



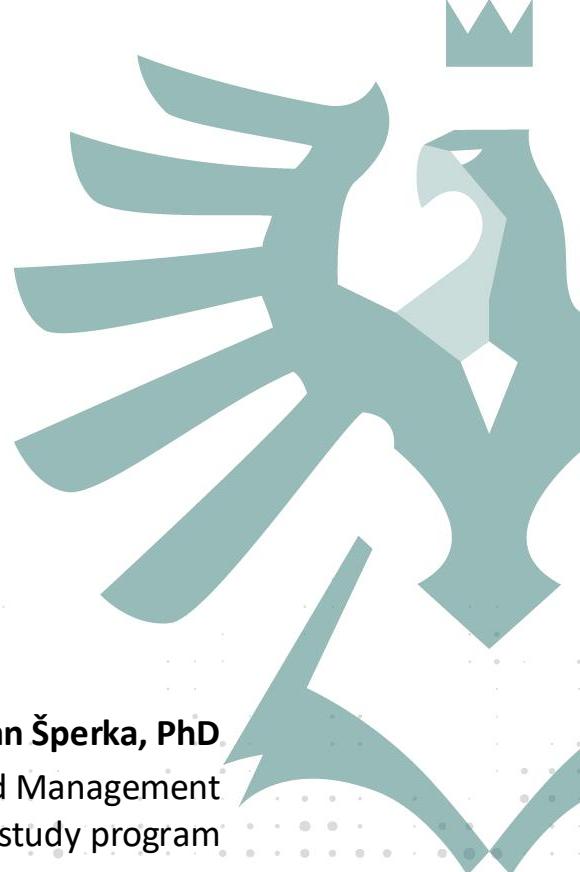
**SILESIAN
UNIVERSITY**
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

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

- Sample FT, FT topics
- Roadmap for June examination
- Roadmap for February examination
- Seminar agenda
- Documents and forms on webpage

Assoc. Prof. Šperka
September 29, 2025

2nd Seminar – What is FT?

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

Dr. Stoklasa
October 9, 2025

3rd Seminar – Description of FT

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

Dr. Pražák
October 21, 2025

4th Seminar – FT template, presentation

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

Dr. Stoklasa
November 6, 2025

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

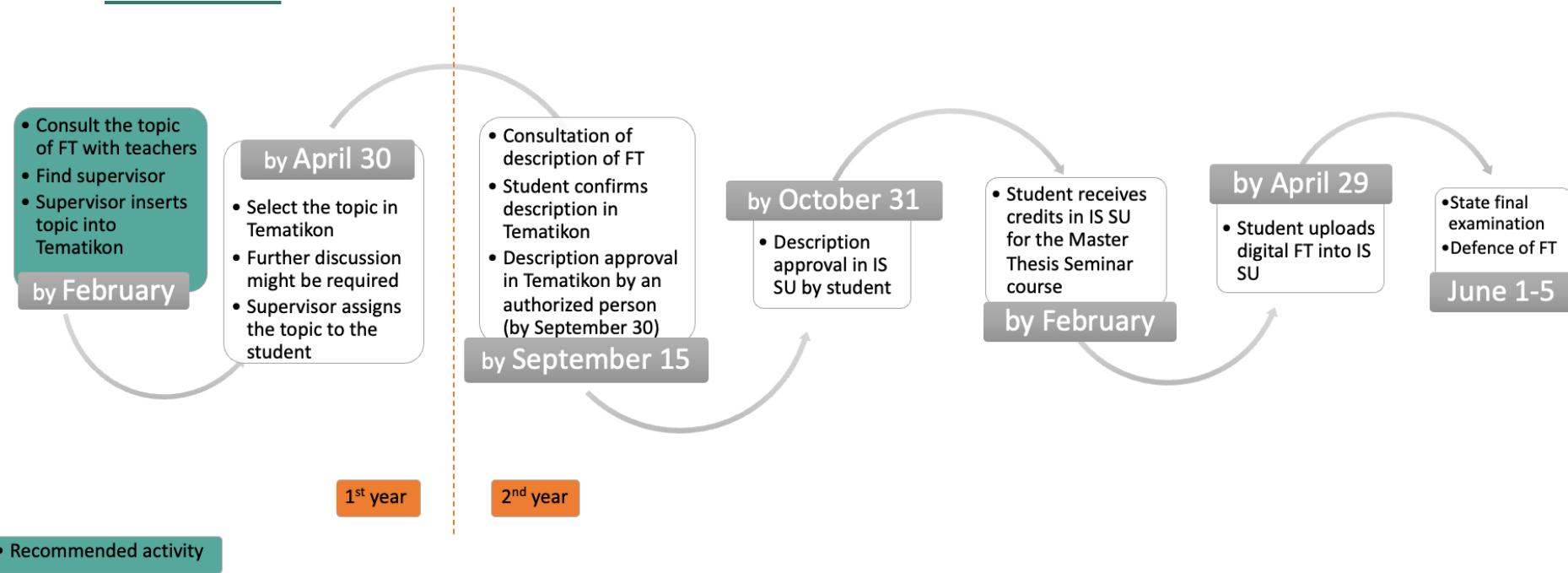
Assoc. Prof. Klepek
November 24, 2025

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

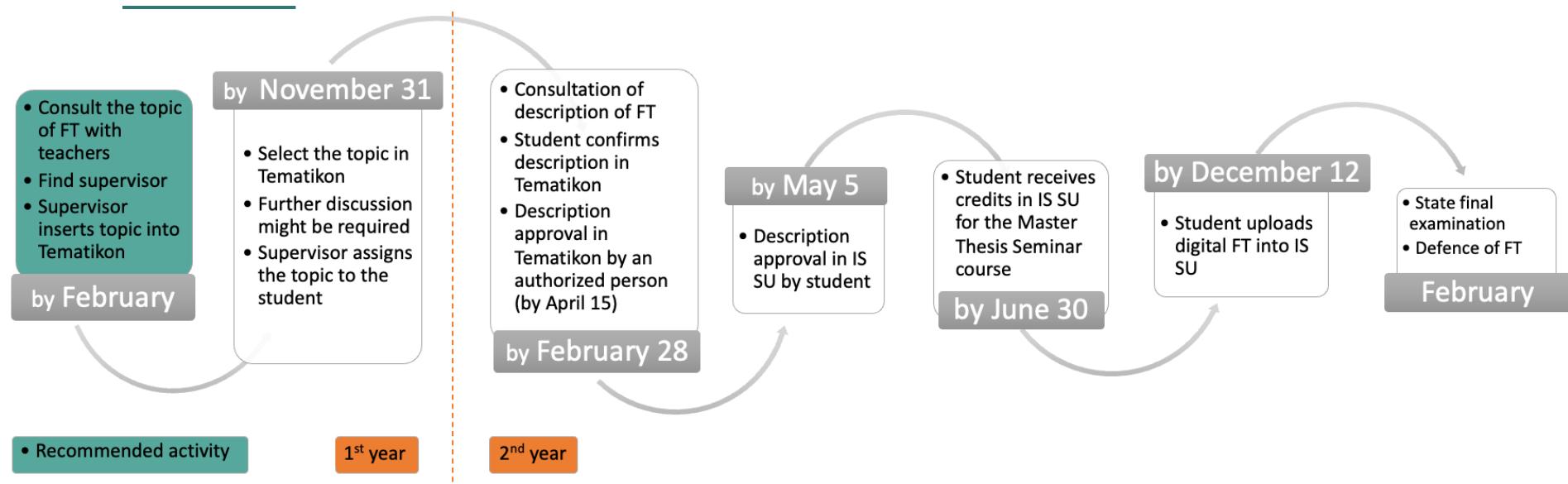
SAMPLE FT AND FT TOPICS

- 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



DOCUMENTS, FORMS, TEMPLATES, TEMATIKON

The image shows a screenshot of the Silesian University School of Business Administration in Karviná website. The top navigation bar includes links for About us, Admissions, Mobility, Research and International Relations, a Login button (highlighted with a red arrow), and a Students dropdown menu (also highlighted with a red arrow). The Students menu contains a Profile link. Below the navigation, there are several sections:

- OUR ERASMUS+**: A section for Erasmus+ students, partners, and friends, featuring a photo of two students and a link to the #ERASMUSDAYS page.
- BACHELOR'S / MASTER'S DEGREE**: A section for Bachelor's and Master's degree students, including links for Final thesis, Students / Bachelor's / Master's degree / Final thesis, and a note that content is viewable after logging in. It also lists 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, and MASTER'S THESIS DEFENCE - PRESENTATION TEMPLATE.
- STATE FINAL EXAMINATION**: A section for State final examination students, including a note that content is viewable after logging in. It lists 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 (SFE IN WINTER SEMESTER), and DEAN'S INSTRUCTION NO. 9/2023 ORGANIZATIONAL PROVISION OF STATE FINAL EXAMINATIONS AND THEIR COURSE.
- Services**: A sidebar menu with links for Bachelor's / Master's degree, scholarships, Final thesis, State final examination, and Internal regulations and standards. It also includes sections for Doctoral degree and Manuals.

Red arrows point to the following elements:

- The **Login** button in the top navigation bar.
- The **Profile** link in the **Students** dropdown menu.
- The **TematikonPraktikum** link in the Bachelor's / Master's degree section.
- The **Final thesis** and **State final examination** links in the Services sidebar.

At the bottom of the page, there are two news items:

- 12.09. Course enrollment in the winter semester 2023/24 (279 likes)
- 05.09. STARS EU TIG Seminar Transformation

The website features a green and white color scheme with a circular logo on the left side of the main content area.



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