.D.

Position of reviewer in his/her institution (not required if from FBE Mendelu in Brno): Lecturer