

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 Economics and management
study program

Seminar agenda

1st Seminar – FT roadmap

Assoc. Prof. Šperka
October 3, 2023

- 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 10, 2023

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

3rd Seminar – Description of FT

Assoc. Prof. Palečková
October 17, 2023

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

4th Seminar – FT template, presentation

Dr. Stoklasa
November 7, 2023

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

Seminar agenda

Assoc. Prof. Klepek
November 14, 2023

5th Seminar – Research methods I

- Critically reviewing the literature
- Using secondary data
- Collecting primary data
- Sample selection and sample size

Assoc. Prof. Klepek
November 21, 2023

6th Seminar – Research methods II

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

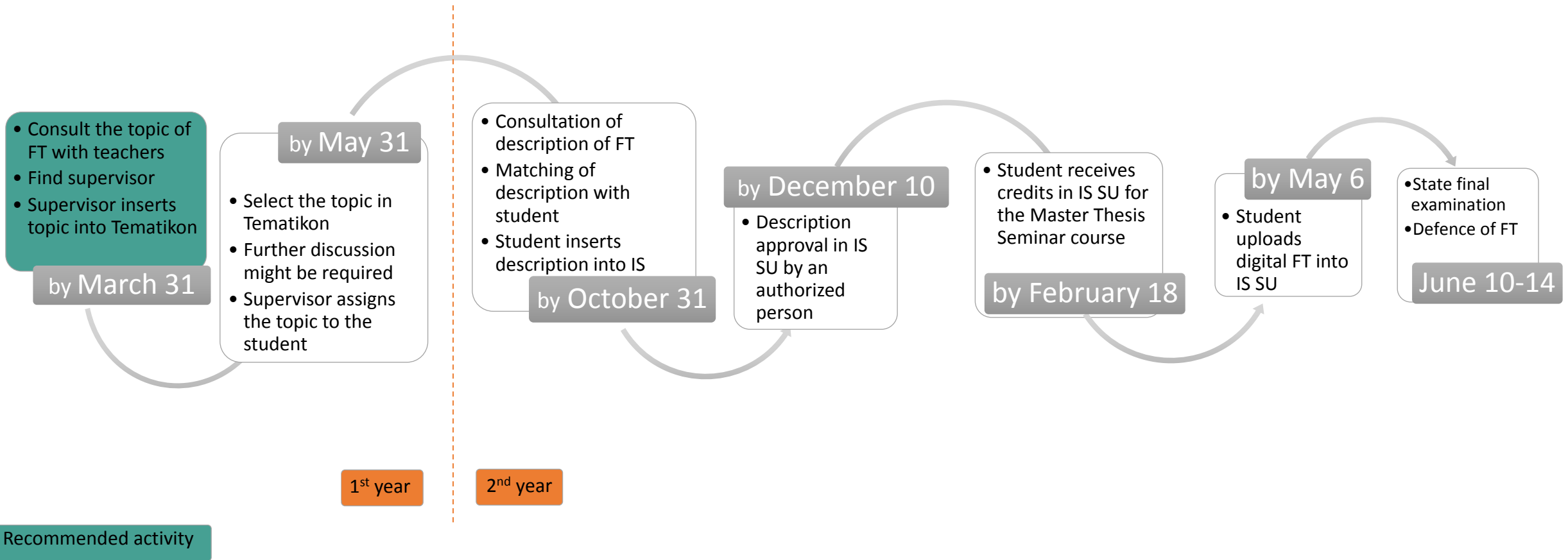
Sample FT and topics



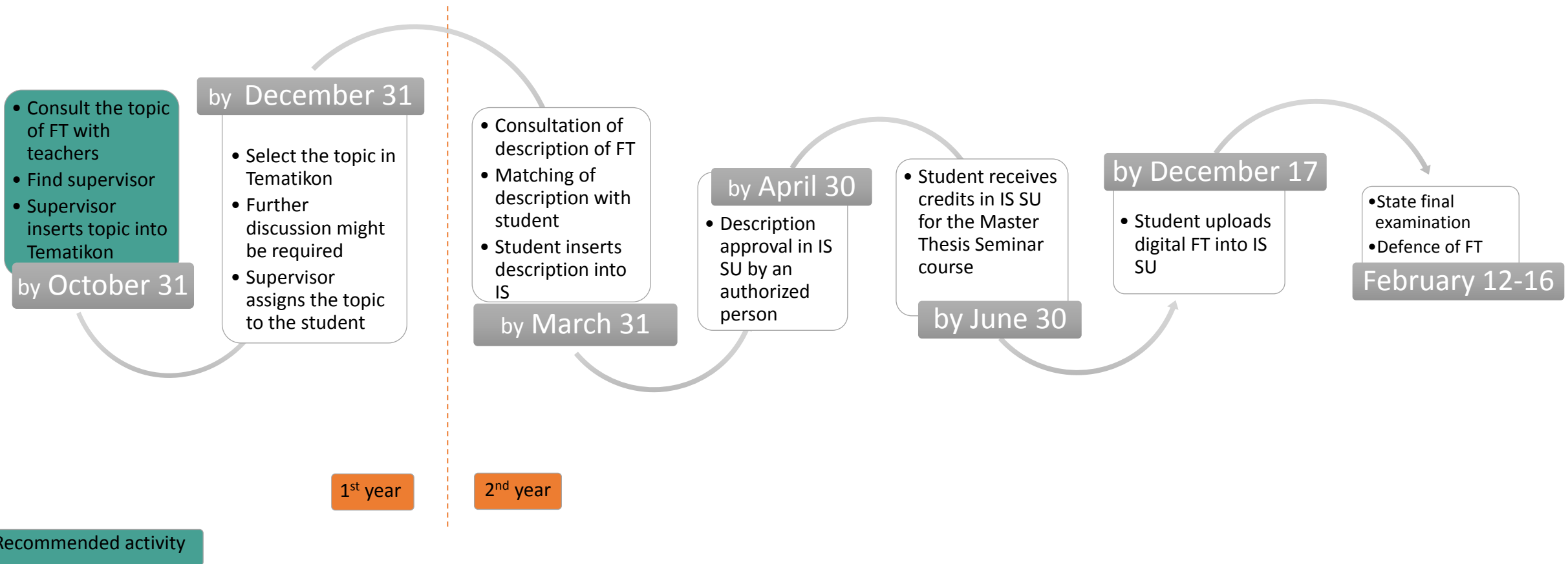
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- **The impact of digital marketing on consumer behavior in the modern world (dr. Klepek)**
 - **Impact of green marketing on consumer behaviour(dr. Stoklasa)**
 - **Evaluation of economic situation of selected company (dr. Šeligová)**
 - **Sales promotion 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)**
-

Final theses roadmap - examinations in June



Final theses roadmap - examinations in February



Documents, forms, templates, Tematikon



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[DEAN'S INSTRUCTION NO. 7/2023 - THE IMPLEMENTATION](#)

[DEAN'S INSTRUCTION NO. 10/2023 - DESCRIPTION OF](#)

[FINAL THESIS WORD TEMPLATE](#)

[MASTER'S THESIS DEFENCE - PRESENTATION TEMPLATE](#)

[EXTERNAL OPPONENT'S ASSESSMENT FORM](#)

[EXTERNAL OPPONENT'S DATA FORM](#)

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[THEMATIC TOPICS FOR THE STATE FINAL EXAMINATION](#)

[CONDITIONS OF THE IMPLEMENTATION OF THE STATE FINAL EXAMINATIONS](#)

[DEAN'S DECISION NO. 3/2023 - DATES OF COMPLETION OF STUDIES \(SEE IN WINTER SEMESTER\)](#)

[DEAN'S INSTRUCTION NO. 9/2023 ORGANIZATIONAL PROVISION OF STATE FINAL EXAMINATIONS AND THEIR COURSE](#)

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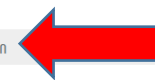
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Freshmen information



12. 09. Course enrollment in the winter semester 2023/24



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05. 09. STARS EU TIG Seminar Transformation

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