

Seminar 1 - organisation

Assessment methods

- Active participation on seminars – case studies, solving the problems, 2 absence allowed
- Elaboration of seminar paper (PowerPoint presentation) min limit 60 % for paper
- Course is completed by the written exam with max 20 points – 30 minutes, multiple choice, correct +1 point, null or wrong 0 points.
- Evaluation of the course:
 - A: 20-19
 - B: 18-17
 - C: 16-15
 - D: 14-13
 - E : 12

Seminar paper

- Seminar paper – written 14000 +/- 1000 symbols plus PowerPoint presentation
Theoretical background (1-2 slides) followed by interesting practical implication – best practice (video, case study) cca for 5-10 minutes
- Presentation in seminars!

List of themes

- Porters value chain
- Business specifics in SME or Family business
- Demand and customers behaviour
- Business environment analysis
- Primary activities (PVC)
 - Inbound logistic
 - Operations
 - Outbound logistic
 - Marketing and Sales
 - Services
- Supporting activities (PVC)
 - HR management
 - Technology and development
 - Infrastructure and procurement
- Innovation