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| ***Schedule of subject “XBMA”******Spring semester 2022*** |
| **Week of semest.** | **Date** | **Lecture and Seminar****\*Fri 11:30 – 14:45 (B2-332)** |
| 1 | 18.2. | Introduction to the BM, content, conditions. Introduction to the BP. |
| 2 | 25. 2. | Assignment of semester work. Tomáš Baťa – the king of shoemakers |
| 3 | 4. 3. | BP – Executive summary, BM theory 1-3 |
| 4 | 11. 3. | *Self-study/ consultations* |
| 5 | 18. 3. | BP – Project and company description, BM theory 4-8 |
| 6 | 25. 3. | BP – Market Search and Analysis, Goals and strategy of marketing, BM theory 9-12 |
| 7 | 1. 4. | *Canceled – Erasmus+* |
| 8 | 8. 4. | *Canceled – international week* |
| 9 | 15. 4. | *Canceled – national holiday* |
| 10 | 22. 4. | Revision of progress in semester work + feedback |
| 11 | 29. 4. | BM Competition and practice |
| 12 | 6. 5. | **Final presentations** |
| 13 | 13.5. | *Granting credits* |

Use MS Teams for as primary communication channel.

Office hours

* For colleagues: Monday 8 - 11 (on-line via MS Teams).
* For students: Wednesday 11:30 - 14:30 (in person or on-line via MS Teams).
* Individual consultations (face to face) on agreement.

Elaborated at: 17. 3. 2022 by

doc. Ing. Adam Pawliczek, Ph.D.