

Master thesis seminar (1)

Final thesis (FT) roadmap, Seminar agenda, Topics,
Documents and forms



SILESIA
UNIVERSITY
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

Assoc. Prof. Dr. Roman Šperka, PhD
Head of Business economics and
management program and department

Seminar agenda



Assoc. Prof. Šperka
6.10. afternoon

1st Seminar – FT roadmap

- Sample FT, FT topics
- Roadmap for June examination
- Roadmap for February examination
- Seminar agenda
- Documents and forms on webpage
- Information systems manual
- Tematikon options

Dr. Stoklasa
13.10. afternoon

2nd Seminar – FTWhat is FT?

- Purpose of FT
- Goals, methodology, methods, outputs
- Plagiarism, citations
- Library and e-resources

Assoc. Prof. Palečková
20.10. afternoon

3rd Seminar – Description of

- Schedule
- Content
- IS SU explanation
- Insertion into IS

Dr. Stoklasa
10.11. afternoon

4th Seminar – FT template, presentation

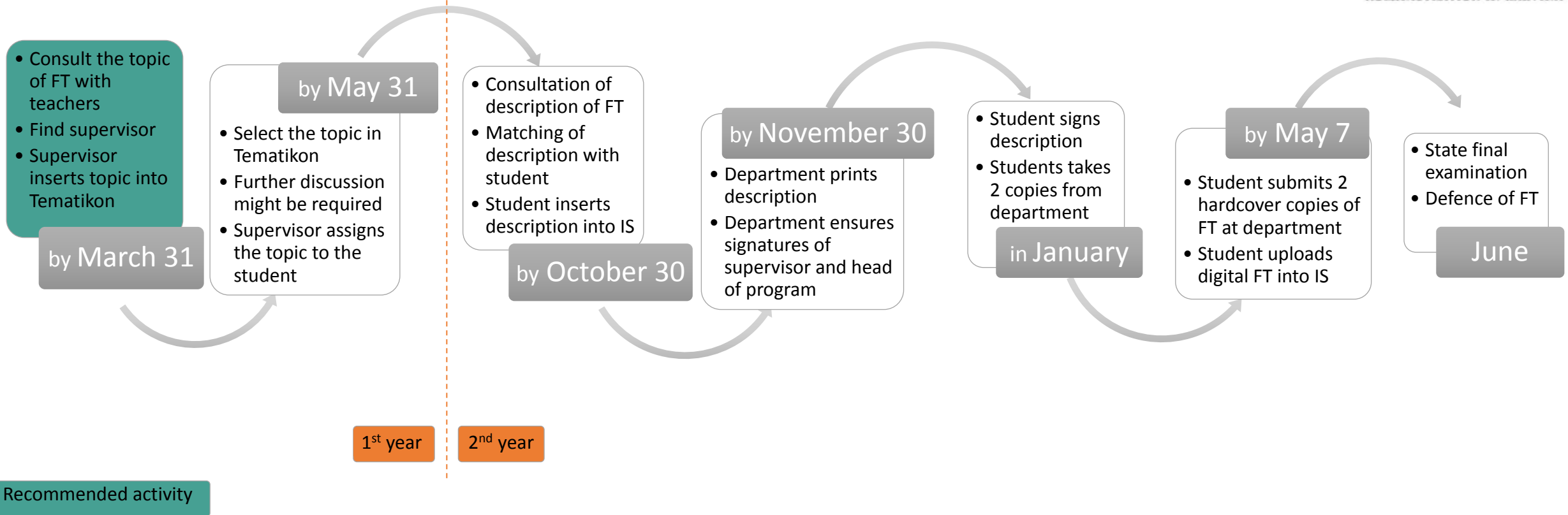
- Word template of FT
- Communication with supervisor
- Revisions
- Proofreading
- Presentation template for FT defence

Sample FT and topics

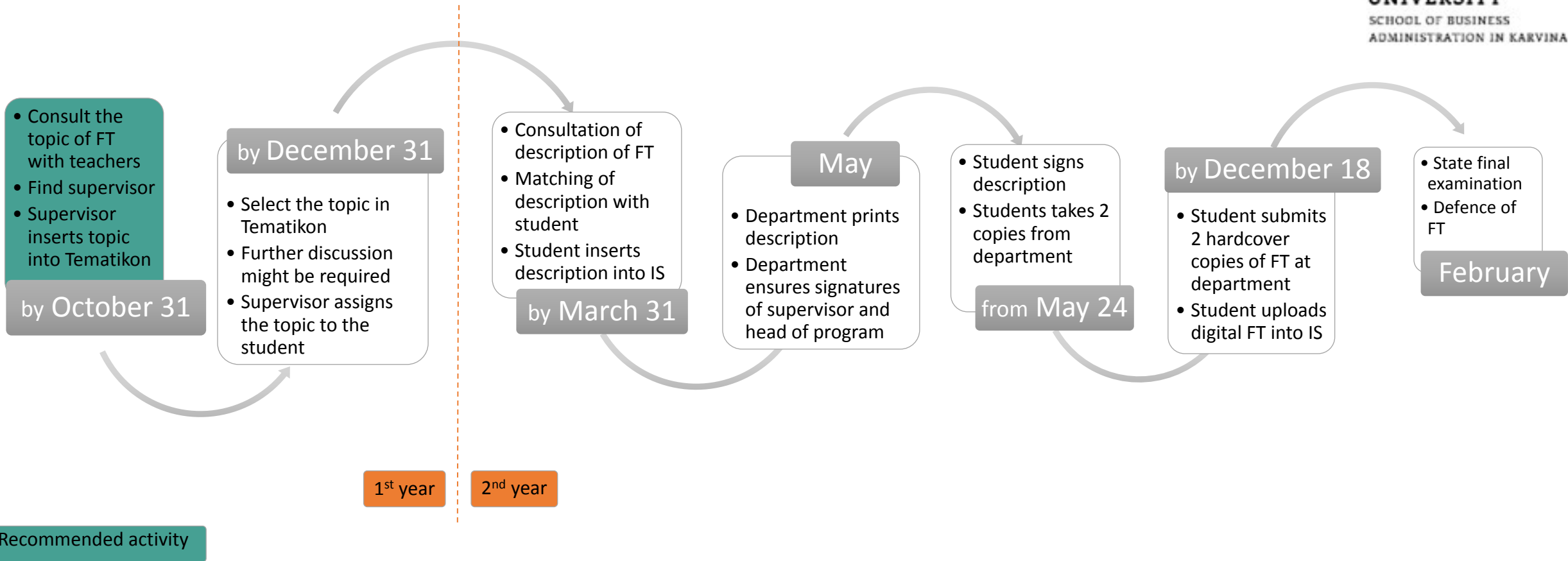


- **Online marketing communication** (dr. Klepek)
 - **Comparison of marketing in India and Czechia** (dr. Stoklasa)
 - **Evaluation of economic situation of selected company** (dr. Šeligová)
 - **Sales promotion and satisfaction of dealers: A case of Havells India Ltd.** (dr. Majerová)
 - **VAT schemes for small business** (dr. Sobotovičová)
 - **The recommendation of marketing activities for Czech university to attract foreign students** (Assoc. Prof. Šperka)
 - **Evaluation of the company s competitiveness** (dr. Adámek)
 - **Strategy for small and medium-sized enterprise** (dr. Zapletalová)
 - **Management of foreign exchange exposure of the selected company** (dr. Šimáková)
 - **Packing problem** (Assoc. Prof. Bartl)
 - **Business strategy in international markets** (dr. Zapletalová)
 - **The effect of exchange rate development on foreign direct investments in selected economy** (dr. Šimáková)
 - **Trade of small and medium enterprises and its support in the Czech Republic and India** (dr. Majerová)
 - **Social media and brand communication** (dr. Klepek)
 - **Integrated marketing communication** (dr. Matušínská)
 - **A project of a crowdfunding campaign** (Assoc. Prof. Šebestová)
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Final theses roadmap - examinations in June



Final theses roadmap - examinations in February



Documents, forms, templates, Tematikon



Master in Business Economics and Management



INFORMATION SYSTEMS

- Information System SU
- E-learning
- E-mail
- Tematikon/Praktikon

DOCUMENTS

- Scholarships
- Master's thesis
- State final examination
- Internal regulations and standards

SERVICES

- Library

Documents

Master's thesis

Students / Documents / Master's thesis

- Master's Thesis Seminar
- Dean's Instruction No. 2/2020 - Editing, Publishing ar
- Dean's Instruction No. 3/2020 - Description of Final T
- Deans Instruction No. 5/2020 - Description of Final Tl
- Master's Thesis Template
- Assessment of the opponent of the Thesis
- Assessment of the supervisor of the Thesis
- Information on the opponent of the master thesis
- Confirmation of the department of the submission of the Master's thesis

Documents

State final examination

Students / Documents / State final examination

- [THEMATIC TOPICS FOR THE STATE FINAL EXAMINATION](#)
- [CONDITIONS OF THE IMPLEMENTATION OF THE STATE FINAL EXAMINATIONS](#)
- [ORGANIZATIONAL PROVISION OF STATE FINAL EXAMINATIONS AND THEIR COURSE](#)
- [DEANS DECISION NO. 5/2020 - DATES OF COMPLETION OF STUDIES \(SFE IN WINTER SEMESTER\)](#)
- [DEANS INSTRUCTION NO. 7/2020 - COURSE OF THE 2ND TERM OF SFE IN 2019/20](#)

Information Systems >

Documents v

Scholarships

Master's thesis

State final examination

Internal regulations and standards

Services >

Informační systém

5 vyhledat v listě

- KALENDÁŘ: Můj rozvrh
- STUDIUM: Můj omluvný list, Registrace a zápis, E-learning
- PŘEDMĚTY: Můj plán předmětů, Sdílet
- STUDIUM: Programy a obory, Hlavní stránka
- VÝVĚKA: Poptávky, Inzerce
- DISKUSE: Blogy
- SOUBORY: Dokumenty, Galérie
- ÚŘADOVNÁ: Můj spis, Poptávky
- OBCHODNÍ CENTRUM: Můj státniček

26.08 - School of Business Administration in Karviná
Course registration and study control

Karvina Ph.D. Conference Business and Economics

15.08 - School of Business Administration in Karviná
Invitation to Karviná Ph.D. Conference Business and Economics