

EXTERNAL EXAMINER ´S REPORT ON DIPLOMA THESIS

Name and Surname of Diploma Thesis Writer: PETR HAVEL

Topic of Diploma Thesis: Business Intelligenc Tools for Supporting Modern Corporations

Name and Surname of Supervisor:

Name and Surname of External Examiner: Prof. Dr. Ingo Cassack

External Examiner: - **name of a company:** HSZG
 - **position:** Professor
 - **email address/phone number:** ingo.cassack@hszg.de

	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			x	
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 the native language, including bibliographic references and citations			x	
Application of academic sources of foreign authors, including bibliographic references and citations			x	

The evaluation for the diploma thesis in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for measures taken including formal layout shall be stated in written (see the following page).

Questions and comments related to the diploma thesis defence:

From the external examiner the author shows diligence in working on several topics. Unfortunately from the external auditors point of view due to this "broad attempt" a "deep dive" into the topic is missing. Especially the way of generating answers on the the questionnaire is not random. Using afterwards statistical methods for the 90 answers is not appropriate. Therefor the external auditor rates "Processing of sources and acquired data" with "failed".



I recommend the diploma thesis for defence.

Grade for the diploma thesis: Good

Date

Signature

General Evaluation of the Thesis:

provide your text (at least 10 lines)

With regards of the **thesis topic and its writing** the author is positively broad and showing interesting attempts of analysis and implemented methods. Unfortunately due to rather wide than deep procedure concrete application of methods and analysis remains unclear to the external reader. In addition **thesis content and structure** follow the broad approach and give a good overview of possibilities. The structure of the diploma thesis is in line with topic. There are several current and relevant citation that show a good understanding and support content as well as structure. Finally, to **assess the thesis style**, formal layout of the thesis and the application of the academic sources is in between very good to good.

Overall opinion:

Although the authors shows a wide range of interpretation for Business Intelligence the thesis remains "superficial" from the external auditors point of view. It remains unclear why the author is dividing the topic very intensely but remains short respectively "at the surface" of topics. (E.g. in chapter 1.3, 1.3.1, 1.3.2. or 1.4 and 1.5).

Therefore in total the external auditor rates the thesis as "good".

