SILESIAN UNIVERSITY IN OPAVA

School of Business Administration in Karviná

Insert title of BT/MT/Diss.

Master's Thesis

Karviná 20Insert!   Name Surname (of a student)

SILESIAN UNIVERSITY IN OPAVA

School of Business Administration in Karviná

Study Programme: Economics and Management
Field of Study: Business Economics and Management

Name Surname (of a student)

Insert title of BT/MT/Diss.

Type of thesis: select the item.

Karviná 20Insert!

Supervisor of the Master's Thesis
Supervisor's name including titles.

Abstract

The abstract is written in the range of 7 to 12 lines. It should contain the topic of the thesis, the aim (the same as in the Description), used methods, data and the main conclusions. The abstract is an important part of the thesis - it is a summary of the whole work. When writing an abstract, it should be taken into account that after reading it, it should be clear to the reader what issues and methods are solved in the thesis. The general requirements for an abstract are that it should be simple, but concise, which requires the use of short sentences and verbs in the present tense. Avoid using abbreviations.

Content

Introduction

The purpose of this template is not to provide the student with instructions on how to write a Bachelor's / Master's thesis, this should be rather discussed with his / her supervisor. Our goal is to provide SU SBA students with a basic template for writing Bachelor's / Master's theses that should facilitate their work, while respecting the basic rules of working with the text editor, as well as the work involved in processing the theses.

The introduction is quite often underestimated, although it is one of the most significant parts of the Bachelor's / Master's thesis. It is usually used for justifying the choice of the topic. Furthermore, the introduction should include a brief but then again precise definition of the topic, which you intend to deal with in the Bachelor's / Master's thesis, i.e. a short introduction to the researched issues. This should be accompanied by a clear formulation of the research problem. An integral and very important part of the introduction is the aim setting of the Bachelor's / Master's thesis, of which fulfilment is then one of the key criteria when evaluating it by an opponent. The author should also clarify selected methods of research or data source in this part of the Bachelor's / Master's thesis. Last but not least you should describe the structure of the Bachelor's / Master's thesis.

1   Template

Dear Students, you have opened a new document in MS-WORD 2007+ format based on a template designed for writing a research thesis (a Bachelor's / Master's thesis).

The template has been created to reflect the formal requirements for editing the text according to applicable standards, for more information please refer to the "Dean's Instruction No. 08/2023 on Editing, publishing and storing final theses".[1]

1.1   Work procedure

The template contains predefined mandatory parts – for more information please refer to the applicable standards contained in the DI No. 08/2023, furthermore, predefined mandatory styles and some recommended styles to make the thesis as uniform as possible.

While composing your thesis, use your successfully acquired knowledge provided by the basic course in informatics conducted at the SU SBA.

Structure your Bachelor's / Master's thesis into chapters, with the introduction and conclusion not numbered. The exact number of chapters, subchapters or sections is not given – it depends on the author and the nature of the selected topic. However, the number of chapters should correspond to the logical structure of the Bachelor's / Master's thesis. The authors recommend dividing the BT / MT into a theoretical and an empirical part, while the information contained in the theoretical part of the thesis should be used in the practical part. In general, it is not possible to determine how many chapters the theoretical or empirical parts should contain. It always depends on the specific topic. However, the total number of chapters should not be less than three. Each chapter should be introduced by short text (there should be no sub-chapter and section breakdown without any text preceded).

When composing your thesis, please adhere to styles, rewrite where not applicable, and when pasting, paste the copied text unformatted (Paste special - unformatted text) or through dialogs (figures, formulas, etc.)

1.1.1   Applying Styles

1. Type the text from the keyboard.
2. Mark the text with the mouse.

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[1] Available at https://www.slu.cz/opf/en/finalthesis

3. Select a predefined style from the Quick Style Gallery "Home" tab, such as Heading 1.

1.1.2 Page settings

Do not change the page settings such as margins, footer headers, or page order.

1.1.3 Mandatory and fixed styles

- "Normal" – basic text format.
- "Heading 1" - the first-level heading format.
- "Heading 2" - the second level heading format.
- "Footnote text" – footnote format.[2]
- "Unnumb. heading" unnumbered "Introduction" heading. (only for Introduction and Conclusion)
- "Annexe" – annexe heading.
- "References"– a style for bibliography and sources.

1.1.4 Other styles

- "Heading 3" – the third-level heading.
- "Heading 4" – the fourth-level heading. (use only in necessary cases)
- "Caption" – the style of the pasted objects of the tables, figures, etc. is used automatically.
- "Source" - a style for providing information about the sources and the origin of the pasted objects of the tables and figures.
- "Table" – a style suitable for use in formatting the content of tables, is designed to "squeeze" as much information as possible in the table on the page width.
- "Numbering" – a style for numbered lists (Arabic numbers), by numbering lists, it is indicated that besides the own list, the order of items of the list is important too.
- "Bullets" – a style for providing lists where the order of items of the list is not relevant.

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[2] A footnote sample.

- "Code" – a style suitable for introducing machine, program code, or writing algorithms, etc.

1.1.5 Restrictions

- Do not change the page settings.
- Do not change the page order.
- Do not change the predefined style settings.
- Do not use CTRL+C a CTRL+V to avoid the above-mentioned unwanted changes.
- Do not use underline text.[3]

1.2 Proper writing

1.2.1 Boards and cover page

When composing your thesis, please adhere to styles, rewrite where not applicable and when pasting, paste the copied text unformatted (Paste special - unformatted text) or through dialogs (figures, formulas, etc.)

1.2.2 Headings

For the BT and MT it is advisable to use the first, second and third level headings. Further atomization of the text due to the scope of the thesis is not desirable. Furthermore, you can also use an unnumbered heading that will optically divide the text, however it will not be included in the content.

The titles of chapters and subchapters should be as concise as possible and short, further information will be read from the text - the heading is not intended for any further explanation.

The length of the individual parts of the BT / MT, i.e. chapters, subchapters and sections, should correspond to their level - chapters are usually the longest (usually in the range of 7 to 20 pages). On the second level there are subchapters that are already shorter (usually range from 1 to 7 pages). On the third level there are sections that can be further subdivided (recommended to a maximum of the fourth level, i.e. 1.1.1.1) and usually do not exceed one or two pages in length). Avoid lengths of partitions to a few rows, so even a partition should solve a problem in a broader context and is therefore not suitable for definition of terms.

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[3] In the today's internet world, links are underlined.

1.2.3   Embedded objects

Tables or figures objects can be inserted into the work. For graph, picture, diagram, etc. we use the common "figure". Centre the tables and figures (see an example below). Font size and color scheme of tables or figures is not strictly given and you have space for your own creativity. Above all, it is important to remember that, first of all, tables or figures should be readable, clear and, to a certain extent, attractive in design, i.e., in the case of figures, it is advisable to choose the optimum color layout. The table can have a very simple form, such as Table no. 1, or vice versa, the color form represented by Table no. 2 can be chosen.

Table no. 1: Basic table

Column A	Column B	Column C	Column D
Data	Data	Data	Data

Source: Novák (2017, p. 253)

Table no. 2: Basic table

Column A	Column B	Column C	Column D
Data	Data	Data	Data

Source: Novák (2017, p. 253)

Each figure or table must be provided with a title and source information. As with other information sources, a spreadsheet or image is subject to copyright protection, and you must specify the source. If you use the object without editing it from the original source, then it is sufficient to specify the source in Harvard style, i.e. with the author's surname, year of publication and page number, or the range of pages. If it is an electronic source, all the particulars for this type of source must also be stated. If you edit the original object or create it based on the obtained data or own calculations as a brand new, then in addition to the source of these data or figures, it is necessary to include the standard citation source in addition to "custom adjustment" or "own calculations".

Example 1: The signing of the European Agreement had to be accompanied subsequently by a ratification process and only after its completion the agreement could enter into force. These processes in Post-Communist countries depicted in detail by Table no. 3.

**Table no. 3: Integration according to specific reasons, focus and objectives**

Country	Signing of the European Agreement	Entry into force of the Agreement
Bulgaria	March 1993	February 1995
Czechia	October 1993	February 1995
Estonia	June 1995	February 1998

Lithuania	June 1995	February 1998
Poland	December 1991	February 1994
Romania	February 1993	February 1995
Slovakia	October 1993	February 1995
Slovenia	June 1996	February 1999

Source: Fiala and Pitrová (2003, p. 153)

Example 2: Figure no. 1 illustrates development of a number of students at public and private higher education institutions between the years 2001 and 2016.

Figure no. 1: The development of a number of Czech HEI students (units, 2001 - 2016)
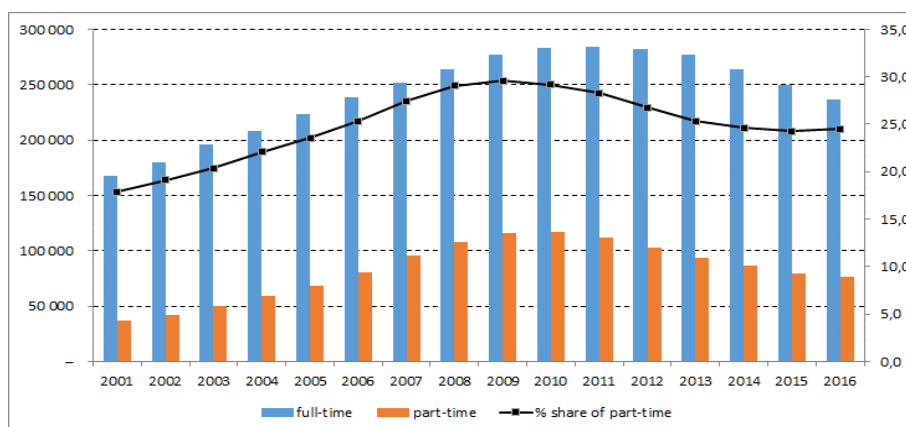
Source: Web portal of MSMT [online] [vis. May 15, 2009]. Available from http://dsia.uiv.cz/vystupy/vu_vs.html ; own calculations

1.2.4 Code

```
<HTML>
    <HEAD>
        <TITILE>HTML page</TITLE>
    </HEAD>
    <BODY>
        <p>Text HTML pages</p>
    </BODY>
</HTML>
```

1.2.5 Direct quotation

For more details on quotations, see "Dean's Instruction No. 08/2023 on Editing, publishing, and storing final theses".

1.2.6 Updating Content

In the text, the Content and lists of figures and tables are pasted. To update these lists, right-click on the item of the Content and select "Update Field".

1.2.7 Further text formatting

If possible, try to keep the styles and the text reasonably. If the situation requires it, use:

- Bold font for highlighting
- Align text to centre, right, or left to create tables.

OTHER ADJUSTMENTS **A R E N O T R E C O M M E N D E D !!!**

1.3 Archiving and versioning

Save your own work while composing the thesis. Do not rely on automatic save. From time to time, save your work under a different name, e.g. increase the serial number in the name of your document "my_mt_001.docx". This avoids the risk of a system error in longer range texts, consequently you will have a possibility to retrieve it.

Also, archive your work on an external storage device just in case of a computer crash.

2 Language versions

When using a template for writing the text in the enabled language version, it is common to edit locked and defined template elements - translate them. These are mainly headings: *Introduction, Conclusion, References* and others. These template elements are "locked" and you must activate the *Edit Mode* option to modify them in the *Developer tab*. After that, locked elements can be upgraded.

2.1 Turning on *Developer* tab

- MS Word 2010 and later: *File* tab *Options*, then *Customize Ribbon* and uncheck *Developer* in the right column.
- MS Word 2007: *Microsoft Office* button *Options*, then *Favorites*, and then check to show *Developer tab* in the *Ribbon check box*.

Conclusion

The conclusion is a culmination of your whole endeavour and therefore it should not be too short and should not be conceived in a general way (it is very often the case that the student only descriptively describes what he / she has dealt with in individual chapters, while an introduction contains the structure of the thesis). At the end of the thesis the findings should be sufficiently justified, at which the author arrived during the elaboration of his / her Bachelor's / Master's thesis and principally it regards the overall assessment of the thesis. The conclusion therefore contains a summary of the main results of the thesis; moreover, the author should take in account that goals set in the introduction of his / her Bachelor's / Master's thesis along with all his / her efforts directed towards reaching this goal. Therefore, it is essential that the student always has this in mind and does not deviate from the set goal. If in the introduction of the Bachelor's / Master's thesis working hypotheses are set, it is necessary to point out how they were confirmed or disproved. The specification of a particular contribution of the thesis or an outline of recommendations and suggestions is an essential part of the conclusion, of which implementation would help solve the issues set in the thesis.

References

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Legislative documents

[13] Directive 2009/24/EC of the European Parliament and of the Council of 23 April 2009 on the legal protection of computer programs [online]. In: *EUR-Lex* [Legal Information System]. European Union Publications Office [vis. April 15, 2013]. Available from: http://eur-lex.europa.eu

[14] Act No. 513/1991 Coll., Commercial Code, as amended. In: *ASPI* [Legal Information System]. Wolters Kluwer CZ [vis. April 15, 2013].

A list of tables

A list of figures

A list of abbreviations

BT	Bachelor's Thesis
DI	Dean's Instruction
Diss.	Dissertation
MT	Master's Thesis
SBA	School of Business Administration
SU	Silesian University

A list of annexes

Annexe no. 1 Name of annexe
Annexe no. 2 Name of annexe

Annexe no. 1 Name of annexe

Annexe no. 2 Name of annexe