

# Master thesis seminar (3)

Information about description of FT  
IS SU explanation  
Insertion description into IS



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

**Iveta Palečková**

Vice-dean for Science and Research  
Department of Finance and Accounting

# Dean's instruction

---

- **Dean's Instruction No. 7/2023 - The Implementation Procedure for the Description of the Final Theses**

<https://www.slu.cz/opf/en/file/cul/ba7dbd51-f178-4a50-9ef6-4107aa301934>

- **Dean's Instruction No. 10/2023 - Description of Final Theses (SFE in winter semester)**

<https://www.slu.cz/opf/en/file/cul/a429fe31-9e9d-4cdc-9a66-110feecf31d1>

- **Dean's Instruction No. 8/2023 - Editing, Publishing and Storing Final Theses**

<https://www.slu.cz/opf/en/file/cul/3b2545b6-e660-4b0b-93a9-14c082877e86>

---

# Schedule of Master's thesis elaboration and defense

---



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

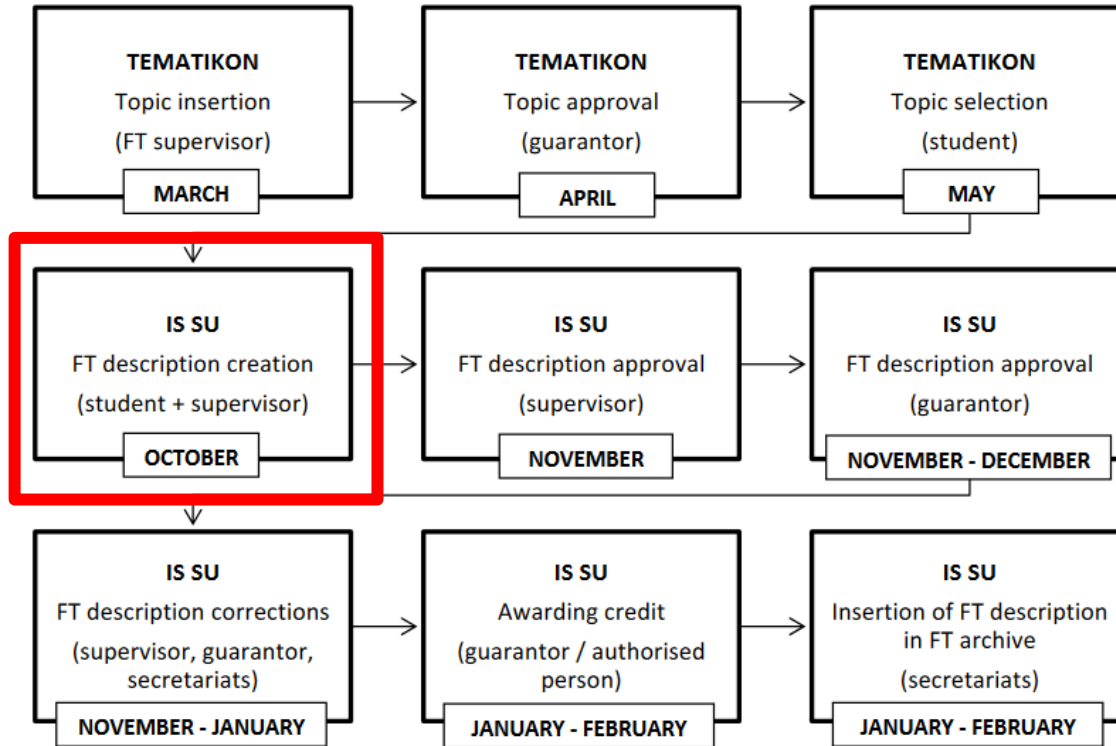
- till **October 31** - filling in the data for the description of the Master's thesis in the IS SU, student after consultation with a supervisor must complete and insert FT description into IS
- till **May 6** - students have to upload digital version of the final thesis into IS SU.

**This schedule is valid for the students graduating in summer semester.**

**June 2023 (June, 10 – 14) – state final exam and defense of the thesis**

---

# Schedule of Master's thesis elaboration



# Schedule of Master's thesis elaboration and defense

---



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

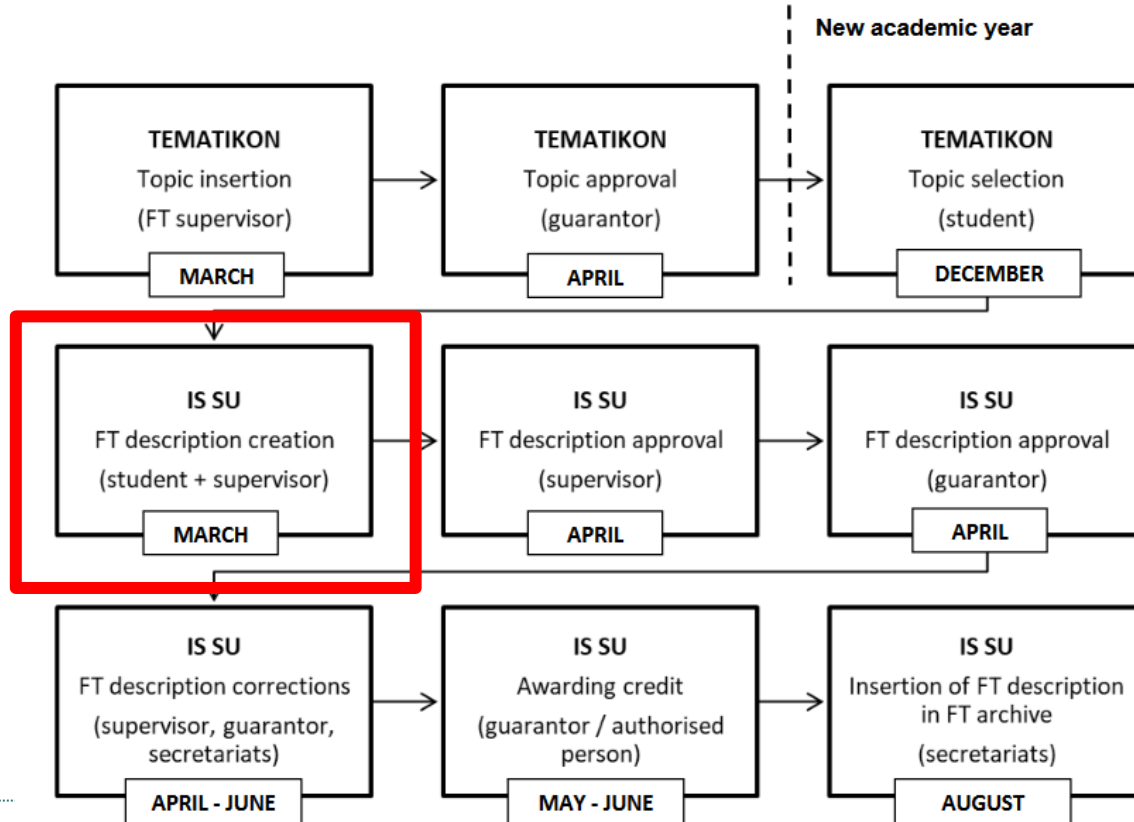
- till **March 31**, student after consultation with a supervisor must complete and insert FT description into IS

**This schedule is valid for the students graduating in February.**

**February – state final exam and defense of the thesis**

---

# Schedule of Master's thesis elaboration



# Content of the FT description

---



- **Title in English**
  - **Schedule of elaboration including the day of submitting**
  
  - **Aim of the thesis** (aim of the thesis is to evaluate, compare, create etc.)
  - **Subject of the thesis – e. g. Thesis will focus on marketing mix of company XY (future time)**
  - **Data and methods – e. g.** Questionnaire survey will be employed to evaluate the level of customer satisfaction with products of company XY ... or.... Secondary data from Czech statistical office will be applied.
  - **Structure – e.g.** Theoretical part of the thesis will focus on determination of fundamental terms and relationships in the field of strategic management and main indicators applied in empirical part will be also defined ... In empirical part, the use of marketing mix measures in the company XY will be evaluated.
-

---

## Sample of the structure of the documents for the description of the FT

### BACHELOR'S/MASTER'S THESIS DESCRIPTION

Academic year: 20XX/20XX

<b>Submission institution:</b>	Name of the department/entity
<b>Student:</b>	First name and last name of the student
<b>Personal identification number:</b>	Personal identification number
<b>Programme:</b>	Name of the study programme
<b>Field of Study:</b>	Name of the field of study
<b>Specialization:</b>	Name of the specialization
<b>Thesis topic:</b>	Thesis topic in English
<b>Thesis topic in English:</b>	Thesis topic in English
<b>Description:</b>	Elaboration schedule of the Bachelor's / Master's thesis <ol style="list-style-type: none"><li>1. Elaboration of individual chapters by: XX. XX. 20XX</li><li>2. Elaboration of conclusion by: XX. XX. 20XX</li><li>3. Submission of thesis at the department by: XX. XX. 20XX</li></ol> <p>The framework content of the thesis: The recommended framework content is a continuous text containing the objective of the thesis, a research problem (areas), a choice of methodology and data, a procedure for achieving the objective possibly necessary parts of the FT.</p> <p>Estimated range of the thesis: Estimated range of the Bachelor's / Master's thesis is XX – XX pages.</p>
<b>Literature:</b>	In accordance with the Dean's Instruction



# Elaboration schedule - example

---



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

- 1. Elaboration of individual chapters by: 15. 3. 2024
  - 2. Elaboration of conclusion by: 10. 4. 2024
  - 3. Submission of thesis at the department by: 6. 5. 2024
-

# The scope of the FT

---



- The scope of the BT (not including Annexes) is set at 35 - 45 pages.
  - The scope of the MT is set at **45 - 65 pages.**
-

# The example of the structure of the description of FT

---



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

- Title: Methods of evaluating the efficiency of the company
  - The aim of the master thesis is to evaluate the economic efficiency of the selected company. The annual reports of FIRM and industry values available at the portal of the Ministry of Industry and Trade of the Czech Republic will be used to prepare the master thesis. The data set will cover the period 2015-2020. The introductory part of the master thesis will describe the methods of evaluating the efficiency of the company. In the next part of the thesis the literature review regarding the firm's efficiency will be presented. Moreover, the financial statements will be explained. In the practical part of the master thesis will be evaluated the FIRM. The evaluation will be complemented by the recommendations to improve the firm's efficiency.
-

# The example of the structure of the description of FT

---



SLEZSKÁ  
UNIVERZITA  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

- Setting **the aim** of the master thesis is very important part of the description.
  
  - The aim is the answer to the question, ‘What are you doing?’
    - 1. You need to clearly describe what your intentions are and what you hope to achieve. This is the aim.
    - 2. Be very explicit. In the opening paragraphs, say, in simple terms, ‘the aim of the master thesis is to...’
-

# The example of the structure of the description of FT

---



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

- Methodology – used methods
  - Data – data collection:
    - primary data - one which is collected for the first time by the researcher through direct efforts and experience,
    - secondary data - the data already collected or produced by others.
-

# Literature in the description

---



- The minimum is 7 sources of literature in the description of FT.
  - Everything must be according to the citation standard!
-

# Literature

---



SLEZSKÁ  
UNIVERZITA  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVÍNĚ

- [1] FORET, M., 2018. *Marketing research: we know our customers*. Brno: Computer Press. ISBN 978-80-251-2183-2.
- [2] HINDLS, R., S. HRONOVA, J. SEGER and J. FISCHER, 2017. *Statistics for Economists*. 8<sup>th</sup> ed. Prague: Professional Publishing. ISBN 978-80-86946-43-6.
- [3] JOBBER, D., 2015. *Principles and Practice of Marketing*. 6<sup>th</sup> ed. London: McGraw-Hill Education. ISBN 978-0-07-712330-7.
- [4] KLUSOŇ, V., 2019. Ownership Dimension of Social Responsibility. *Political Economy*, **47** (6), 797-810. ISSN 0032-3233.
- [5] KOZEL, R., L. MLYNÁŘOVÁ and H. SVOBODOVÁ, 2018. *Modern methods and techniques of marketing research*. Prague: Grada Publishing. ISBN 978-80-247-3527-6.
- [6] VAŠTÍKOVÁ, M., 2018. *Marketing of services - effectively and modernly*. Prague: Grada Publishing. ISBN 978-80-247-2721-9.
- [7] VYSEKALOVÁ, J., 2017. *Customer Behavior: How to Uncover the Secrets of a Black Box*. Prague: Grada Publishing. ISBN 978-80-247-3528-3.
-



---


# Log in to the topic

---





# Information System

 search the IS



Home 

LOCATIONS

Calendar

Student

Courses

Studies



## CALENDAR

My timetable  
Which meeting? Tудle



## STUDENT

My Grades  
Registration and  
Enrolment  
E-learning



## COURSES

Find a course  
Syllabi



## STUDIES

Programmes and fields  
Timetable



## NOTICEBOARD

Invitations  
Advertisements



## DISCUSSION FORUM

Blogs



## FILES

Documents  
File Depository



## DOCUMENT OFFICE

My Document Office  
My documents  
Submit request



## SHOPPING CENTER

My orders



Winter 2023 ▾

Home 🏠

iS > Student ⚡

APPLICATIONS

- Calendar
- Student
- Courses
- Studies

# Student



STUDENT / MY COURSES

START OF TERM

TEACHING

END OF TERM

DURING STUDIES

END OF STUDIES



search the IS



## My courses



FIUNANMU Managerial Accounting ⭐



INMNARAM Decision Analysis for Managers ⭐



OPFNASDP Master Thesis Seminar ⭐



PEMNAMK2 Marketing Communication 2 ⭐







Student    CS Bishal Debbarma, učo 62691 

STUDENT / MY COURSES START OF TERM TEACHING END OF TERM **DURING STUDIES** END OF STUDIES

The maximum time expires on **25/9/2026**. Pozor, akreditace programu končí k 31/12/2024.


  
**Check my studies**


  
**E-Transcripts**  
Confirmation of Studies  
Scholarships

  
**Document Office**  
My documents - application status  
Submit a new application

  
**Internships and Stays**

  
**Tuition Fees**  
Calculated fees  
History of my studies and fee calculation  
Study fees calculator

  
**Topic Lists**  
My topics  
Diploma thesis JUNE 2024

  
**Personal data**  
Check and change your personal data  
Permission to Share Your Email Address  
Emergency contact

  
**Other**  
Retrieval Box

The student clicks on the selection of works of the department under which his / her study program belongs



Lists  Topics: enrolment

## Diploma thesis JUNE 2024

[details](#), [instructions](#), [timetable](#) ▾

**Note:** The supervisor might not be aware of the fact you have selected his/her topic. Please make sure that you contact him/her by email (unless you have already done so) and discuss the way you are going to co-operate with each other.

Order topics by: name of topic | last modification | **supervisor**

Year: **all** | 2023

enroll	Marketing communication of the company - Jino Raju Kollasserry
1.	<i>Supervisor:</i> doc. Ing. Martin Klepek, Ph.D., učo 21606  <i>Student (max. 1):</i> none yet <i>Pre-Requisites:</i> 62684 <i>Students can enrol from 1/10/2023 09:00 to 31/10/2023 attempt to enrol</i> 
enroll	Buying Behavior of Indian Consumers - Sanjaye Prasad Gopalswamy Dhanalakshmi
2.	<i>Supervisor:</i> Ing. Kateřina Matušínková, Ph.D., učo 21353  <i>Student (max. 1):</i> none yet <i>Pre-Requisites:</i> 61385 <i>Students can enrol from 1/10/2023 09:00 to 31/10/2023 attempt to enrol</i> 
enroll	Customer experience (CX) in services - Clintu Victor
3.	<i>Supervisor:</i> Ing. Kateřina Matušínková, Ph.D., učo 21353  <i>Student (max. 1):</i> none yet <i>Pre-Requisites:</i> 62701 <i>Students can enrol from 1/10/2023 09:00 to 31/10/2023 attempt to enrol</i> 

The list of topics will be shown and then it is necessary to search your topic (and your name).

Then you just click on „log in“





Information System time: 10/10/2023 14:37.42

Do you really want to enrol in this topic?

- [Yes, I do.](#)
- [No, I do not.](#) a zavřít toto okno

[Comparison of marketing in India and Czechia - Bishal Debbarma](#)

Supervisor:

Ing. Michal Stoklasa, Ph.D., učo [20807](#) (supervisor) Last modified: 26/9/2023 16:55, Ing. Lucie Vavrušková

Student (max. 1): none yet

Pre-Requisites: 62691

Guarantor department for the topic: Department of Business Economics and Management

Students can enrol from 1/10/2023 09:00 to 31/10/2023

Last modified: 27/9/2023 14:53.46, Vavrušková, L., učo [46778](#)

Then select, „Yes, I do“ and confirm.

After clicking, these confirmations are displayed and the login confirmation of the supervisor must be waited, who will receive an email about the student's registration on the given topic (until the supervisor confirms the login, the assignment cannot be edited!)



# My topics

My topics: course-unrelated | course-related | all  
Display topics: awaiting approval | no limitation

## Topics on course-unrelated lists

Customer experience (CX) in services - [redacted]

List: Diploma thesis JUNE 2024

Supervisor: Ing. Kateřina Matušinská, Ph.D., učo 21353

Student (max. 1):

1. [redacted] učo [redacted] OPF N\_EKOMAN BEM (MOA) [year 2] (group STE\_49367) • Doce

Pre-Requisites: 65564

Students can enrol from 1/10/2023 09:00 to 31/10/2023

• Full info • Send an email to the supervisor • Edit

After approval by your supervisor,  
„edit“ is displayed.

My topics: course-unrelated | course-related | all  
Display topics: awaiting approval | no limitation



---

# Insertion the description into IS


---

# Work in IS



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

## Information System

 search the IS



### CALENDAR

My timetable  
Which meeting? Tutle



### STUDENT

My Grades  
Registration and  
Enrolment  
E-learning



### COURSES

Find a course  
Syllabi



### STUDIES

Programmes and fields  
Timetable



### NOTICEBOARD

Invitations  
Advertisements



### DISCUSSION FORUM

Blogs



### FILES

Documents  
File Depository



### DOCUMENT OFFICE

My Document Office  
My documents  
Submit request



### SHOPPING CENTER

My orders






# Work in IS










is > Student 

## Student



is search the IS 

### My courses

 FIUNANMU Managerial Accounting 
 INMNARAM Decision Analysis for Managers 
 OPFNASDP Master Thesis Seminar 
 PEMNACSR Corporate Social Responsibility 
 PEMNAMK2 Marketing Communication 2 

## Student



STUDENT / MY COURSES    START OF TERM    TEACHING    END OF TERM    **DURING STUDIES**    END OF STUDIES

The maximum time expires on **15/9/2026**. Pozor, akreditace programu končí k 31/12/2024.



Check my studies



E-Transcripts

Confirmation of Studies  
Scholarships



Document Office

My documents - application status  
Submit a new application



Internships and Stays



Tuition Fees

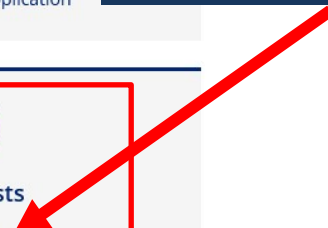
Calculated fees  
History of my studies and fee calculation  
Study fees calculator



Topic Lists

My topics  
Diploma thesis JUNE 2024

Select from menu  
„my topics“



# Work in IS



## My topics

My topics: course-unrelated | course-related | all  
Display topics: awaiting approval | no limitation

### Topics on course-unrelated lists

Customer experience (CX) in services - [redacted]

List: [Diploma thesis JUNE 2024](#)

Supervisor: Ing. Kateřina Matušínková, Ph.D., učo 21353

Student (max. 1):

1. [redacted], učo [redacted] OPF N\_EKOMAN BEM (MOA) [year 2] (group STE\_49367) • Does the student confirm the thesis assignment?  Yes

Pre-Requisites: 65564

Students can enrol from 1/10/2023 09:00 to 31/10/2023

[Display operations](#)

My topics: course-unrelated | course-related | all  
Display topics: awaiting approval | no limitation

Student can see the topic of the thesis and his/her name

Now you can click on „display operations“ and after that you can edit title, content or literature

## My topics

My topics: course-unrelated | course-related | all  
Display topics: awaiting approval | no limitation

### Topics on course-unrelated lists

Customer experience (CX) in services - [redacted]

List: Diploma thesis JUNE 2024

Supervisor: Ing. Kateřina Matušinská, Ph.D., učo 21353

Student (max. 1):

1. [redacted] učo [redacted] OPF N\_EKOMAN BEM (MOA) [year 2] (group STE\_49367) • Does the student confirm the thesis assignment?  [Yes](#)

Pre-Requisites: 65564

Students can enrol from 1/10/2023 09:00 to 31/10/2023

• Full info • Send an email to the supervisor • Edit

My topics: course-unrelated | course-related | all  
Display topics: awaiting approval | no limitation

Now, you can see all available operations, most important is EDIT

# Work in IS



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

Customer experience (CX) in services

Supervisor:  
Ing. Kateřina Matušínková, Ph.D., učo 21353 (supervisor)

Student (max. 1):  
OPF N\_EKOMAN BEM (MOA) [year 2] (group STE\_49367) • Does the student have any pre-requisites?

Pre-Requisites: 65564

Guarantor department for the topic: Department of Business Economics and Management

Students can enrol from 1/10/2023 09:00 to 31/10/2023

Last modified: 27/9/2023 14:53:46, Vavrušková, L., učo 46778 (history of changes)

- 1) You can accommodate title of your thesis + please erase your name from the title
- 2) Same as previous

Name:  
You enter the title in the language in which the thesis is written.

Customer experience (CX) in services

Name in English:  
If it is written in English, use the same text for both titles.

Customer experience (CX) in services

Other names ▾

Final Description: 🗨



Name:

You enter the title in the language in which the thesis is written.

Customer experience (CX) in services

Name in English:

If it is written in English, use the same text for both titles.

Customer experience (CX) in services

Other names -

Final Description: ?

Elaboration schedule of the master thesis:

```
<OL>
<LI>Elaboration of individual chapters till: 10. 4. 2023</LI>
<LI>Elaboration of conclusion till: 15. 4. 2023</LI>
<LI>Submission of thesis in IS SU till: 5. 5. 2023</LI>
</OL>
```

Given content of the thesis:<BR/><BR/>

The aim of the thesis is to evaluate the economic efficiency of selected company. The annual reports of a company PRECHEZA, a.s. will be used. Methods of evaluating the effectiveness of the company will be described within theoretical part of the thesis. They will subsequently be used for practical application to the selected company. Finally, economic efficiency of the selected company will be evaluated.<BR/><BR/>

</P>

<P>

The expected scope of the thesis:<BR/>

The expected range of the master thesis is 45-65 pages.<BR/>

</P>

Literature -

Literature entered as text: ?

[1] CONAWAY, R. N. and O. LAASH, 2014. Principles of responsible management: global sustainability, responsibility, and ethics. USA: Cengage Learning. ISBN 978-1285080260.<BR/>

Literature - search for a publication record: ?

Words to search for:

Search:

names,  ISBN,  authors

Search for the publication

No literature has been entered yet.

Window for editing the content of the thesis and elaboration schedule. **BE CAREFUL!** This new system requires HTML format!!!! However, we have created useful application for transformation of normal text to html format 😊



Name:

You enter the title in the language in which the thesis is written.

Customer experience (CX) in services

Name in English:

If it is written in English, use the same text for both titles.

Customer experience (CX) in services

Other names -

Final Description: ?

Elaboration schedule of the master thesis:

```
<OL>
<LI>Elaboration of individual chapters till: 10. 4. 2023</LI>
<LI>Elaboration of conclusion till: 15. 4. 2023</LI>
<LI>Submission of thesis in IS SU till: 5. 5. 2023</LI>
</OL>
```

<P>

Given content of the thesis:<BR/><BR/>

The aim of the thesis is to evaluate the economic efficiency of selected company. The annual reports of a company PRECHEZA, a.s. will be used. Methods of evaluating the effectiveness of the company will be described within theoretical part of the thesis. They will subsequently be used for practical application to the selected company. Finally, economic efficiency of the selected company will be evaluated.<BR/><BR/>

</P>

<P>

The expected scope of the thesis:<BR/>

The expected range of the master thesis is 45-65 pages.<BR/>

</P>

Literature -

Literature entered as text: ?

[1] CONAWAY, R. N. and O. LAASH, 2014. Principles of responsible management: global sustainability, responsibility, and ethics. USA: Cengage Learning. ISBN 978-1285080260.<BR/>

Literature - search for a publication record: ?

Words to search for:

Search:

names,  ISBN,  authors

Search for the publication

No literature has been entered yet.

You can find the application on web pages of Institute of Information Technologies

[https://uit.opf.slu.cz/zadani\\_zp](https://uit.opf.slu.cz/zadani_zp)

Please click on this link, than download and launch the app



<https://uit.opf.slu.cz/tematator>

Jazyk / Language:  Typ práce:

Harmonogram vypracování práce:

Zpracování jednotlivých kapitol do: 10. 4. 2022  
Zpracování závěrů práce do: 15. 4. 2022  
Odevzdání práce na katedru do: 4. 5. 2022

Rámcový obsah práce:

Cílem práce je vyhodnotit ekonomickou efektivnost zvoleného podniku. Ke zpracování bakalářské práce budou využity výroční zprávy PRECHEZA, a.s. a oborové hodnoty dostupné z portálu Ministerstva průmyslu a obchodu ČR. V úvodní části bakalářské práce budou popsány metody hodnocení efektivnosti podniku, které budou následně využity k praktické aplikaci na vybraný podnik. Součástí práce budou nezbytné účetní výkazy. V závěru práce bude vyhodnocena míra ekonomické efektivnosti vybrané společnosti.

Předpokládaný rozsah práce:

Předpokládaný rozsah diplomové práce je 45-65 stran.

Ostatní podmínky pro zpracování práce stanovené vedoucím práce:

Další podmínky vedoucí práce nestanovil.

Výsledný text:



**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

Workflow on this app:

1) Choose English as language of this application



Jazyk / Language: English Type of thesis: Master

Elaboration schedule:

Elaboration of individual chapters till: 10. 4. 2022  
Elaboration of conclusion till: 15. 4. 2022  
Submission of thesis at a department till: 5. 5. 2022

Given content of the thesis:

The aim of the thesis is to evaluate the economic efficiency of selected company. The annual reports of a company PRECHEZA, a.s. will be used. Methods of evaluating the effectiveness of the company will be described within theoretical part of the thesis. They will subsequently be used for practical application to the selected company. Finally, economic efficiency of the selected company will be evaluated.

The expected scope of the thesis:

The expected range of the master thesis is 45-65 pages.

Other conditions determined by a supervisor of the thesis:

Supervisor did not determine other conditions.

Copy output to the clipboard

The resulting text:

```
Elaboration schedule of the master thesis:
<OL>
<LI>Elaboration of individual chapters till: 10. 4. 2022</LI>
<LI>Elaboration of conclusion till: 15. 4. 2022</LI>
<LI>Submission of thesis at a department till: 5. 5. 2022</LI>
</OL>
<P>
Given content of the thesis:<BR/>
The aim of the thesis is to evaluate the economic efficiency of selected company. The
annual reports of a company PRECHEZA, a.s. will be used. Methods of evaluating the
effectiveness of the company will be described within theoretical part of the thesis. They will
subsequently be used for practical application to the selected company. Finally, economic
efficiency of the selected company will be evaluated.<BR/>
</P>
<P>
The expected scope of the thesis:<BR/>
The expected range of the master thesis is 45-65 pages.<BR/>
Other conditions determined by a supervisor of the thesis:<BR/>
Supervisor did not determine other conditions.<BR/>
</P>
```


## Workflow on this app:

- 1) Choose type of the thesis (MASTER)
- 2) After consultation with supervisor you can adjust your Elaboration schedule - !!!deadline for master thesis submission is 6. 5. 2023
- 3) After consultation with your supervisor you can edit content of your thesis (aim, methods, structure or data)
- 4) Finally, click on „copy output to the clipboard“ . If you want to save as TXT file, please click on this folder

Název anglicky:


Evaluation of Czech Republic membership in the European Union

Další názvy -

Následující názvy jsou nepovinné, vyplňte pouze u témat závěrečných prací, jejichž názvy obsahují speciální symboly. Názvy v TeXu se použijí při tisku práce na zadání a na vysvědčení. Pokyny pro použití TeXových symbolů. 

Název v TeXu:

Název v TeXu anglicky:


Oficiální zadání: 

Literatura -

Další údaje -

Garanční pracoviště tématu:

Vyberte garanční katedru pro zvolené téma práce.

195251 Katedra ekonomie a veřejné správy 

Uložit

Return to IS and use  
CTRL+V to insert text  
from the app in a form of  
html format



ITA  
INIKATELSKÁ  
VINE

Final Description: ?

Elaboration schedule of the master thesis:

```
<OL>
<LI>Elaboration of individual chapters till: 10. 4. 2021</LI>
<LI>Elaboration of conclusion till: 15. 4. 2021</LI>
<LI>Submission of thesis at a department till: 7. 5. 2021</LI>
</OL>
<P>
Given content of the thesis:<BR/>
The aim of the thesis is to evaluate the economic efficiency of selected company.
The annual reports of a company PRECHEZA, a.s. will be used. Methods of evaluating
the effectiveness of the company will be described within theoretical part of the
```

Find people

Supervisor, reader, consultant, ... :

Specify ?

Look up a person using their name or učo (UIN).  
To remove the person, uncheck the checkbox to the left.

Supervisor, reader, consultant, ... :

doc. Mgr. Ing. Michal Tvrdoň, Ph.D. (EVS OPF SU), učo 20227

Literature ▾

BE CAREFUL – as html format consists of specific orders all changes is good to make in app and again insert as a whole

Next step is to click on „Literature“

# Work in IS

Other conditions determined by a supervisor of the thesis:<BR/>  
Supervisor did not determine other conditions.  
</P>

## Find people

Supervisor, reader, consultant, ... :

Specify ?

Look up a person using their name or učo (UIN).  
To remove the person, uncheck the checkbox to the left.

Supervisor, reader, consultant, ... :

doc. Mgr. Ing. Michal Tvrdoň, Ph.D. (EVS OPF SU), učo 20227

## Literature

Literature entered as text: ?

Literature - search for a publication record: ?

Words to search for:  Search:  names  titles  authors

No literature has been entered yet.

Literature must be inserted

DO NOT USE the app for searching  
because of different citations

List of references according to the  
Dean's Instruction No.02/2020  
**ATTENTION!!! AFTER EACH  
SOURCE YOU MUST STATE  
<BR/>**

LOOK AT NEXT SLIDE

# Work in IS

---



SLEZSKÁ  
UNIVERZITA  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

- [1] FORET, M., 2018. Marketing research: we know our customers. Brno: Computer Press. ISBN 978-80-251-2183-2. <br/>
- [2] HINDLS, R., S. HRONOVA, J. SEGER and J. FISCHER, 2017. Statistics for Economists. 8<sup>th</sup> ed. Prague: Professional Publishing. ISBN 978-80-86946-43-6. <br/>
- [3] JOBBER, D., 2015. Principles and Practice of Marketing. 6<sup>th</sup> ed. London: McGraw-Hill Education. ISBN 978-0-07-712320-7. <br/>
- [4] KLUSOŇ, V., 2019. Ownership Dimension of Social Responsibility. Political Economy, **47** (6), 797-810. ISSN 0032-3233. <br/>
- [5] KOZEL, R., L. MLYNÁŘOVÁ and H. SVOBODOVA, 2017. Modern methods and techniques of marketing research. Prague: Grada Publishing. ISBN 978-80-247-3527-6. <br/>
- [6] VAŠTIKOVÁ, M., 2018. Marketing of services - effectively and modernly. Prague: Grada Publishing. ISBN 978-80-247-2721-9. <br/>
- [7] VYSEKALOVÁ, J., 2017. Customer Behavior: How to Uncover the Secrets of a Black Box. Prague: Grada Publishing. ISBN 978-80-247-3528-3. <br/>

You should elaborate your list of references (after consultation with your supervisor) - e.g. in MS Office or other program and then insert this list to the system (do not forget **<BR/>** )

alphabetically sorted source

approximately 7 sources



Literature ▾

Literature entered as text: ?

[6] WINKLER, J. a M. WILDMANNOVÁ, 1999. Evropské pracovní trhy a průmyslové vztahy. Brno: PC-DIR. ISBN 80-7226-195-9. <BR/>

Literature search for a publication record: ?

If you enter your list of references correctly it looks like this (if you do not insert <BR/> all sources will be in one paragraph (without brake))

open the topic for enrolment

téma automaticky nepřevádět mezi neaktuální ?

Save

⏪ Lists | Topics of the list Diplomové práce katedry EVS

You should click on „SAVE“, after this operation, an email to your supervisor is automatically sent, your MT topic is still possible to edit (+the topic can be edited by your supervisor)

## Final step:

The student must approve the correctness of the entered assignment in the IS SU.  
**CONFIRM THE WORD YES ONLY WHEN THE ASSIGNMENT IS COMPLETE AND CORRECT.**

test

Vede: Ing. Lucie Vavrušková, učo 46778

Student (max. 1):

1. Filip Testikovič, učo 53604 OPF B\_SYSINF MI kombin. [roč 2] (skupina T) confirms the description

Prerekvizity: 53604



# Citation methods in the text of the FT

---



SLEZSKÁ  
UNIVERZITA  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVÍNĚ

- All that is stated in the References in the wording of full bibliographic citations, must be continuously cited in the text, and the student uses the abbreviated citation method (the Harvard citation system), i.e. the surname of the author or authors (year of publication, in the case of direct or indirect citations the page or the range of pages, is stated).
-



# Citation methods in the text of the FT

---



- Smith (2020)
  - Smith (2020, p. 125)
  - Smith (2020, pp. 125-127)
  
  - Differences?
-

# Citation methods in the text of the FT

---



- The taken text can be cited in the following forms:
    - a) Direct citation - the text is taken literally from the original work and is in quotation marks.
    - b) Indirect citation (paraphrase) - the text is interpreted from the original work in own words, without changing the meaning of the text.
    - c) Citation for the entire work - only given if the author refers to the whole original work.
-

# Citation methods in the text of the FT

---



- Direct citation:
    - Novák (2010, p. 26) states that *"the main drivers of the financial crisis were the US real estate price bubble, the lack of regulation of financial market supervision and the failure of credit rating agencies."*
    - According to Pokorný and Polák (2007, p. 29), *"the most significant risk for the Chinese economy for the next decade is the possibility of a sharp rise in inflation."*
    - *"The economic recession is usually accompanied by a decline in economic performance and an increase in the unemployment rate."* (Novotný 2009, p. 297).
-

# Citation methods in the text of the FT

---

- Indirect citation:
    - As stated by Wang (2010, p. 96), the entry price is the value from which the assets are depreciated.
    - Significant factors of the economic recession in the Czech Republic included lower economic activity of companies due to the fall in exports and insufficient household consumption (Novak 2010, pp. 25-70).
-

# Citation methods in the text of the FT

---



- Citation for the whole work
    - The theory of macroeconomic shocks is described by Novotny (2009).
    - The most important contemporary textbook on marketing management is considered to be the textbook by Kotler and Keller (2013).
    - Banker et al. (2004) believe that the socialist economy showed a slowdown in the 1980s.
-



- 
- **Dean's Instruction No. 8/2023 - Editing, Publishing and Storing Final Theses**

**<https://www.slu.cz/opf/en/file/cul/3b2545b6-e660-4b0b-93a9-14c082877e86>**

---



---

# Thank you for your attention

- **Contact me:**
    - Iveta Palečková
    - [paleckova@opf.slu.cz](mailto:paleckova@opf.slu.cz)
    - MS Teams – Iveta Palečková
    - Office: A403
-