



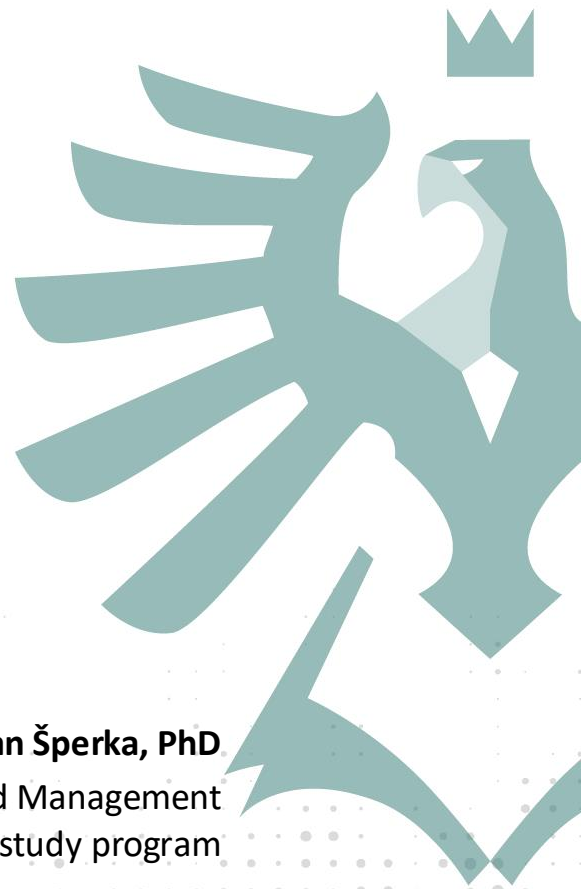
**SILESIA
UNIVERSITY**
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

MASTER THESIS SEMINAR (1)

Master Thesis Seminar agenda, Final Thesis
(FT) sample, topics and roadmap,
Documents and forms

www.slu.cz/opf/en

Assoc. Prof. Dr. Roman Šperka, PhD.
Head of Economics and Management
study program



1st Seminar – FT roadmap

Assoc. Prof. Šperka
September 29, 2025

- 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 9, 2025

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

3rd Seminar – Description of FT

Dr. Pražák
October 21, 2025

- Schedule
- Content
- IS Tematikon explanation
- Cooperation with supervisor in IS Tematikon

4th Seminar – FT template, presentation

Dr. Stoklasa
November 6, 2025

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

5th Seminar – Research methods I

Assoc. Prof. Klepek
November 10, 2025

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

6th Seminar – Research methods II

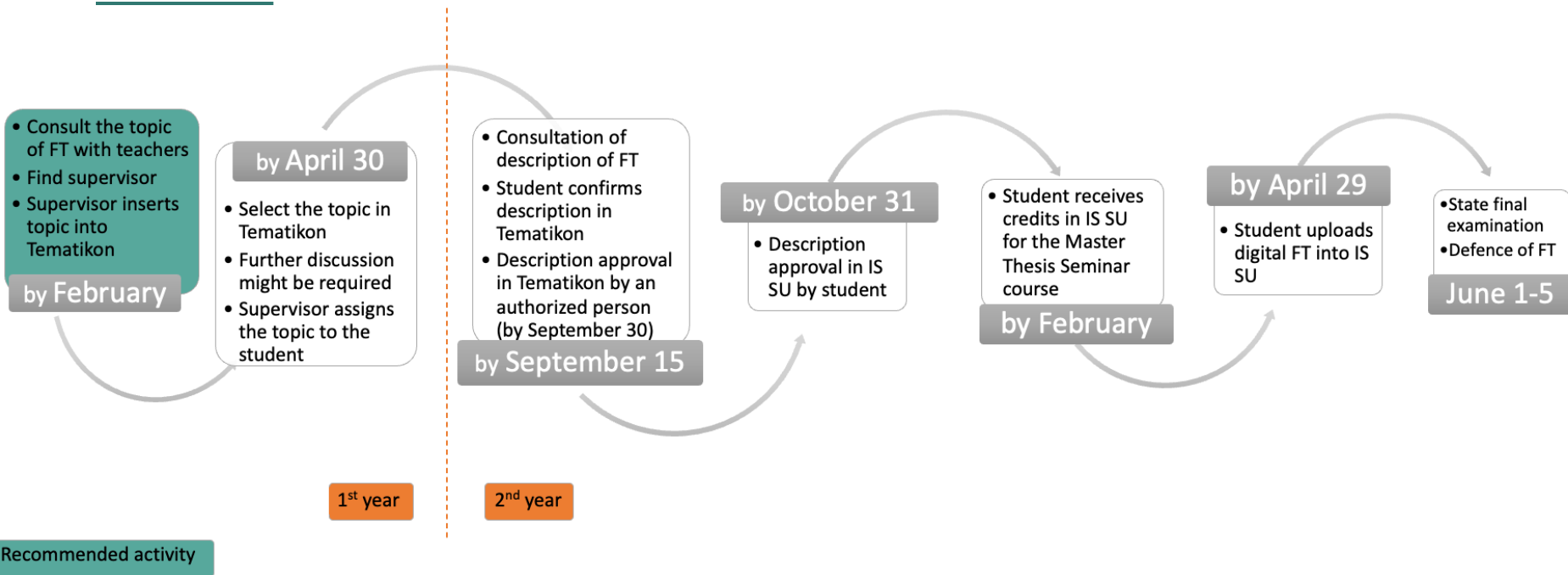
Assoc. Prof. Klepek
November 24, 2025

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

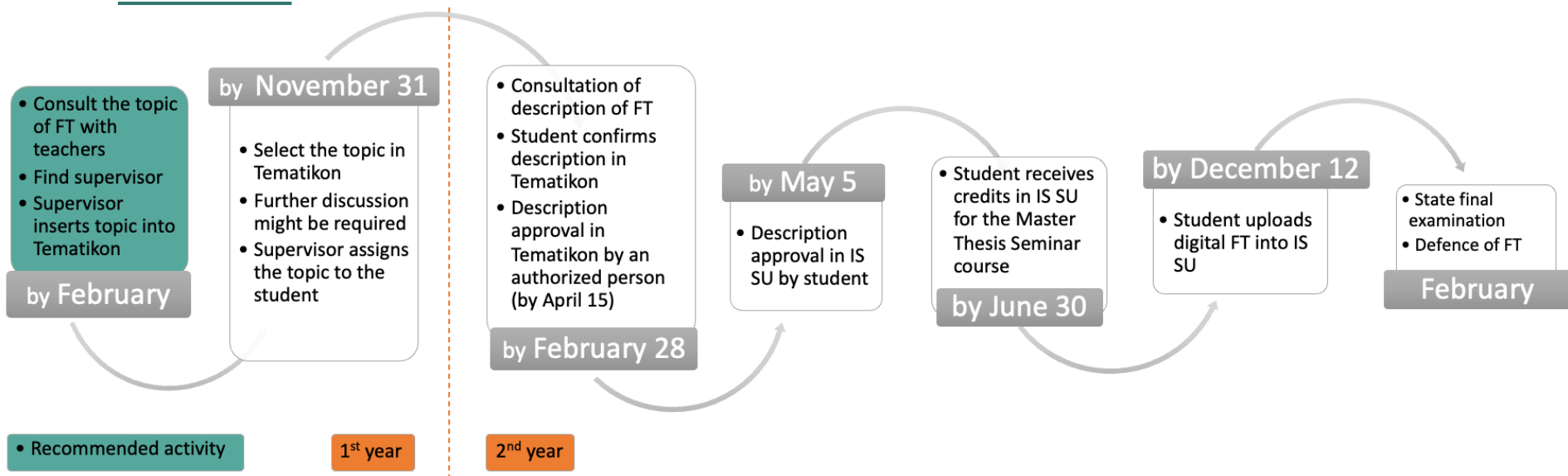
SAMPLE FT AND FT TOPICS

- The impact of digital marketing on consumer behavior in the modern world **Assoc. Prof. Klepek**
- Impact of green marketing on consumer behaviour **dr. Stoklasa**
- Evaluation of economic situation of selected company **dr. Skupieňová**
- Business plan and validation **dr. Pražák**
- 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**
- The Impact of Automation on the Labour Market **Mrs. Reczková**
- Business Innovation **dr. Rylková**
- Work-Life Balance Programs and Employee Retention **dr. Marková**
- Social media and brand communication **Assoc. Prof. Klepek**
- Integrated marketing communication **dr. Matušínská**
- A project of a crowdfunding campaign **Assoc. Prof. Duháček Šebestová**
- Employee Care System in the Selected Company **dr. Kubalová**
- Impact of capital structure on company's financial results **dr. Konieva**

FINAL THESES ROADMAP - EXAMINATIONS IN JUNE



FINAL THESES ROADMAP - EXAMINATIONS IN FEBRUARY



The screenshot displays the Silesian University website. The top navigation bar includes links for 'About us', 'Admissions', 'Mobility', 'Research and International Relations', and a 'Login' button. A red arrow points to the 'Login' button. Below the navigation bar, there is a banner for 'OUR ERASMUS+ students partners friends' featuring a photo of two students. To the right, a sidebar menu is visible, listing various services and documents. A red arrow points to the 'Thematic topics for the state final examination' link in the sidebar. The main content area shows a list of documents related to the Bachelor's / Master's degree, including 'Final thesis', 'State final examination', and 'Thematic topics for the state final examination'. A red arrow points to the 'Thematic topics for the state final examination' link in the sidebar. The bottom of the page features a footer with contact information and a logo.



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