

Master thesis seminar (3)

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



SILESIA
UNIVERSITY
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

Iveta Palečková

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

Dean's instruction



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- **Dean's Instruction No. x/2022 - The Implementation Procedure for the Description of the Final Theses**
 - **Dean's Instruction No. 5/2020 - 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. x/2022 - Editing, Publishing and Storing Final Theses**
-

Schedule of Master's thesis elaboration and defense



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- 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 4** - students have to upload digital version of the final thesis into IS SU.

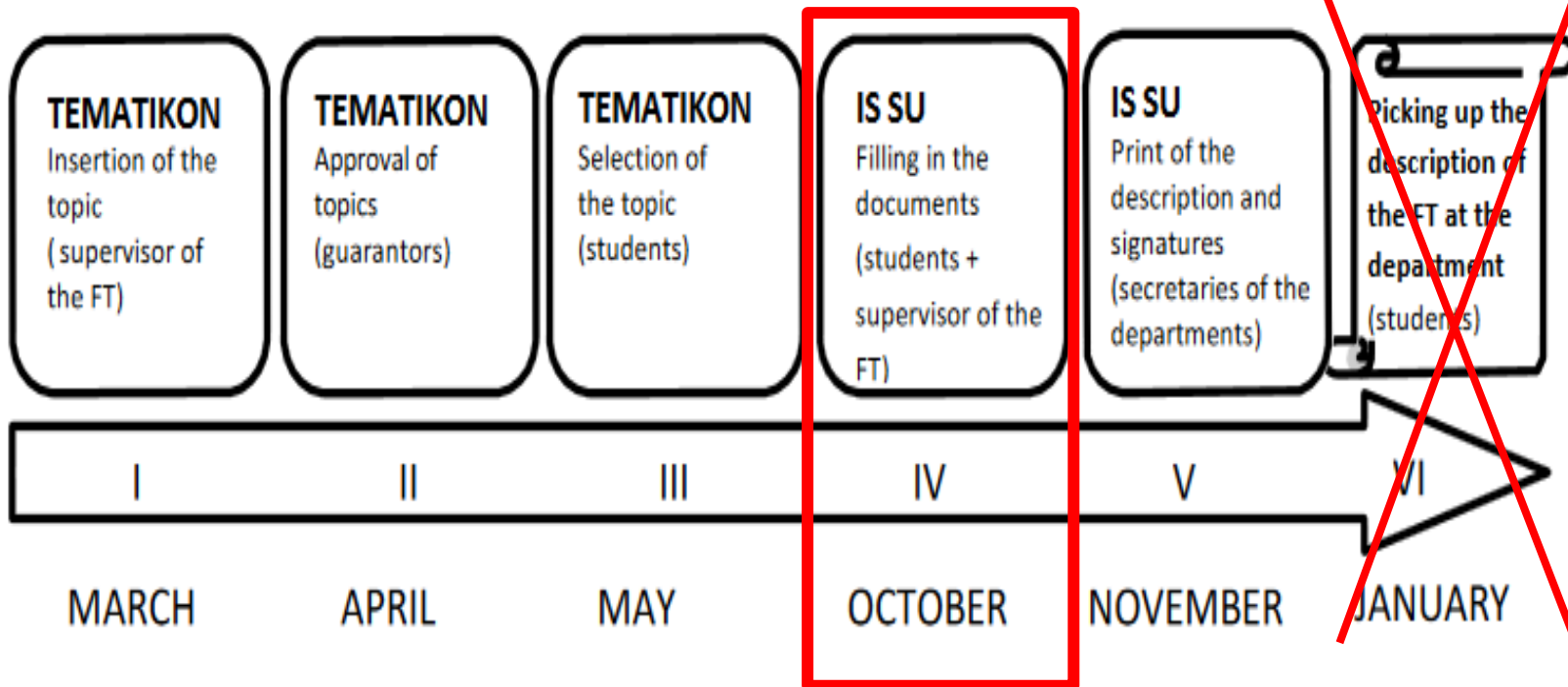
This schedule is valid for the students graduating in summer semester.

June 2022 – state final exam and defense of the thesis

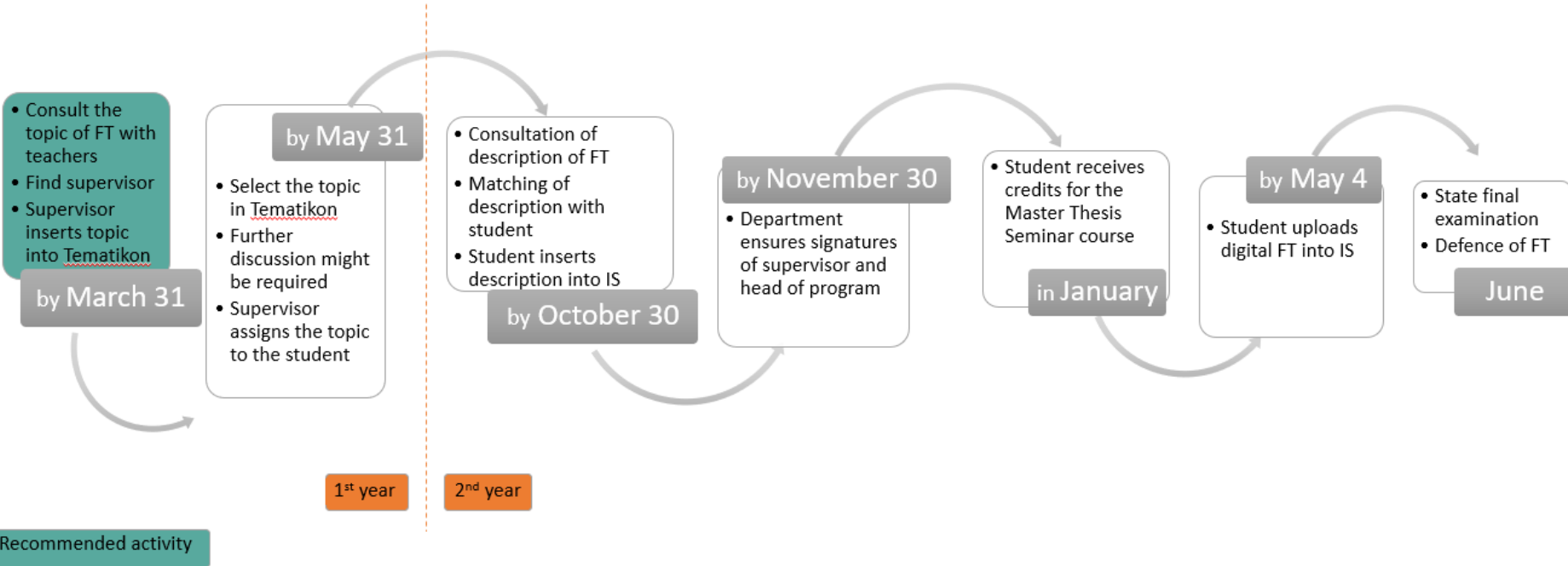
Schedule of Master's thesis elaboration



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Final theses roadmap - examinations in June



Schedule of Master's thesis elaboration and defense



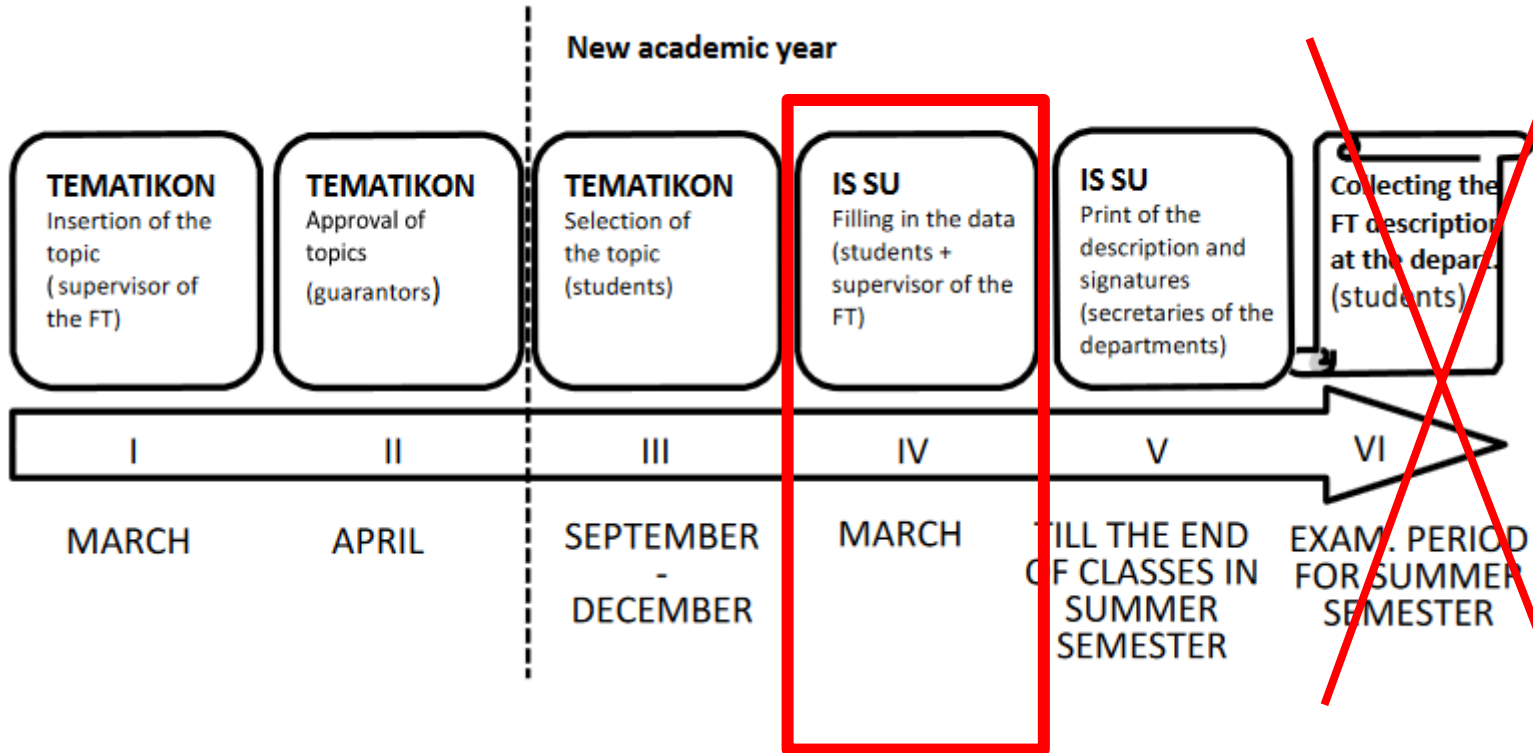
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- till **March 31**, student after consultation with a supervisor must complete and insert FT description into IS
- till **December** - students have to upload digital version of the final thesis into IS SU

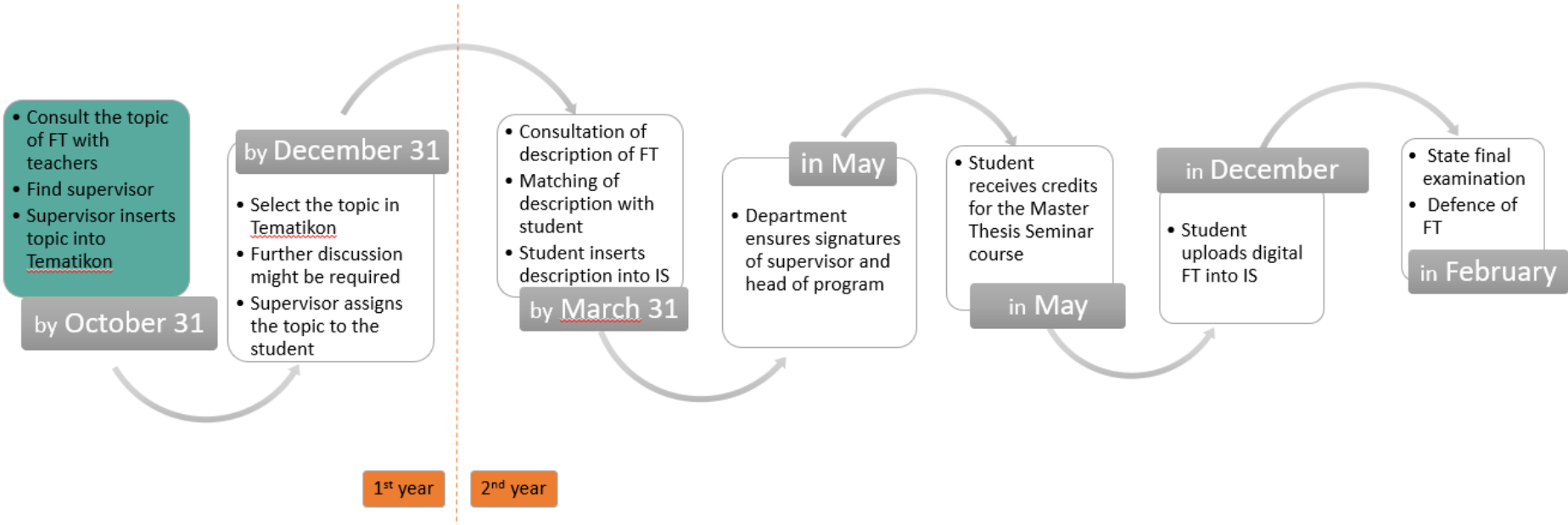
This schedule is valid for the students graduating in February.

February – state final exam and defense of the thesis

Schedule of Master's thesis elaboration



Final theses roadmap - examinations in February



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

Submission institution:	Name of the department/entity
Student:	First name and last name of the student
Personal identification number:	Personal identification number
Programme:	Name of the study programme
Field of Study:	Name of the field of study
Specialization:	Name of the specialization
Thesis topic:	Thesis topic in English
Thesis topic in English:	Thesis topic in English
Description:	Elaboration schedule of the Bachelor's / Master's thesis <ol style="list-style-type: none">1. Elaboration of individual chapters by: XX. XX. 20XX2. Elaboration of conclusion by: XX. XX. 20XX3. Submission of thesis at the department by: XX. XX. 20XX

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.

Estimated range of the thesis:
Estimated range of the Bachelor's / Master's thesis is XX – XX pages.

Literature: In accordance with the Dean's Instruction no. 02/2020

Elaboration schedule - example



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- 1. Elaboration of individual chapters by: 15. 3. 2023
 - 2. Elaboration of conclusion by: 10. 4. 2023
 - 3. Submission of thesis at the department by: 4. 5. 2023
-

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



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- 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



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- 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



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- 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



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

Literature



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- [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*. 8th ed. Prague: Professional Publishing. ISBN 978-80-86946-43-6.
- [3] JOBBER, D., 2015. *Principles and Practice of Marketing*. 6th 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



Student

Home



STUDENT / MY COURSES

START OF TERM

TEACHING

END OF TERM

DURING STUDIES

END OF STUDIES

Maximální doba vyprší ke dni **21/12/2023**.

MY APPLICATIONS

My Mail

Calendar

Teacher

Student

Courses

Publications

Studies



Check my studies



Confirmation of Studies



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
Bakalářské práce katedry CVA - akademický rok
2021/2022
Bakalářské práce katedry EVS - akademický rok
2021/2022
Bakalářské práce katedry FIU - akademický rok
2021/2022

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




enrolment not possible 2.	Účetní uzávěrka v s.r.o. s povinností auditu. - Kolovrátková Marika Supervisor: Ing. Beata Blechová, Ph.D., učo 48731 Student (max. 1): 1. Marika Kolovrátková, učo 52787, OPF B_FU FUK combined [year 3] (group SEF_57613) Pre-Requisites: 52787 Students can enrol from 1/10/2021 09:00 to 31/10/2021 • There are no more vacancies in the topic.
enrolment not possible 3.	Fundamentální analýza vybraných akciových titulů - Macháč Petr Supervisor: Ing. Tomáš Heryán, Ph.D., učo 16183 Student (max. 1): 1. Petr Macháč, učo 48263, OPF B_EKOMAN PEM combined (FP) [year 3] (group PIW_49087) Pre-Requisites: 48263 Students can enrol from 1/10/2021 09:00 to 31/10/2021 • There are no more vacancies in the topic.
enrolment not possible 4.	Komparace finančního zdraví vybraných firem daného průmyslového odvětví - Čtveráčková Tereza Supervisor: Ing. Tomáš Heryán, Ph.D., učo 16183 Student (max. 1): 1. Tereza Čtveráčková, učo 54444, OPF B_EKOMAN UD [year 3] (group GOL_50014) Pre-Requisites: 54444 Students can enrol from 1/10/2021 09:00 to 31/10/2021 • There are no more vacancies in the topic.
Log in 5.	Komparace finančního zdraví vybraných firem daného průmyslového odvětví - Hladká Lenka Supervisor: Ing. Tomáš Heryán, Ph.D., učo 16183 Student (max. 1): none yet Pre-Requisites: 7940 Students can enrol from 1/10/2021 09:00 to 31/10/2021 • You have already enrolled in another thesis topic.

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“



Rozpisy  Témata: založit (hromadně), přihlašování

Testovací práce katedry UIT - nepoužívat bude zrušeno !!!

Vybraná témata (1) -

Opravdu se chcete přihlásit k tomuto tématu?


- Ano, přihlásit
- Ne, nepřihlašovat

Then select, „Yes, log in“.

Vyhodnocení členství České republiky v Evropské unii - Tvrdouš Michal

Název anglicky: Evaluation of Czech Republic membership in the European Union

Vedení:


Ing. Andrea Valentíny, učo 19128 (vedoucí) 

Student (max. 1): zatím žádný

Prerekvizity: 20227

Garanční pracoviště tématu: Katedra ekonomie a veřejné správy

Studenti se mohou přihlašovat od 29. 9. 2019 08:00 do 13. 10. 2019 vč.

 Změněno: 8. 10. 2019 12:35:54, Valentíny, A., učo 19128

⏪ Rozpisy | Témata rozpisu Testovací práce katedry UIT - nepoužívat bude zrušeno !!!



Testovací práce katedry UIT - nepoužívat bude zrušeno !!!

Vybraná témata (1) -



Úspěšně přihlášeno.



E-mail o přihlášení byl odeslán vedoucímu práce.

Vyhodnocení členství České republiky v Evropské unii - Tvrdoň Michal

Název *anglicky*: Evaluation of Czech Republic membership in the European Union

Vedení:

Ing. Andrea Valentíny, učo 19128 (vedoucí)

Student (max. 1):

1. doc. Mgr. Ing. Michal Tvrdoň, Ph.D., učo 20227 OPF B_EKOM PEM (PO) [roč 1] • čeká se na potvrzení přihlášení k tém.

Prerekvizity: 20227

Přihlášení musí potvrdit vedoucí.

Garanční pracoviště tématu: Katedra ekonomie a veřejné správy

Studenti se mohou přihlašovat od 29. 9. 2019 08:00 do 13. 10. 2019 vč.

Změněno: 8. 10. 2019 12:35.54, Valentíny, A., učo 19128 (historie editace)

Rozpisy | Témata rozpisu Testovací práce katedry UIT - nepoužívat bude zrušeno !!!

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!)



Vyhodnocení členství České republiky v Evropské unii - Tvrdoň Michal

Rozpis: Testovací práce katedry UIT - nepoužívat bude zrušeno !!!

Vede: Ing. Andrea Valentíny, učo 19128

Student (max. 1):

1. doc. Mgr. Ing. Michal Tvrdoň, Ph.D., učo 20227 , OPF B_EKOMAN PEM (PO) [roč 1] • čeká se na potvrzení přihlášení k téma

Prerekvizity: 20227

Studenti se mohou přihlašovat od 29. 9. 2019 08:00 do 13. 10. 2019 vč.

Zobrazit operace

Vyhodnocení členství České republiky v Evropské unii - Tvrdoň Michal

Rozpis: Testovací práce katedry UIT - nepoužívat bude zrušeno !!!

Vede: Ing. Andrea Valentíny, učo 19128

Student (max. 1):

1. doc. Mgr. Ing. Michal Tvrdoň, Ph.D., učo 20227 , OPF B_EKOMAN PEM (PO) [roč 1] • čeká se na potvrzení přihlášení k tématu

Prerekvizity: 20227

Studenti se mohou přihlašovat od 29. 9. 2019 08:00 do 13. 10. 2019 vč.

Úplné info • Odhlásit se • E-mail vedoucímu • Tisknout zadání

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





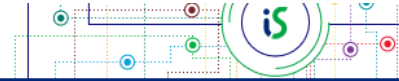
Insertion the description into IS

Work in IS









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Student



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

 Check my studies	 IS reminders	 Select from menu „my topics“
 Internships and stays	 Topic Lists My topics	 Other Retrieval Box

Diploma thesis

Order topics by: names | last modification | supervisor

Display topics: my current ones | **currently available ones** | all current ones | awaiting approval | for verification | advanced selection ▾

Ing. Andrea Valentíny

1. Online marketing communication - Michal Tvrdouň

Supervisor: Ing. Andrea Valentíny, učo 19128

Student (max. 1): none yet

Display operations


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

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

doc. Mgr. Ing. Michal Tvrdoň, Ph.D.


1. Vliv systému sociálního zabezpečení na nezaměstnanost na příkladu České republiky - Maxián Aleš

Supervisor: doc. Mgr. Ing. Michal Tvrdoň, Ph.D., učo 20227 

Student (max. 1):
1. Bc. Aleš Maxián, učo 41634 , OPF N_HOSPOL VES [year 2]

Pre-Requisites: 41634

Students can enrol from 7/10/2019 13:00 to 7/11/2019

• Full info • Edit • Work with students • Send an email to students • Move/copy • Remove • Print description  • Timetable of operations

Work in IS

Name:
Vliv systému sociálního zabezpečení na nezaměstnanost na příkladu České republiky - Maxián Aleš

Name in English:

Other names ▾

Final Description: ?

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

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 😊

Zadání podkladů do IS SU



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

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

https://uit.opf.slu.cz/zadani_zp

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

Workflow on this app:

- 1) Choose English as language of this application

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:

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 7. 5.
- 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, ... :

 ?

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:

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
**

LOOK AT NEXT SLIDE

Work in IS



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- [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. 8th ed. Prague: Professional Publishing. ISBN 978-80-86946-43-6.


- [3] JOBBER, D., 2015. Principles and Practice of Marketing. 6th 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, 2017. Modern methods and techniques of marketing research. Prague: Grada Publishing. ISBN 978-80-247-3527-6.

- [6] VAŠTIKOVÁ, 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.



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
)



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.

Literature search for a publication record: ?

If you enter your list of references correctly it looks like this (if you do not insert
 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

Final step: 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)

Citation methods in the text of the FT



- 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).
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Citation methods in the text of the FT



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

 - Differences?
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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).
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Citation methods in the text of the FT



- Indirect citation:
 - As stated by Vančurová (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 (Novák 2010, pp. 25-70).
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- Citation for the whole work
 - The theory of macroeconomic shocks is described by Novotný (2009).
 - The most important contemporary textbook on marketing management is considered to be the textbook by Kotler and Keller (2013).
 - Janáček et al. (2004) believe that the socialist economy showed a slowdown in the 1980s.
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- **Dean's Instruction No. 02/2020** - Editing, Publishing and Storing Final Theses

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



Thank you for your attention

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