

# Seminar

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Office hours: WE 9:00-11:00

# Assessment methods

- Active participation on seminars – case studies, solving the problems, 2 absence allowed
- Elaboration of seminar paper (written followed by the PowerPoint presentation) min limit 60% for paper
- Course is completed by the written exam with max 100 points
- Evaluation of the course:
  - A: 100 -93
  - B: 92-84
  - C: 85-78
  - D: 77-69
  - E : 68-60

# Test

There will be the occasion to write the test during the course without evaluation. You can prepare yourself to final exam ;)

# Seminar paper

- Seminar paper – written followed by the PowerPoint presentation cca for 15-20 minutes
- 1 seminar = 1 presentation

# Written document ( seminar paper)

- 5 pages (1800 znaků na stranu)
- Application of theoretical background into business practice
- Min 5 references ( not websites), theory – 2 pages, practice – 3 pages.
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# Powerpoint presentation

- Presentation will contain introduction, theory and business practice
- Presentation for 15 – 20 minutes
- Pictures and videos are welcome! ;)

# List of themes

- Porters value chain
- Analysis of external environment
- Business specifics in services
- Business specifics in SME
- Marketing mix
- Inventory management
- Production process
- Life cycle of the product
- Human resources management
- Capital structure and investment
- Innovation activities
- Financial analysis