

## STATEMENT OF THE EVALUATOR FOR THE INTERNAL EVALUATION OF THE DEGREE PROGRAMME

### IDENTIFICATION OF THE EVALUATED DEGREE PROGRAMME

<b>Name</b>	<b>Business Management</b>
<b>Type</b>	N: Follow-up Master's Degree Programme
<b>Profile</b>	Academic
<b>Form</b>	Full-time
<b>Language</b>	English
<b>Faculty</b>	ECON: Faculty of Economics and Administration

### EVALUATOR

<b>Name, surname, title</b>	<b>Radim Linka, Ing.</b>		
<b>Representative</b>	Employer of the programme graduates	<b>Institution:</b>	BEGHELLI -EPLAST, a.s.

## PART I

### DEFINITION AND INTERNAL STRUCTURE OF THE DEGREE PROGRAMME

#### *(Export of the Degree Programme data)*

*The aim of this section is to assess the consistent and logical structure of the Degree Programme. Please pay attention to the alignment of study objectives with graduate employment and learning outcomes, the curriculum and its structure. Do the expected competencies of the graduates correspond to the reality and requirements of the labour market, etc.? The comments may include recommendations on how the Degree Programme could be further developed or comments on the overall development and changes over the last period.*

1. Does the Degree Programme have clearly and comprehensibly defined Degree Programme characteristics?

Yes

Rather yes (justify in the comment)

No (justify in the comment)

*Comment: The characteristics of the study programme are defined in a concise but clear manner and are subsequently developed in the learning outcomes. The student should have a clear picture of what this curriculum can offer them.*

2. Are the learning outcomes<sup>1</sup> articulated convincingly, specifically and comprehensibly in relation to the learning objectives and the intended graduate's employment?

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

*Comment:*

*Yes, the learning outcomes are set out in a clear and understandable manner and reflect the comprehensiveness of the programme offered by this line of study. A detailed description of the possibilities of applying the acquired knowledge and practical experience should also be attractive for those interested.*

3. Does the structure of subjects in the individual curricula of the Degree Programme form a meaningful whole that enables students to acquire the specified learning outcomes?

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

*Comment:*

*The range of courses is determined by the possibility to provide lectures in English, according to the trend of enrolled students, I believe that it will surely expand gradually. The current structure fulfils the possibility of mastering the specified learning outcomes.*

4. Space for additional comments, observations and recommendations.

*Comment:*

*The study programme in English is undoubtedly beneficial not only for the programme itself, I assume that it is mainly foreign students who apply for it, for whom it is mainly intended, but it also raises the overall level and prestige of the faculty and places higher demands on lecturers.*

---

<sup>1</sup> Learning outcomes represent the specific professional knowledge, skills and general competences that a graduate should acquire during the course of their studies in the Degree Programme. They capture a minimum standard and must be measurable.

PART II  
TEACHING, LEARNING AND EVALUATION

**(Supporting documents: Export of the Degree Programme data, subject characteristics, subject survey results)**

*This section primarily aims to assess the suitability of the teaching methods used with respect to the stated learning objectives and learning outcomes. It also focuses on the appropriate setting of practice and practical teaching, the state final examination or the relevance of literature and other study aids. In the comments, recommendations can be made as to where the Degree Programme could be further developed.*

5. *Are adequate teaching methods used in the Degree Programme in relation to the objectives of the study and the profile of the graduate?*

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

**Comment:**

*Yes, the lectures are supplemented with seminars and a checking mechanism to ascertain the knowledge acquired by the students. Sufficient space is also given to guide the student in the preparation of his/her final diploma thesis and in his/her preparation for the final state examination.*

6. *Are the study literature and other study materials contemporary and relevant to the objectives of the study and the graduate profile?*

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

**Comment:**

*Yes, there is relevant and sufficient literature for each course, appropriate to the stated objectives and learning outcome.*

7. *Does the Degree Programme have an appropriate ratio of theoretical and practical teaching (in the case of Degree Programmes leading to a regulated profession, this ratio is governed by applicable legislation)?*

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

**Comment:**

*The internship is not required for this study programme and is left purely to the student's initiative, but it should be reflected at least in the practical part of the diploma thesis.*

8. *Is the state final examination appropriately set in relation to the stated learning objectives and learning outcomes of the Degree Programme?*

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

Comment:

9. Does the system of cooperation with practice correspond to the nature of the Degree Programme and the number of students in the Degree Programme?

Yes  Rather yes (*justify in the comment*)  No (*justify in the comment*)  Not relevant

Comment:

*As I mentioned above, internship is not compulsory for students in this study programme and it could also be quite a limiting factor for foreign students in terms of e.g. language barrier, however, the involvement in internship in the form of examples from practice in individual courses should be sufficient and should be subsequently reflected in the final diploma thesis .*

10. Does the Degree Programme sufficiently exploit the potential for cooperation with possible future employers of its graduates?

Yes  Rather yes (*justify in the comment*)  No (*justify in the comment*)

Comment:

*The study programme offers students ample opportunities to build on their theoretical knowledge in practical examples, PTOs and in their diploma thesis.*

11. Space for additional comments, observations and recommendations.

Comment:

*As I mentioned above, the offered program, which is entirely designed in English, is a programme that is both ambitious, according to the observed admissions it is also dynamically developing and in any case increases both the attractiveness of the whole faculty and the demands and level of the lecturers. It will depend on the further interest of students, especially foreign ones, and on their quality, because the quality of the programme will grow with the quality of the students.*

## PART III

## STAFFING

**(Supporting documentation on staffing from the IS MU)**

*The main objective is to evaluate the quality of staffing on the Degree Programme in relation to its type, number of students and focus. At the same time, one of the indicators is also the creative activity carried out by the academic staff on the evaluated Degree Programme, where the quality, relevance and distribution of creative outputs across academic staff in relation to the type and nature of the Degree Programme over the last 5 years is assessed. Comments may include recommendations on how the Degree Programme could be further developed.*

12. *Is the Degree Programme sufficiently staffed with regard to the structure of academic staff by number and age?*

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

Comment:

13. *Is the number of students per academic staff member set appropriately to ensure quality teaching on the Degree Programme?*

Yes                       Rather yes (*justify in the comment*)                       No (*justify in the comment*)

Comment:

14. *Space for additional comments, observations and recommendations.*

Comment:

*I recommend, for example, to invite experts from the field to participate in the seminars and thus make the course more attractive for students, which should then be reflected in the quality of their outputs in individual courses.*

## PART IV

### INTERNATIONALISATION

**(Supporting documentation: Export of statistical data on the Degree Programme)**

*The main objective is to assess the international dimension of the programme (i.e. mobility, course offerings taught in a foreign language, etc.) with regard to the type and focus of the Degree Programme. The comments may include recommendations on how the Degree Programme could be further developed.*

15. Does the international cooperation (foreign stays, courses taught by foreign teachers, involvement in international research projects, etc.) correspond to the nature of the Degree Programme and the number of students?

Yes                       Rather yes (justify in the comment)                       No (justify in the comment)

**Comment:**

*Yes, the study programme offers a wide range of opportunities for international cooperation, especially for international students it could be interesting to participate in international research projects rather than stays abroad, which will be used more by Czech students.*

16. Does the degree of internationalisation (use of foreign language literature, study subjects in foreign languages, compulsory study activities in foreign languages, space for mobility in the curriculum, teaching of foreign languages, foreign teachers involved in teaching) correspond to the type and focus of the Degree Programme??

Yes                       Rather yes (justify in the comment)                       No (justify in the comment)

**Comment:**

17. Space for additional comments, observations and recommendations.

**Comment:**

*The internationalisation of teaching is certainly a much needed and desirable option for students' future employment in practice, and it is also an essential factor for the attractiveness of a particular field of study. An unconditional condition nowadays, you could say. A student without such experience has very limited choice in the job market.*

PART V

SWOT ANALYSIS AND DRAFT DEVELOPMENT PLAN  
OF THE DEGREE PROGRAMME

*The conclusion serves to outline recommendations for the future development of the Degree Programme. Other topics that the evaluator wishes to comment on that have not been covered in the previous sections may also be included in the final summary.*

18. *Please comment on the SWOT analysis included in the Self-evaluation Report of the Degree Programme. Does the SWOT analysis adequately assess strengths, weaknesses, opportunities and threats? What other strengths, weaknesses, opportunities or threats do you see from your perspective?*

Comment:

The SWOT analysis contained in the self-evaluation report of the study programme concisely assesses the strengths, weaknesses, opportunities and threats.

19. *Please formulate a maximum of five specific recommendations for the future implementation and development of the Degree Programme.*

Recommendations:

1. Expand the range of other courses
2. Motivate other lecturers, including PhD students, to join the programme
3. Continue and re-establish communication with English-speaking experts and bring them into lectures and seminars

20. *Space for concluding comments and observations beyond the above topics.*

Comment:

This study programme, which offers all courses, study materials and literature exclusively in English, is attractive, but it also has limiting factors, for example in the possibilities of involving mainly foreign students in internships and possibly in elective courses that are not offered in English. However, it is a dynamically developing study programme and there are many future opportunities and challenges.

Date and place: 30.3.2023, Brno