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| ***Schedule of subject “XBMA”******Spring semester 2022*** |
| **Week of semest.** | **Date** | **Lecture and Seminar****\*Mon 13:10 – 15:30 (B2-445)** |
| 3 | 27.2. | Introduction to the BM, content, conditions. Introduction to the BP. |
| 4 | 6. 3. | Assignment of semester work. Tomáš Baťa – the king of shoemakers |
| 5 | 13. 3. | BP – Executive summary, BM theory 1-3 |
| 6 | 20. 3. | *Self-study/ consultations* |
| 7 | 27. 3. | BP – Project and company description, BM theory 4-8 |
| 8 | 3. 4. | BP – Market Search and Analysis, Goals and strategy of marketing, BM theory 9-12, BM Competition and practice |
| 9 | 10. 4. | *Canceled – national holiday*  |
| 10 | 17. 4. | **Final presentations** |
| 11 | 24. 4. | *Canceled – international week* |
| 12 | 1. 5. | *Canceled – national holiday*  |
| 13 | 8. 5. | *Canceled – national holiday* |
|  | 15. 5. | *Granting credits* |
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Use MS Teams for as primary digital communication channel.

Office hours

* Individual consultations (face to face or on-line) on agreement.

Elaborated at: 27. 2. 2023 by

doc. Ing. Adam Pawliczek, Ph.D.