

Master thesis seminar (1)

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



**SILESIAN
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SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

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

Seminar agenda



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1st Seminar – FT roadmap

Assoc. Prof. Šperka
October 4, 2022

- 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 11, 2022

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

3rd Seminar – Description of FT

Assoc. Prof. Palečková
October 18, 2022

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

4th Seminar – FT template, presentation

Dr. Stoklasa
November 8, 2022

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

Seminar agenda



Dr. Klepek

November 15, 2022

5th Seminar – Research methods I

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

Dr. Klepek

November 22, 2022

6th Seminar – Research methods II

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

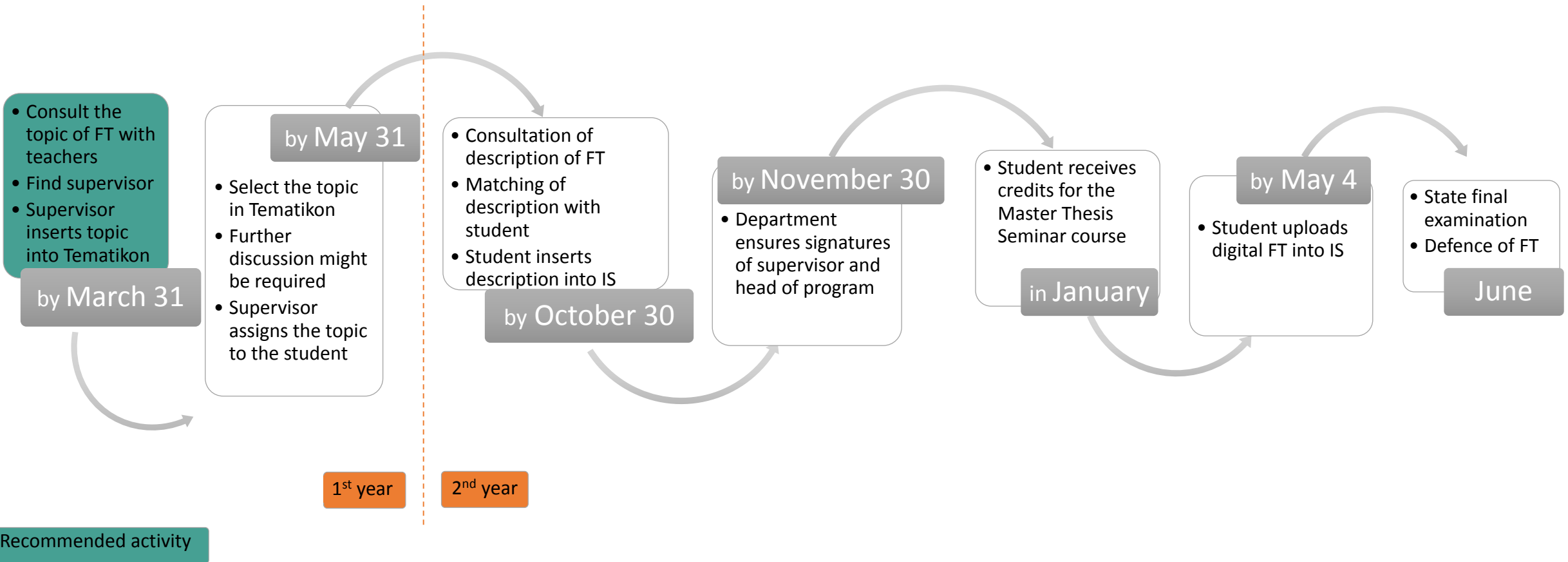
Sample FT and topics



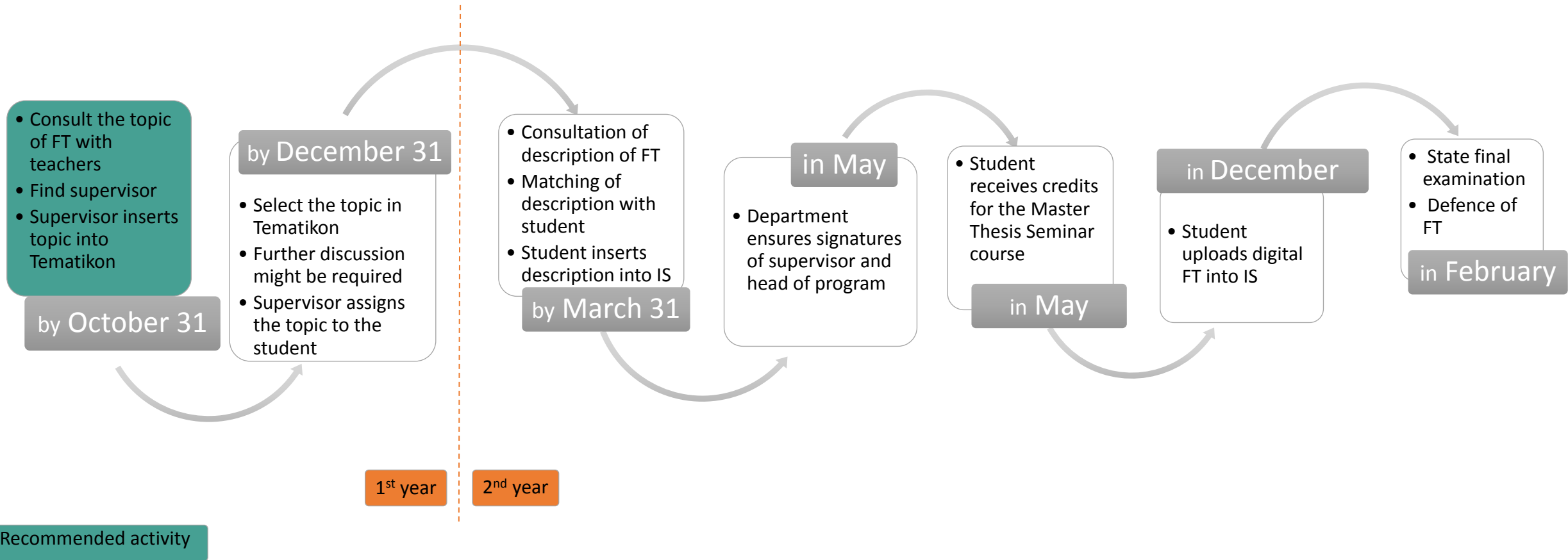
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- **The impact of digital marketing on consumer behavior in the modern world (dr. Klepek)**
 - **Impact of green marketing on consumer behaviour(dr. Stoklasa)**
 - **Evaluation of economic situation of selected company (dr. Šeligová)**
 - **Sales promotion 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)**
 - **Marketing Strategy for Large Enterprise 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 (for students who enrolled in September)



Final theses roadmap - examinations in February (for students who enrolled in February)



Documents, forms, templates, Tematikon



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- [DEAN'S INSTRUCTION NO. 2/2020 - EDITING, PUBLISHING AND STORING](#)
- [DEAN'S INSTRUCTION NO. 2/2022 - THE IMPLEMENTATION PROCEDURE](#)
- [DEAN'S INSTRUCTION NO. 5/2020 - DESCRIPTION OF FINAL THESES \(SEE](#)
- [MASTER'S THESIS TEMPLATE](#)
- [MASTER'S THESIS DEFENCE - PRESENTATION TEMPLATE](#)
- [ASSESSMENT OF THE OPPONENT OF THE THESIS](#)
- [ASSESSMENT OF THE SUPERVISOR OF THE THESIS](#)

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- [THEMATIC TOPICS FOR THE STATE FINAL EXAMINATION](#)
- [CONDITIONS OF THE IMPLEMENTATION OF THE STATE FINAL EXAMINATIONS](#)
- [DEAN'S DECISION NO. 3/2022 - DATES OF COMPLETION OF STUDIES \(SEE IN WINTER SEMESTER\)](#)
- [DEAN'S INSTRUCTION NO. 1/2022 ORGANIZATIONAL PROVISION OF STATE FINAL EXAMINATIONS AND THEIR COURSE](#)



Informační systém

- KALENÁŘ** (Můj ročník)
- STUDENT** (Můj záznam, Registrace a žilna, E-learning)
- PŘEDMĚTY** (Hledání předmětů, Sdílet)
- STUDIUM** (Programy a obory, Harmonogram)
- VÝVĚSKA** (Přehledy, Inzercce)
- DISKUSE** (Blog)
- SOUBORY** (Dokumenty, Účtovna)
- ÚRADOVNA** (Můj e-mail, Podání žádostí)
- OBCHODNÍ CENTRUM** (Můj objednávkový)