

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
- Business specifics in SME or Family business
- Demand and customers behaviour
- Business environment analysis
- Primary activities (PVC)
- Supporting activities (PVC)
- Innovation