

# Master thesis seminar (1)

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



**SILESIAN  
UNIVERSITY**  
SCHOOL OF BUSINESS  
ADMINISTRATION IN KARVINA

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

# Seminar agenda



**SILESIAN  
UNIVERSITY**  
SCHOOL OF BUSINESS  
ADMINISTRATION IN KARVINA

## 1st Seminar – FT roadmap

**Assoc. Prof. Šperka**  
October 5, 2021

- Sample FT, FT topics
- Roadmap for June examination
- Roadmap for February examination
- Seminar agenda
- Documents and forms on webpage

## 2nd Seminar – What is FT?

**Dr. Stoklasa**  
October 12, 2021

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

## 3rd Seminar – Description of FT

**Assoc. Prof. Palečková**  
October 19, 2021

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

## 4th Seminar – FT template, presentation

**Dr. Stoklasa**  
November 9, 2021

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

# Seminar agenda



**Dr. Klepek**

November 16, 2021

## 5th Seminar – Research methods I

- Critically reviewing the literature
- Using secondary data
- Collecting primary data

**Dr. Klepek**

November 23, 2021

## 6th Seminar – Research methods II

- Analysing qualitative data
- Statistical analysis of quantitative data
- Writing convincing conclusions
- Presentation skills

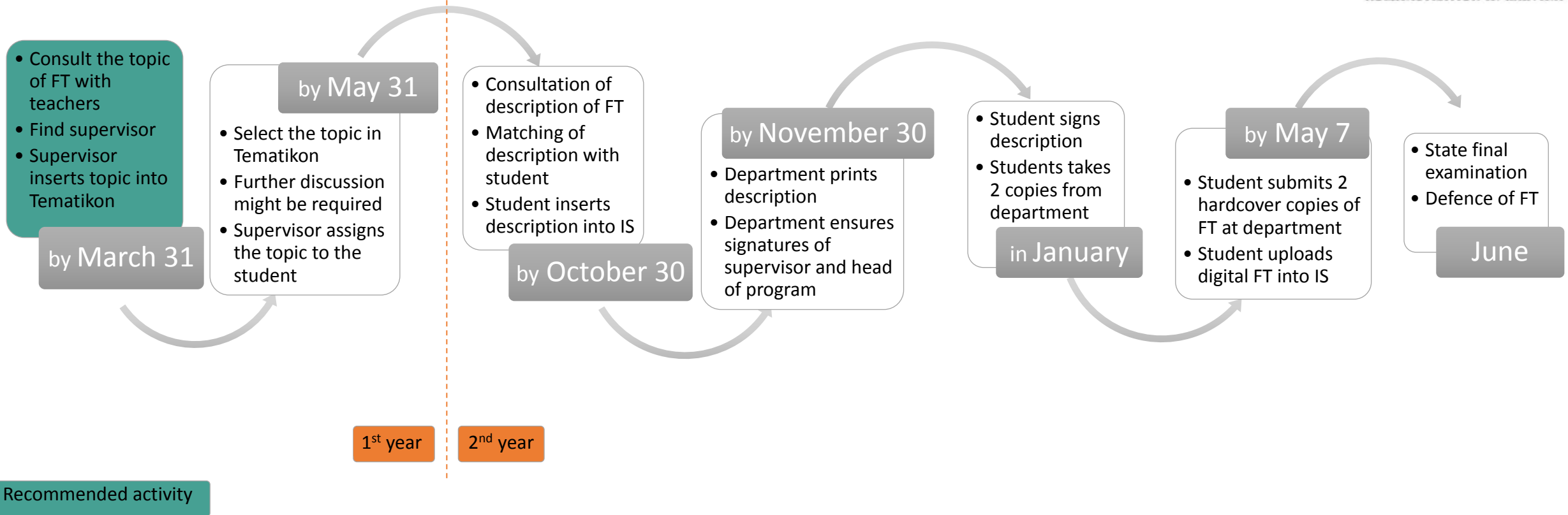
## Sample FT and topics

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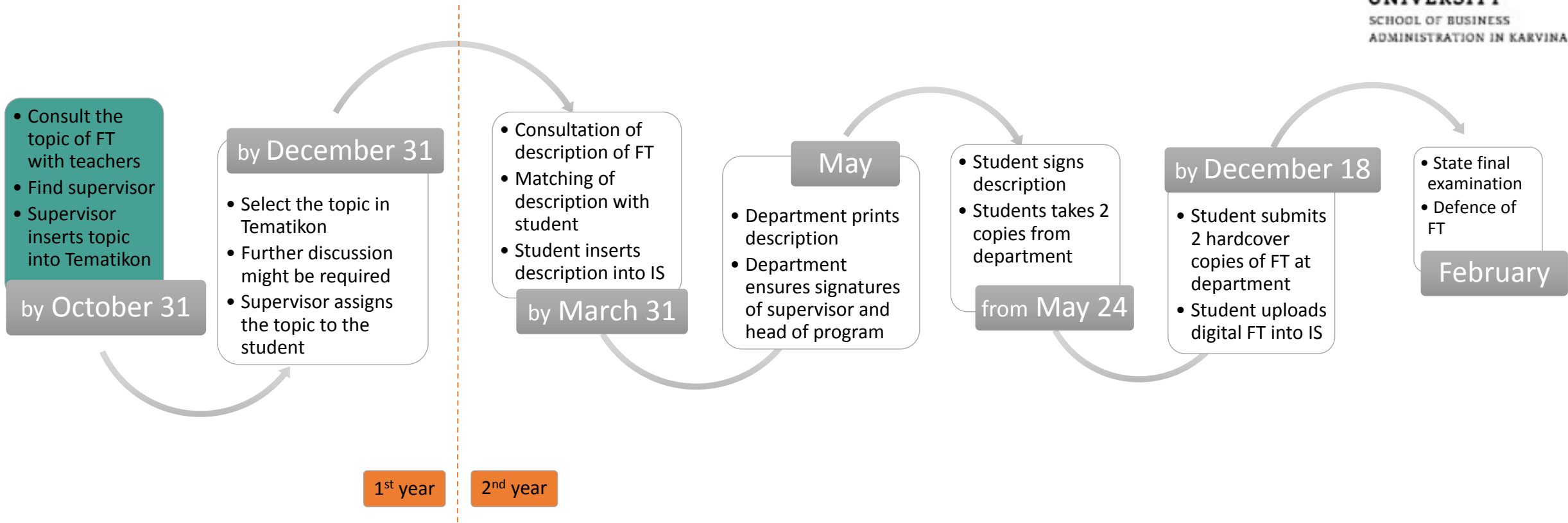


- **Online marketing communication** (dr. Klepek)
  - **Comparison of marketing in India and Czechia** (dr. Stoklasa)
  - **Evaluation of economic situation of selected company** (dr. Šeligová)
  - **Sales promotion and satisfaction of dealers: A case of Havells India Ltd.** (dr. Majerová)
  - **VAT 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



• Recommended activity

# 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 and
- Dean's Instruction No. 3/2020 - Description of Final T
- Deans Instruction No. 5/2020 - Description of Final T
- 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

- KALENDÁŘ
- STUDIJNÍ
- PŘEDMĚTY
- STUDIUM
- VÝVĚKA
- DISKUSE
- SOUBORY
- ÚŘADOVNÁ
- OBCHODNÍ

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