SUPERVISOR´S REPORT ON DIPLOMA THESIS

Name and Surname of Diploma Thesis Writer: B.Sc. Farhan Masud Shuvo

Topic of Diploma Thesis: Managing Workplace Diversity in Companies

Objective of Diploma Thesis: The objective is to propose improvements in the workplace diversity management based on the analysis and primary in the KFC company.

Name and Surname of Supervisor: doc. Ing. Kateřina Maršíková, Ph.D.

	Excellent	Very good	Good	Failed
I. Assessment of the thesis topic and its writing:				
Thesis topic completion		x		
Application of implemented methods		x		
Analysis performed and its profundity		x		
II. Assessment of thesis content and structure:				
Clarity and coherence of thesis				
Currency of the topic, appropriate sources	x			
Processing of sources and acquired data	x			
Comprehensible and adequate conclusions		x		
Phrasing of writer´s points of view		x		
III. Assessment of thesis style:				
Formal layout of thesis (i.e. text, tables, graphs)		x		
Style of thesis (i.e. use of formal language)		x		
Application of academic sources in native language, including bibliographic references and citations		N/A		
Application of academic sources of foreign authors, including bibliographic references and citations			x	
Assessment of plagiarism checking result in IS STAG	Reviewed without objections			x
	Reviewed with objections			

The evaluation for the diploma thesis at least in the range of 10 lines in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for adjustments taken including formal layout, literature review and citations (formulate on the following page of the report).

Questions related to the diploma thesis defence:
1/ There are described benefits and challenges of the workplace diversity in the theoretical part of the thesis (chapter 1). Which benefits and challenges have you identified in the diversity management in the branch of KFC analysed in the thesis?
2/ Why you decided to include respondent out of KFC branch? Do you see any differences in their results comparing those working in KFC in connection with the issue of the diversity management?

I recommend the diploma thesis for defence.
(*delete if not applicable)
I suggest to evaluate the diploma thesis with the grade: VERY GOOD

Date 23.8.2021

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Signature of thesis supervisor

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The thesis introduces a topical issue of the workplace diversity, which becomes more and more important for the managers, employees and organisations and their success both in the Czech Republic and worldwide. The theses is logically structured and in the theoretical part, the author uses relevant sources. However unfortunately the author does not use any of the sources originally planned in the Master Thesis Assignment Form. There are described dimensions of the diversity, its challenges and benefits.

I appreciate the application of the issues from the theoretical part into the environment of the chosen company and collecting of the primary data. The topic of the workplace diversity in KFC is analysed there based on the survey carried out among the employees of one branch of the KFC company as well as random respondents via social networks both in English and Czech language. Key findings from this survey are presented (and statistically evaluated) in the thesis and proposals are based on these findings. Moreover, the student tries to bring an economic evaluation of proposal for the selected company.

The formal part of the thesis is the biggest weakness. Thesis contains many formal shortages and does not respect all requirement of the directive of the Dean No. 1/2019 on Bachelor Thesis and Master Thesis at the Faculty of Economics, Technical University of Liberec as was recommended by the supervisor.

The references are not according to the citation style ČSN ISO 690 used in this directive; they are also not in the alphabetic order, page margins are not of the correct size etc. The text does not refer to all figures and tables, only some of them. Sources from the list of the specialised literature from the Master Thesis Assignment Form are not cited in the thesis. The author talks e.g. about research paper however, the text is a diploma thesis (master thesis). The work also contains other formulation inaccuracies. The Application of academic sources in native language, including bibliographic references and citations is not relevant to evaluate (the thesis is written in English and applied in the environment of the Czech branch of KFC company.

Despite these extensive formal shortcomings, I evaluate the diploma thesis overall as "very good", especially with regard to the content processing of the thesis, the preparation of the questionnaire (both in English and Czech language) and the collection and processing of the data including the proposals.

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