

Seminar topics
Master Studies
Business Management

1. Digital transformation strategy.
2. Digital era ecosystems - business models and strategic networks.
3. Developing distributed work model for new normal.
4. Strategic corporate renewal - new business model and strategy.
5. Transforming company toward international expansion.
6. Managing company transformation and change.
7. Effective project management - coordination and methods.
8. Design and implementation of business excellence systems.
9. Robotic process automation.
10. Service-oriented and cloud-based ICT architecture.
11. Project Management - methods, tools, PM maturity, portfolio management etc.
12. Team building and leading.
13. Communication.
14. Strategic analysis - methods, tools, etc.
15. Innovative strategies and business models.
16. Interfirm cooperation and business relationships.
17. Coopetition.
18. Brand management - branding / rebranding - brand strategies.
19. Meticization of the world - brand and its importance in the time of pandemic crisis.
20. Personal Branding - creating a personal brand.
21. Contemporary challenges and trends in marketing.
22. Blog and Vlogosfera-marketing aspects.
23. Internet Marketing - Trends in e-business.
24. Branded customer service - creating value for the customer.
25. Business negotiations.
26. Corporate strategy and marketing communication - from start-ups to transnational corporations.
27. CSR - Corporate Social Responsibility.
28. Strategic analysis of enterprises (internal analysis of enterprises, the analysis of environment, SPACE/SWOT analysis; PEST analysis, scenarios analysis; Porter's five forces analysis; four corner's analysis; value chain analysis; key success factors analysis; early warning scans; wargaming).
29. Identifying and developing a strategy in organizations.
30. Strategic leadership and its complexity in organizations – dimensions, features, models (diagnosis and development).
31. Behavioural strategies in organizations.
32. Necessity and opportunity entrepreneurship.
33. Microfoundations in management (cognitive, social, behavioural).
34. Decision-making processes – misconceptions, heuristics, and biases.
35. Managerial proactivity – determinants and effects.
36. Strategic flexibility – evaluation, determinants, and outcomes.
37. Strategic entrepreneurship - evaluation, development, determinants, and outcomes.
38. Leading Strategic Change.

39. Strategy execution and modification.
40. Risk in strategy implementation.
41. Organizational culture and its impact on strategic change.
42. Team roles and team management.
43. Strategic analysis and decision making process.
44. Open strategy - transparency and inclusion.
45. Evolution of marketing channels - towards omnichannel strategy.
46. Dealing with crisis - crisis management.
47. Leadership challenges (impact of covid on strategy creation and execution).
48. Organizational Culture and Firm Performance.
49. Leadership Roles/ Managing People.
50. Resource-Based Company Strategies: How Firms Leverage Themselves.
51. Strategic Thinking/Strategic Analysis/Business strategies/corporate competitiveness.
52. Management Strategy and Social Networks.
53. Employee Performance: Impact of Company Performance/How Managers Can Evaluate Employees.
54. Social Responsibility and Corporate Performance.
55. Management Style for a Modern Workplace; Management Practices in Different Business Sectors.
56. Leadership and Business Strategies.
57. Others hot topics in business management field (creative destruction, dynamic capabilities, interfirm networks, business ecosystems, project management).
58. Human resources management (HRM) and International HRM.
59. Business strategies and HRM strategies in organizations.
60. Staffing the organization (recruitment, selection, placement).
61. Employee compensation and pay systems.
62. Shaping employee engagement & job satisfaction; motivating employees.
63. Employee performance appraisal, training & development.
64. Elevation of employee positive workplace experience.
65. Talent management, competency management.
66. Team management, managing international teams, managerial leadership.
67. Employer branding, interpersonal and intercultural business communication.
68. Business strategy.
69. Strategic analysis of sectors/ businesses.
70. Business plan (your own business). Entrepreneurship.
71. Managing non-profit organisations.
72. CSR and sustainable development of enterprises. Diversity and inclusion.
73. Leadership. Strategic thinking , strategic thinkers
74. Human resources management.
75. Motivating people