

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 Bat'a – 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.	<i>Canceled: self-study</i>	---
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.	<i>Canceled – National Holiday (The Great Friday - Eastern)</i>	---
10	17. 4.	<u>Final presentations</u>	
11	24. 5.	<i>Canceled – International Week</i>	---
12	1. 5.	<i>Canceled – National Holiday</i>	---
13	8.5.	<i>Canceled – National Holiday</i>	---
		<i>Granting credits</i>	

Elaborated at: 27. 2. 2023 by

doc. Ing. Adam Pawliczek, Ph.D.