

PROFILE OF THE SUPERVISOR

Academic Title/Name: Dr. Karolina Beyer
Department of Corporate Management

Research Interests:

- Business management
- Business models
- Business activity planning
- Strategic analysis of enterprises
- Use of social media in business management
- Corporate image in social media
- Intellectual capital management
- Conditions for business development
- Innovations in enterprises

Thematic Areas of Diploma Seminars / Example Thesis Topics:

1. Strategic analysis of organizations
2. Internationalization of small and medium-sized enterprises
3. Evaluation of a company's marketing activities
4. Assessment of a company's image in social media
5. Business activity planning
6. Financial planning in business operations
7. Challenges in the development of small and medium-sized enterprises
8. Business development strategies
9. Conditions for business development
10. Modern business management methods
11. Contemporary business models
12. Intellectual capital management in enterprises
13. Human capital management in organizations
14. Business management
15. Managing a business using social media