

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 1, 2024

- 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 8, 2024

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

3rd Seminar – Description of FT

Assoc. Prof. Palečková
October 22, 2024

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

4th Seminar – FT template, presentation

Dr. Stoklasa
November 5, 2024

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

Seminar agenda

Assoc. Prof. Klepek
November 12, 2024

5th Seminar – Research methods I

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

Assoc. Prof. Klepek
November 19, 2024

6th Seminar – Research methods II

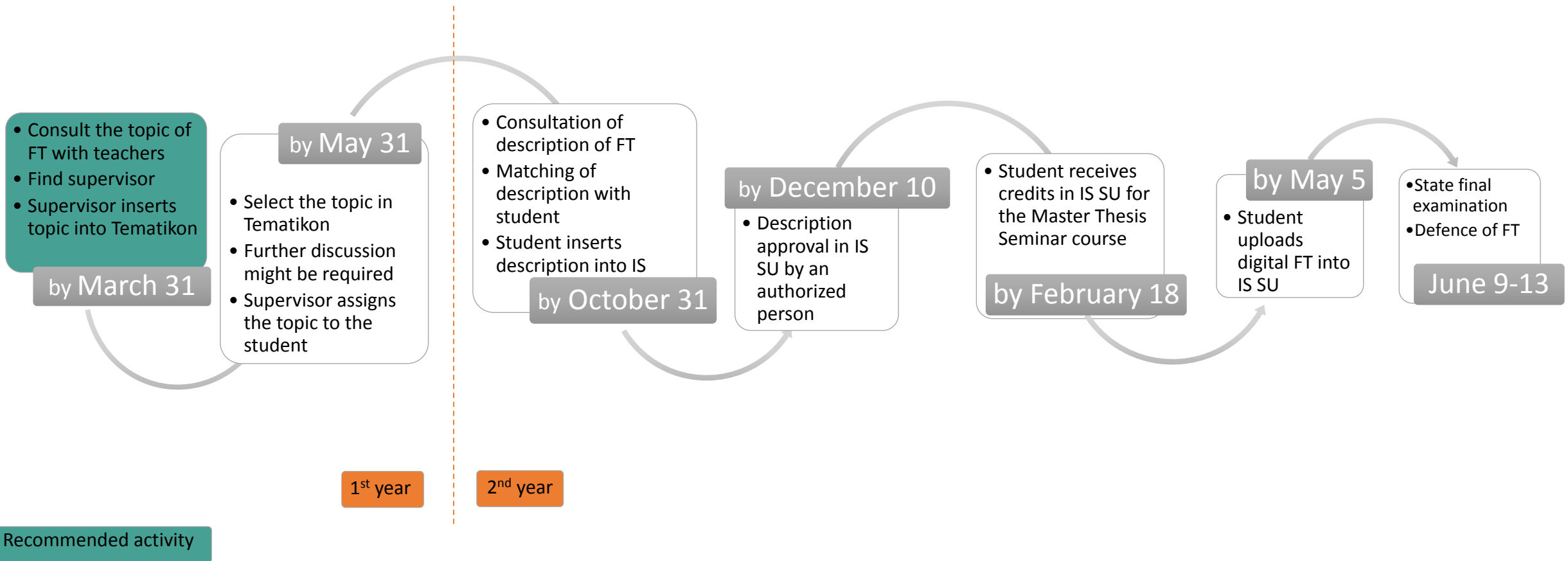
- Analysing qualitative data
- Statistical analysis of quantitative data
- Writing convincing conclusions
- Presentation skills

Sample FT and topics

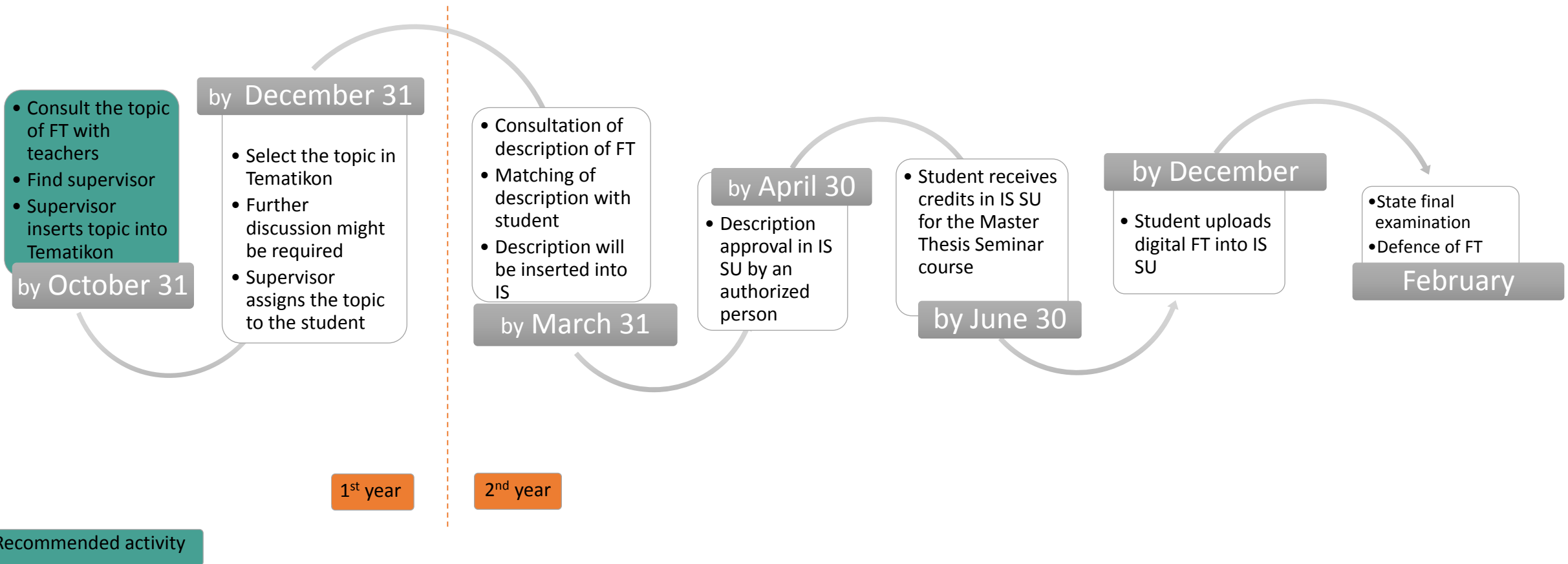


- **The impact of digital marketing on consumer behavior in the modern world** (dr. Klepek)
 - **Impact of green marketing on consumer behaviour**(dr. Stoklasa)
 - **Evaluation of economic situation of selected company** (dr. Šeligová)
 - **Sales promotion and satisfaction of dealers: A case of Havells 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. Matušínková)
 - **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



OUR ERASMUS+
students
partners
friends



About

Bachelor's / Master's degree

Final thesis

Students / Bachelor's / Master's degree / Final thesis

Bachelor's / Master's degree

State final examination

Students / Bachelor's / Master's degree / State final examination

(the content is viewable after logging in)

[DEAN'S INSTRUCTION NO. 8/2023 - EDITING, PUBLISHING](#)

[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](#)

(the content is viewable after logging in)

[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](#)



SERVICES

Information System SU

Library

Printing

E-learning

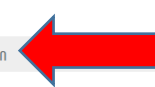
ID cards

E-mail

Tematikon/Praktikon

ISKAM

Templates



BACHELOR'S / MASTER'S DEGREE

Scholarships

Final thesis

State final examination

Internal regulations and standards

DOCTORAL DEGREE

Scholarships

Dissertation thesis

Application forms

Internal regulations and standards

MANUALS

Institute of Information Technologies

Freshmen information



12. 09. 279
Course enrollment in the winter semester 2023/24



05. 09.
STARS EU TIG Seminar Transformation

Services	>
Bachelor's / Master's degree	>
Scholarships	
Final thesis	<
State final examination	<
Internal regulations and standards	
Doctoral degree	>
Manuals	>