**REFERENCE**

**on the Thesis prepared by 4th year student of**

**St. Petersburg University Graduate School of Management**

**Student: Mladenov Daniel Plamenov**

**Topic: Strategic Recommendations to Increase Domestic and International Competitiveness for a Football Club: the Case of Manchester United**

**38.03.02 «Management» area of studies, International Management Bachelor program**

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| **Student manifestation of autonomy and initiative when working on the Thesis:** | * **The student has shown initiative in the formulation of the managerial problem, goal and objectives of the Thesis** * **In total, the Thesis was performed by the student independently, with active consultation with the supervisor** * The student did not provide the initiative while working on the Thesis |
| **The intensity of interaction with the supervisor:** | * **Continuous interaction** * Irregular interaction * Interaction was close to absent * Other: |
| **Respecting the schedule of the Thesis workflow:** | * **Fully compliant** * Partially compliant * Does not match |
| **Timeliness of the final submission of the Thesis to the supervisor:** | * On the eve of the Thesis defense * On the day of the deadline for the Thesis submission * One day before the deadline for the Thesis submission * Two days before the deadline for the Thesis submission * **Three days or more before the deadline for the Thesis submission** |
| **The degree of achievement of the Thesis goal:** | * **Fully achieved** * Partially achieved * Not achieved |
| **Compliance of the Thesis content with the requirements:** | * **Fully compliant** * Partially compliant * Does not match |
| **Compliance of the Thesis layout with the requirements:** | * **Fully compliant** * Partially compliant * Does not match |

**Special Comments**: Bachelor thesis by Daniel Mladenov is a large-scale consulting project based on a wide variety of information sources. In the course of this project, Daniel has demonstrated abilities to build his own analytical approach and detect potential developmental areas. He has also shown ability to work largely independently as well as good understanding of the problem of his study.

**General Conclusion**: The work by student *Mladenov Daniel Plamenov* *meets* the requirements for Bachelor diploma thesis in the area of studies 38.03.02 “Management”, program International Management.

Date: 06.06.2023

Reviewer: Karina A. Bogatyreva, Associate Professor,

PhD, Department of Strategic and International Management