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| ***Schedule of subject “XBMA-XASTM-XAIM”***  ***Spring semester 2024*** | | |
| **Week of semest.** | **Date** | **Lecture and Seminar**  **\*Mon 13:00 – 16:55 (B2-445)** |
| 2 | 19.2. | Introduction to the BM, content, conditions. Introduction to the BP. |
| 3 | 26. 2. | Assignment of semester work. Introduction to the IM. |
| 4 | 4. 3. | BP – Executive summary |
| 5 | 14. 3. (Thu) | BP – Project and company description |
| 6 | 18. 3. | *Self-study/ consultations (Erasmus+)* |
| 7 | 25. 3. | BM theory 1-3, BM theory 4-8 |
| 8 | 1. 4. | *Canceled – national holiday* |
| 9 | 8. 4. | BP – Market Search and Analysis, Goals and strategy of marketing,  BM theory 9-12, BM Competition and practice |
| 10 | 15.4. | IM – globalization, culture, complexities, ethic, alliances, risks |
| 11 | 22. 4. | *Canceled – international week* |
| 12 | 29. 4. | **Final presentations** |
| 13 | 6. 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: 4.3.2024 by

doc. Ing. Adam Pawliczek, Ph.D.