

Master thesis seminar (3)

Information about description of FT
IS Tematikon explanation
Cooperation with supervisor



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Dean's instruction



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- **Dean's Instruction No. 4/2024 - The Implementation Procedure for the Description of the Final Theses**

<https://www.slu.cz/opf/en/file/cul/bcaf4dfe-bd39-4649-b67d-9704556cb431>

- **Dean's Instruction No. 2/2025 - Description of Final Theses (SFE in winter semester)**

<https://www.slu.cz/opf/en/file/cul/35fc9d24-4439-4078-b902-082c0624f215>

- **Dean's Instruction No. 3/2024 - Editing, Publishing and Storing Final Theses**

<https://www.slu.cz/opf/en/file/cul/c3371cdb-213b-4f3d-a1ab-9163237f0160>

Schedule of Master's thesis elaboration and defense

- till **October 31** - filling in the data for the description of the Master's thesis in the IS SU, student after consultation with a supervisor must complete and insert FT description into IS
- till **April 29** - students have to upload digital version of the final thesis into IS SU.

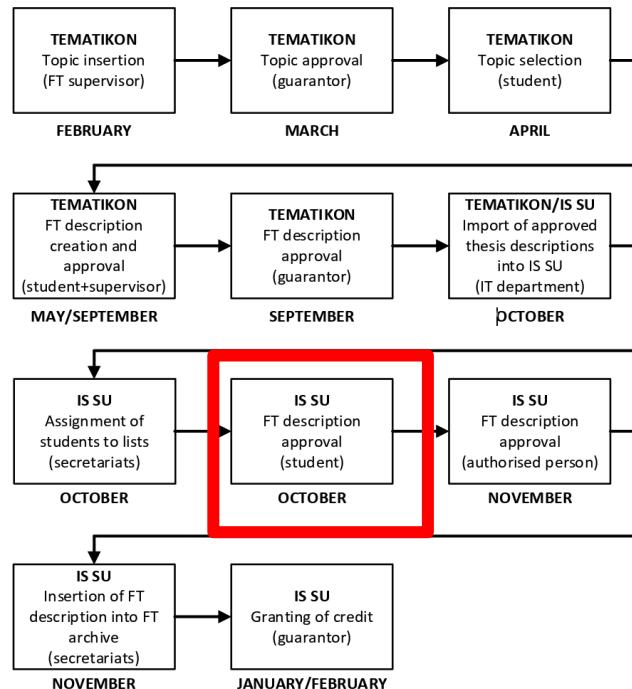
This schedule is valid for the students graduating in summer semester.

June 2026 (June, 1 – 5) – state final exam and defense of the thesis

Schedule of Master's thesis elaboration



Attachment No. 1 Scheme of the implementation procedure for creating the description of the FT



Schedule of Master's thesis elaboration and defense



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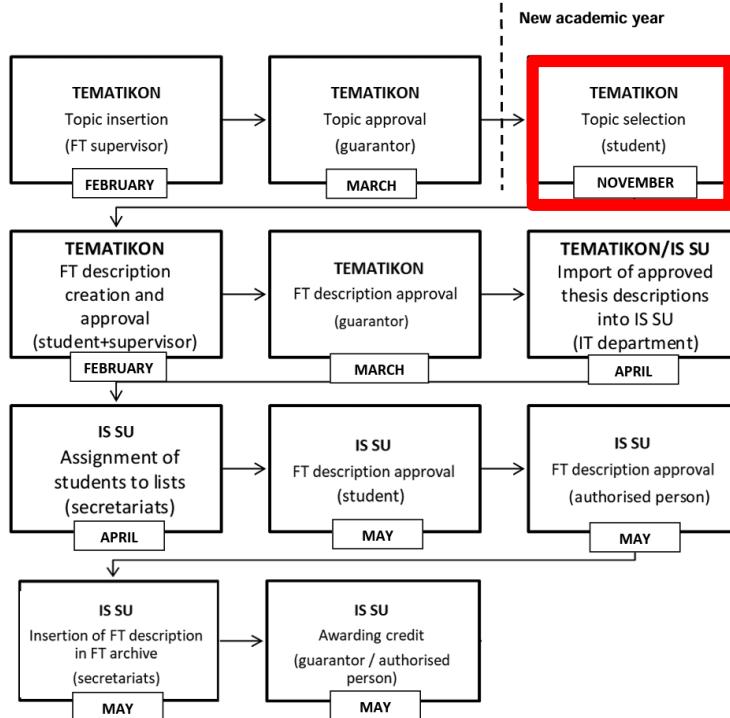
- till **February 28**, student after consultation with a supervisor must complete and insert FT description into IS Tematikon

This schedule is valid for the students graduating in February.

Schedule of Master's thesis elaboration (winter)



Attachment no.1 Scheme of the procedure for the creation of the description of the FT



Content of the FT description

- **Title in English**
 - **Schedule of elaboration including the day of submitting**
 - **Aim of the thesis** (aim of the thesis is to evaluate, compare, create etc.)
 - **Subject of the thesis – e. g. Thesis will focus on marketing mix of company XY (future time)**
 - **Data and methods – e. g.** Questionnaire survey will be employed to evaluate the level of customer satisfaction with products of company XY ... or.... Secondary data from Czech statistical office will be applied.
 - **Structure – e.g.** Theoretical part of the thesis will focus on determination of fundamental terms and relationships in the field of strategic management and main indicators applied in empirical part will be also defined ... In empirical part, the use of marketing mix measures in the company XY will be evaluated.
-

BACHELOR'S/MASTER'S THESIS DESCRIPTION

Academic year: 20XX/20XX

Sample of the structure of the documents for the description of the FT

Submission institution:	Name of the department/entity
Student:	First name and last name of the student
Personal identification number:	Personal identification number
Programme:	Name of the study programme
Field of Study:	Name of the field of study
Specialization:	Name of the specialization
Thesis topic:	Thesis topic in English
Thesis topic in English:	Thesis topic in English
Description:	Elaboration schedule of the Bachelor's / Master's thesis <ol style="list-style-type: none">1. Elaboration of individual chapters by: XX. XX. 20XX2. Elaboration of conclusion by: XX. XX. 20XX3. Submission of thesis at the department by: XX. XX. 20XX

The framework content of the thesis:
The recommended framework content is a continuous text containing the objective of the thesis, a research problem (areas), a choice of methodology and data, a procedure for achieving the objective possibly necessary parts of the FT.

Estimated range of the thesis:
Estimated range of the Bachelor's / Master's thesis is XX – XX pages.

The scope of the FT

- The scope of the BT (not including Annexes) is set at 35 - 45 pages.
- The scope of the MT is set at **45 - 65 pages.**

The example of the structure of the description of FT

- Title: Methods of evaluating the efficiency of the company
- The aim of the master thesis is to evaluate the economic efficiency of the selected company. The annual reports of FIRM and industry values available at the portal of the Ministry of Industry and Trade of the Czech Republic will be used to prepare the master thesis. The data set will cover the period 2015-2020. The introductory part of the master thesis will describe the methods of evaluating the efficiency of the company. In the next part of the thesis the literature review regarding the firm's efficiency will be presented. Moreover, the financial statements will be explained. In the practical part of the master thesis will be evaluated the FIRM. The evaluation will be complemented by the recommendations to improve the firm's efficiency.

The example of the structure of the description of FT

- Setting **the aim** of the master thesis is very important part of the description.
- The aim is the answer to the question, ‘What are you doing?’
 - 1. You need to clearly describe what your intentions are and what you hope to achieve. This is the aim.
 - 2. Be very explicit. In the opening paragraphs, say, in simple terms, ‘the aim of the master thesis is to...’

The example of the structure of the description of FT

- Methodology – used methods
- Data – data collection:
 - primary data - one which is collected for the first time by the researcher through direct efforts and experience,
 - secondary data - the data already collected or produced by others.

Literature in the description

- The minimum is 7 sources of literature in the description of FT.
- Everything must be according to the citation standard!

Literature

- [1] FORET, M., 2018. *Marketing research: we know our customers*. Brno: Computer Press. ISBN 978-80-251-2183-2.
 - [2] HINDLS, R., S. HRONOVA, J. SEGER and J. FISCHER, 2017. *Statistics for Economists*. 8th ed. Prague: Professional Publishing. ISBN 978-80-86946-43-6.
 - [3] JOBBER, D., 2015. *Principles and Practice of Marketing*. 6th ed. London: McGraw-Hill Education. ISBN 978-0-07-712330-7.
 - [4] KLUSON, V., 2019. Ownership Dimension of Social Responsibility. *Political Economy*, 47 (6), 797-810. ISSN 0032-3233.
 - [5] KOZEL, R., L. MLYNÁŘOVÁ and H. SVOBODOVÁ, 2018. *Modern methods and techniques of marketing research*. Prague: Grada Publishing. ISBN 978-80-247-3527-6.
 - [6] VAŠTÍKOVÁ, M., 2018. *Marketing of services - effectively and modernly*. Prague: Grada Publishing. ISBN 978-80-247-2721-9.
 - [7] VYSEKALOVÁ, J., 2017. *Customer Behavior: How to Uncover the Secrets of a Black Box*. Prague: Grada Publishing. ISBN 978-80-247-3528-3.
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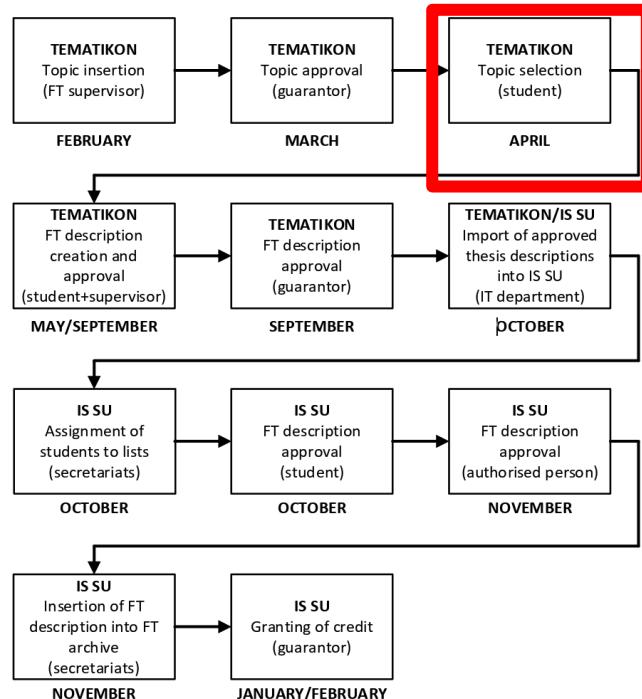


Topic Selection in Tematikon

Schedule of Master's thesis elaboration



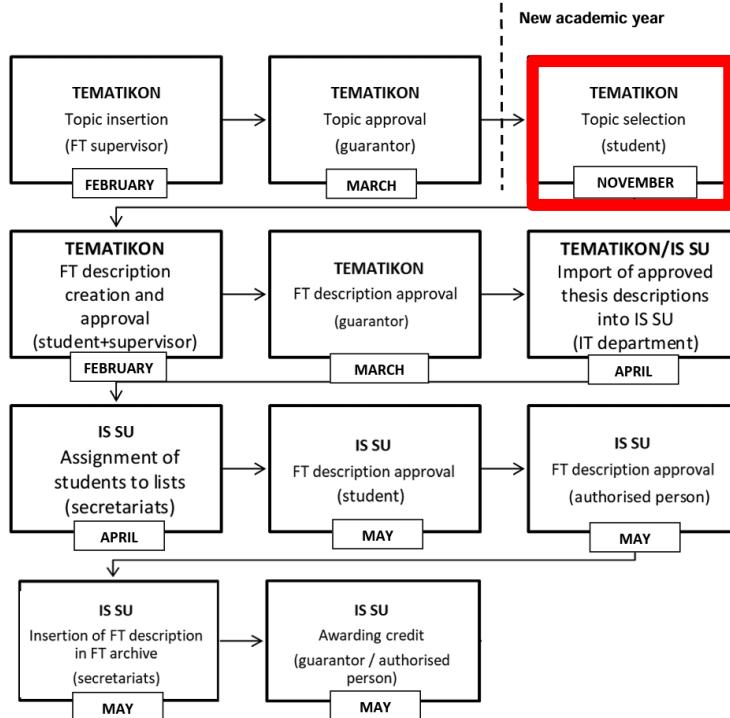
Attachment No. 1 Scheme of the implementation procedure for creating the description of the FT



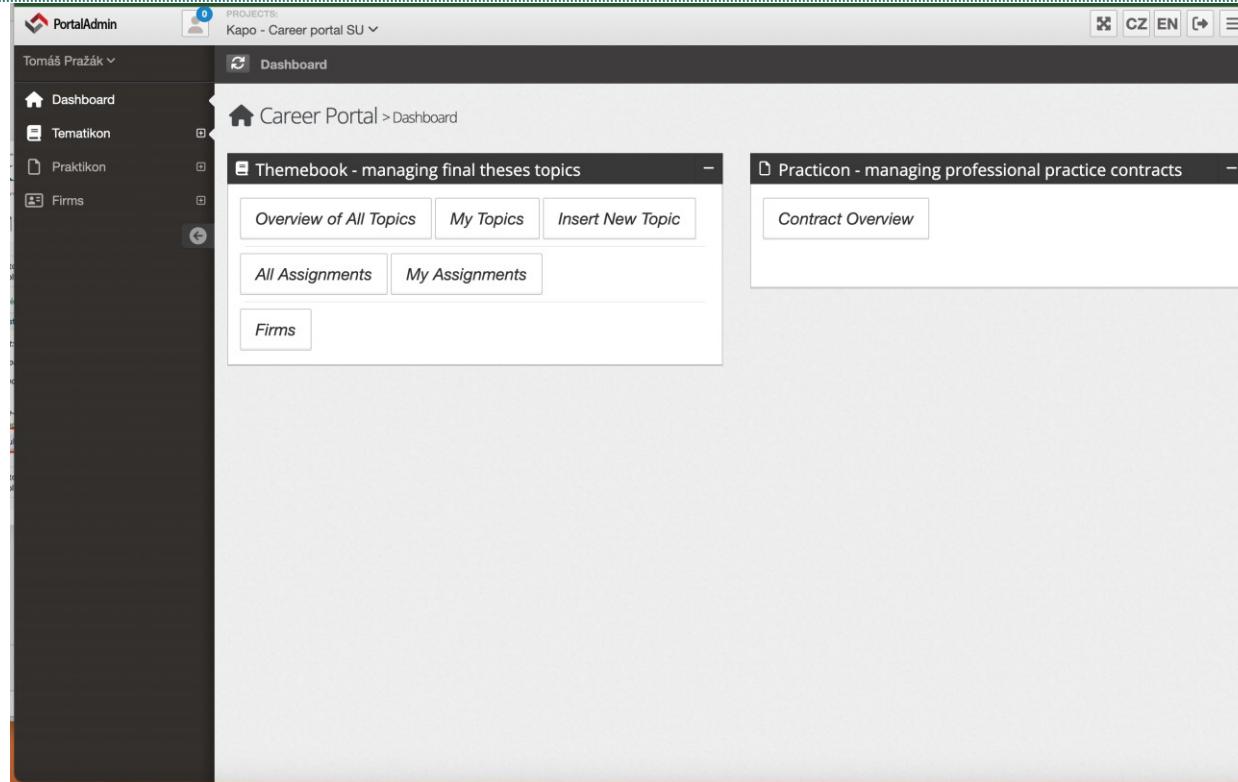
Schedule of Master's thesis elaboration (winter)



Attachment no.1 Scheme of the procedure for the creation of the description of the FT



Topic Selection - overview



The screenshot shows a user interface for a career portal. At the top, there is a header with the text "PROJECTS: Kapo - Career portal SU" and language selection buttons for CZ, EN, and DE. The main navigation bar on the left includes links for "PortalAdmin", "Tomáš Pražák", "Dashboard", "Tematicon", "Praktikon", and "Firms". The "Dashboard" link is currently active, indicated by a blue bar. The main content area displays two open modules:

- Themebook - managing final theses topics**
 - Overview of All Topics
 - My Topics
 - Insert New Topic
 - All Assignments
 - My Assignments
 - Firms
- Practicon - managing professional practice contracts**
 - Contract Overview





Log in to the topic

Topic Selection – My topics

The screenshot shows the 'My topics' section of the Kapo - Career portal SU. The interface is a single-page application with a dark sidebar and a light main content area. The sidebar on the left contains the following navigation items:

- PortalAdmin
- Tomáš Pražák
- Dashboard
- Tematikon
- Praktikon
- Firms

The main content area is titled 'Career Portal > Dashboard'. It features two main sections:

- Themebook - managing final theses topics**
 - Overview of All Topics
 - My Topics
 - Insert New Topic
 - All Assignments
 - My Assignments
 - Firms
- Practicon - managing professional practice contracts**
 - Contract Overview



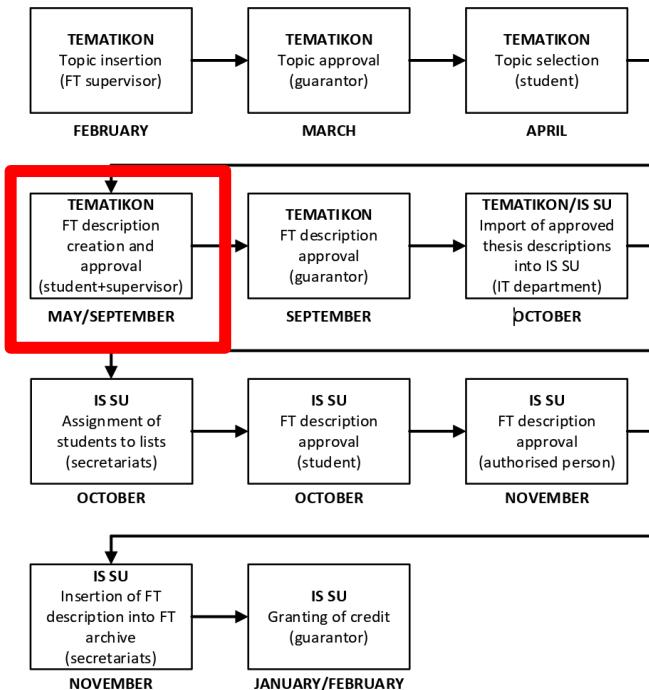


Description creation and approval

Schedule of Master's thesis elaboration (classic)



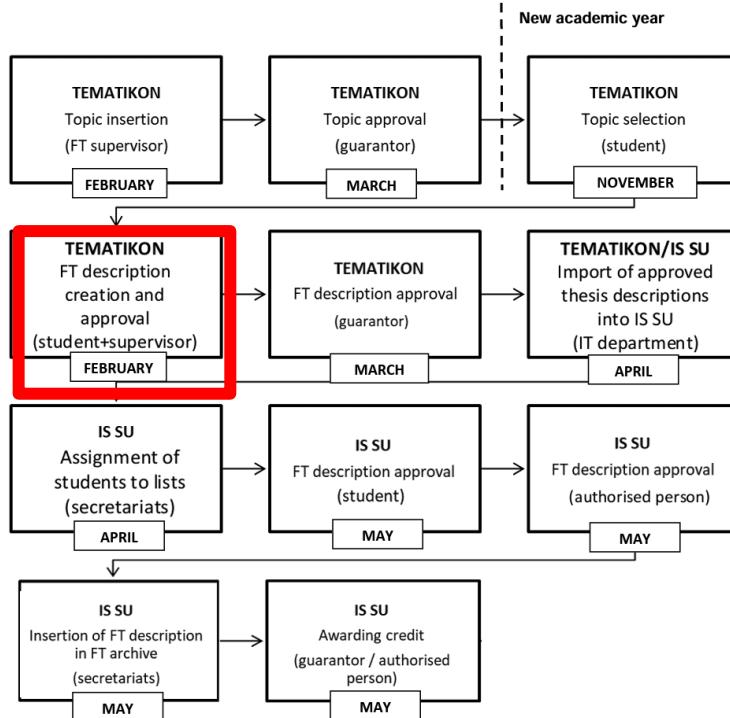
Attachment No. 1 Scheme of the implementation procedure for creating the description of the FT



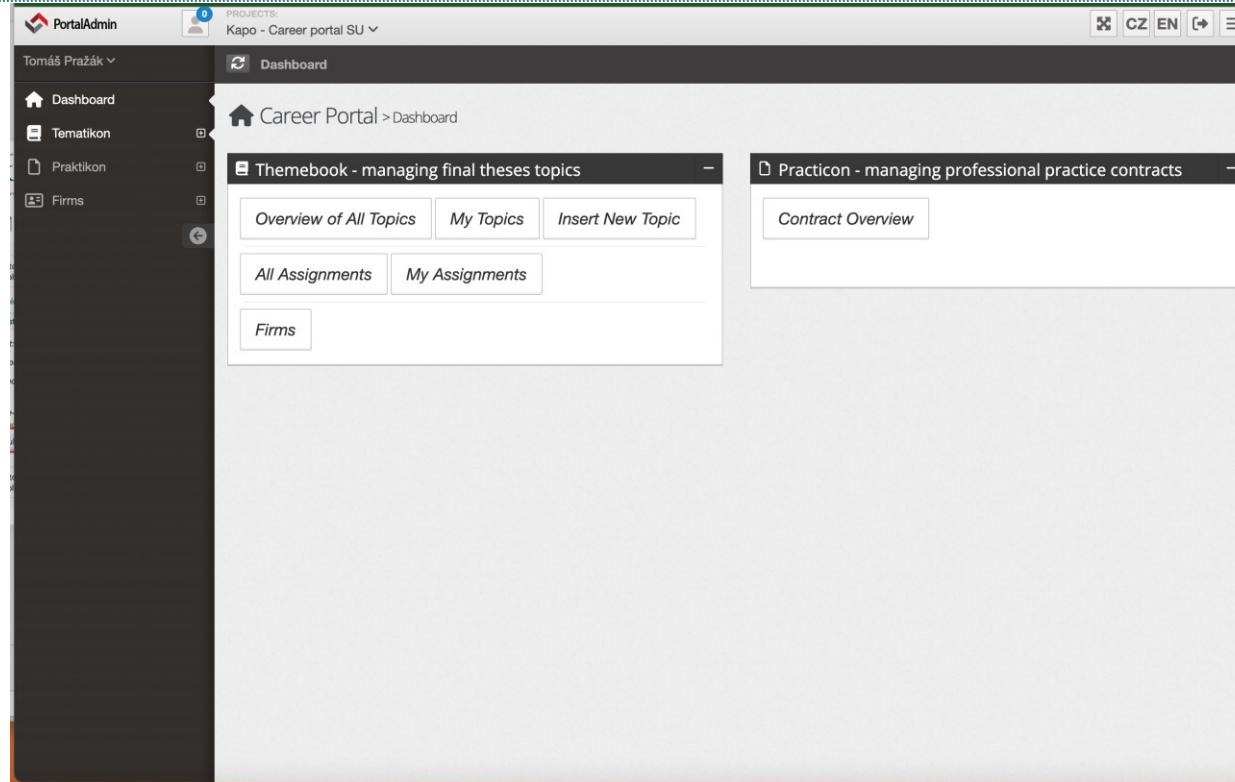
Schedule of Master's thesis elaboration (winter)



Attachment no.1 Scheme of the procedure for the creation of the description of the FT



My Assignments – Topic specification with Supervisor



The screenshot shows the 'Career Portal > Dashboard' interface. On the left, a sidebar lists 'Dashboard', 'Tematicon', 'Praktikon', and 'Firms'. The main area contains two expandable modules: 'Themebook - managing final theses topics' and 'Practicon - managing professional practice contracts'. The 'Themebook' module has tabs for 'Overview of All Topics', 'My Topics', 'Insert New Topic', 'All Assignments', 'My Assignments', and 'Firms'. The 'Practicon' module has a 'Contract Overview' tab.





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Approval in IS

Work in IS

Information System



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Work in IS



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is > Student *

Student

STUDENT / MY COURSES

START OF TERM

TEACHING

END OF TERM

DURING STUDIES

END OF STUDIES



search the IS



My courses



FIUNANMU Managerial Accounting



INMNARAM Decision Analysis for Managers



OPFNASDP Master Thesis Seminar



PEMNACSR Corporate Social Responsibility



PEMNAMK2 Marketing Communication 2



Work in IS

Student



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STUDENT / MY COURSES

START OF TERM

TEACHING

END OF TERM

DURING STUDIES

END OF STUDIES

The maximum time expires on **15/9/2026**. Pozor, akreditace programu končí k 31/12/2024.



Check my studies



E-Transcripts

Confirmation of Studies
Scholarships



Document Office

My documents - application status
Submit a new application



Internships and Stays



Tuition Fees

Calculated fees
History of my studies and fee calculation
Study fees calculator



Topic Lists

My topics
Diploma thesis JUNE 2024

Select from menu
„my topics“



Work in IS



My topics

My topics: course-unrelated | course-related | all

Display topics: awaiting approval | no limitation

Topics on course-unrelated lists

Customer experience (CX) in services -

List: Diploma thesis JUNE 2024

Supervisor: Ing. Kateřina Matušinská, Ph.D., učo 21353 ↗

Student (max. 1):

1. , učo

↗ OPF N_EKOMAN BEM (MOA) [year 2] (group STE_49367) • Does the student confirm the thesis assignment? Yes

Pre-Requisites: 65564

Students can enrol from 1/10/2023 09:00 to 31/10/2023

Display operations ↗

My topics: course-unrelated | course-related | all

Display topics: awaiting approval | no limitation

Student can see the topic of the thesis and his/her name

Now you can click on „display operations“ and after that you can edit title, content or literature

Work in IS



My topics

My topics: course-unrelated | course-related | all
Display topics: awaiting approval | no limitation

Topics on course-unrelated lists

Customer experience (CX) in services -

List: Diploma thesis JUNE 2024

Supervisor: Ing. Kateřina Matušinská, Ph.D., učo 21353

Student (max. 1):

1. učo OPF N_EKOMAN BEM (MOA) [year 2] (group STE_49367) • Does the student confirm the thesis assignment? Yes

Pre-Requisites: 65564

Students can enrol from 1/10/2023 09:00 to 31/10/2023

[Full info](#) • [Send an email to the supervisor](#) • [Edit](#)

My topics: course-unrelated | course-related | all
Display topics: awaiting approval | no limitation

Now, you can see all available operations, most important is EDIT

Final step:

The student must approve the correctness of the entered assignment in the IS SU.
CONFIRM THE WORD YES
ONLY WHEN THE ASSIGNMENT IS COMPLETE AND CORRECT.

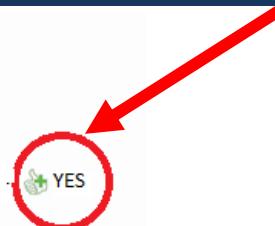
test

Vede: Ing. Lucie Vavrušková, učo [46778](#)

Student (max. 1):

1. Filip Testíkovič, učo [53604](#) OPF B_SYSINF MI kombin. [roč 2] (skupina T) confirms the description

Prerekvizity: 53604



Citation methods in the text of the FT

- All that is stated in the References in the wording of full bibliographic citations, must be continuously cited in the text, and the student uses the abbreviated citation method (the Harvard citation system), i.e. the surname of the author or authors (year of publication, in the case of direct or indirect citations the page or the range of pages, is stated).
-

Citation methods in the text of the FT



- Smith (2020)
 - Smith (2020, p. 125)
 - Smith (2020, pp. 125-127)

 - Differences?
-

Citation methods in the text of the FT

- The taken text can be cited in the following forms:
 - a) Direct citation - the text is taken literally from the original work and is in quotation marks.
 - b) Indirect citation (paraphrase) - the text is interpreted from the original work in own words, without changing the meaning of the text.
 - c) Citation for the entire work - only given if the author refers to the whole original work.
-

Citation methods in the text of the FT

- Direct citation:
 - Novák (2010, p. 26) states that "*the main drivers of the financial crisis were the US real estate price bubble, the lack of regulation of financial market supervision and the failure of credit rating agencies.*"
 - According to Pokorný and Polák (2007, p. 29), "*the most significant risk for the Chinese economy for the next decade is the possibility of a sharp rise in inflation.*"
 - "*The economic recession is usually accompanied by a decline in economic performance and an increase in the unemployment rate.*" (Novotný 2009, p. 297).

Citation methods in the text of the FT

- Indirect citation:
 - As stated by Wang (2010, p. 96), the entry price is the value from which the assets are depreciated.
 - Significant factors of the economic recession in the Czech Republic included lower economic activity of companies due to the fall in exports and insufficient household consumption (Novak 2010, pp. 25-70).

Citation methods in the text of the FT

- Citation for the whole work
 - The theory of macroeconomic shocks is described by Novotny (2009).
 - The most important contemporary textbook on marketing management is considered to be the textbook by Kotler and Keller (2013).
 - Banker et al. (2004) believe that the socialist economy showed a slowdown in the 1980s.
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- **Dean's Instruction No. 3/2024 - Editing, Publishing and Storing Final Theses**

<https://www.slu.cz/opf/en/file/cul/c3371cdb-213b-4f3d-a1ab-9163237f0160>



Thank you for your attention

- **Contact me:**
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 - Office: A403
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