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| ***Schedule of subject „ASMA“(TMA)******Spring semester 2023*** |
| **Week of semest.** | **Date** | **Lecture****Mo 9:45 – 11:15 (B2.332)** | **Seminar****Mo 11:30 – 12:15 (B2.332)** |
| 4 | 6.3. | Introduction to the subject, content, conditions. Basic concepts of business. Executive summary. | Introduction to the course, content, conditions for granting the credit. History of the development of business activities. Tomáš Baťa – The king of shoemakers |
| 5 | 13. 3. | Company, product, and goal description, vision, mission. Market research and analyses. | Legal aspects of business. Legal forms of business. |
| 6 | 20. 3. | *Canceled: self-study* | --- |
| 7 | 27. 3. | Technology and production plan. Personnel and space provision. Target marketing strategies. | Fundamentals of Management and Marketing for Entrepreneurs. Basic management methods. Fundamentals of Human Resource Management for Entrepreneurs. |
| 8 | 4. 4. | Budget, Financial and Analysis and Forecast. Project timetable. SWOT, risks, attachments. | Fundamentals of Financial Management for Entrepreneurs. Founding budget and financial plan. Business support areas. Business ethics, CSR. |
| 9 | 10. 4. | *Canceled – National Holiday (The Great Friday - Eastern)*  | --- |
| 10 | 17. 4. | **Final presentations** |  |
| 11 | 24. 5. | *Canceled – International Week* | --- |
| 12 | 1. 5. | *Canceled – National Holiday* | --- |
| 13 | 8.5. | *Canceled – National Holiday* | --- |
|  |  | *Granting credits* |  |

Elaborated at: 27. 2. 2023 by

doc. Ing. Adam Pawliczek, Ph.D.