

Diploma Thesis Assignment

Student: **Bc. Yiru Wang**
Study Programme: N0412A050005 Finance
Title: Valuation of a Company in the Online Shopping Industry
Ocenění společnosti působící v oblasti online prodeje
The thesis language: English

Description:

1. Introduction
2. Description of the Valuation Process Methodology
3. Basic Characteristics of the Chosen Company
4. Estimation of the Expected Market Value of the Chosen Company
5. Conclusion

Bibliography

List of Abbreviations

Declaration of Utilisation of Results from the Diploma Thesis

List of Annexes

Annexes

References:

HITCHNER, James R. *Financial Valuation, Applications and Models*. New Jersey: John Wiley & Sons, 2017. ISBN 978- 1119286608.
KOLLER, T., M. GOEDHART and D. WESSELS. *Valuation: Measuring and Managing the Value of Companies*. New York: McKinsey & Company Inc., 2020. ISBN 978- 1119610885.
ZMEŠKAL, Zdeněk et al. *Financial Models*. Ostrava: VSB - Technical University of Ostrava, 2004. ISBN 80-248-0754-8.

Extent and terms of a thesis are specified in directions for its elaboration that are opened to the public on the web sites of the faculty.

Supervisor: **Ing. Petr Gurný, Ph.D.**

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Ing. Petr Gurný, Ph.D.
Head of Department

doc. Ing. Vojtěch Spáčil, CSc.
Dean