



PROJECT INFO

+ grading

What will you do?

1. Form a team.
2. Choose a team leader.
3. Read the introduction to the Válka Winery.
4. Choose a topic your team will work on.
5. The teamleader will enroll into one of the topics [in the IS](#) - deadline is **April 14th**.
6. Research information for your topic, write down questions.
7. **Participate in the visit of Válka Winery on April 17th.**
8. Work on your project, consult it with Vojta Válka.
9. Prepare a project report. Team leader will submit it. (date will be announced later)
10. Present your project at the Válka Winery during the exam period (voting on the date will be announced later).
11. Enjoy some tasty wines as a reward for your hard work.

Team leader's responsibilities

- They will be responsible for getting the group project done - that means leading the team, organizing the work, submitting your results and team report and finally, the distribution of awarded points.
- The team report should consist of how were you organized, who was working on what, were there any problems, etc.
- Points distribution:
The maximum of gained points for this project will scale accordingly with the team size (for example - max 10 points for 2 people team, max 15 points for 3 people team). Your team leader will get the sum of points from evaluation of your project and then they will be responsible for distribution of these points. Equal distribution of the points is forbidden! The team leader is in charge of distributing the points for each team member, according to the team leader's assessment. If the team member seriously thinks they're being unfairly awarded, they can write a complaint and we will investigate it.

Introducing the Válka winery

- Read the info in the study materials, file named *Valka_winery_info_2024.pdf*
- Contact for Vojta Válka: vojta@vinarstvivalka.cz
- Consultations with Vojta Válka for your project are required – otherwise you could come up with solutions that have already been tried, and your project wouldn't bring any value. You can reach out to him through the provided email address, he is also open to calls or meetings.

Relevant links:

- <https://vinarstvivalka.cz/en/>
- <https://maps.app.goo.gl/wQfqVWX4CiVRUJNt5>
- <https://www.facebook.com/vinarstvi>
- <https://www.instagram.com/vinarstvivalka/>
- <https://www.youtube.com/@vinarstvivalka>
- <https://www.vivino.com/wineries/vinarstvi-valka>

Project topics to choose from

1. **Knowledge sharing.**

What processes could be set up to encourage sufficient knowledge management of the family's know-how? How do we ensure the knowledge will be passed to the next family member? How to apply it by using the Pyramid of Culture and Pyramid of Vitality?

2. **Employee motivation.**

How can the employees become better motivated to stand behind Vojta Válka's vision and ideas for the winery and feel more included as part of the small company? Apply it in the Strategic Frame of the winery.

3. **Adapting to AI.**

How can AI models be helpful for the winery and its management, now or in the future? What changes need to be made to prepare for the increased usage of AI? How should AI usage be included in the Strategic Frame of the winery?

There can be at most 2 teams enrolled for one topic.

Topics can be found in the Topics list in the IS in the *Project Topic* list. Direct link:

https://is.muni.cz/auth/rozpis/tema?fakulta=1433;obdobi=9224;kod=PV215;predmet=1553843;sorter=vedouci;balik=514937;omezeni=vse_aktualni

Válka winery visit

- **Wednesday, April 17th, from 10:00**
- Departing from Brno, we will take the train and then a bus. More info will follow. It is possible to come by your own means if you want.
- **At least one member of a team is required to attend.**
- Tour of the vineyard and winery.
- Vojta Válka will provide more information that could be useful for you.
- **Opportunity to ask questions and clear uncertainties you have discovered.**

- Mark in the poll if you will attend (**deadline April 12th**):
- <https://is.muni.cz/tudle/syeu>

(For those of you that have PA181 lecture in that timeslot, don't worry, the lecture will be recorded for you to watch later.)

Project report structure and presentation

- Introduction to the project topic, why have you chosen it, what additional information did you gain from your consultations.
- Pyramid of Culture, Pyramid of Vitality, Strategic Frame for the winery based on the real information.
- The summary of your proposed solution and findings.
- Maximum of A4 pages: 4 (optimal is 3)
- Powerpoint presentation for max 15 minutes. The time will be strictly monitored.

Exam and grading

- Your grade consists of 3 parts – final exam (max 25 points), project (max 20 points) and activity on seminars and lectures (possible to gain 5 points).
- The exam will be written, you will have 45 minutes. You cannot use any materials. It has two parts; the first part is 5 multichoice questions (max. 10 points) and the second part are 3 open questions (max. 15 points). That means you can get a maximum of 25 points from the exam.

The grading scale is (UPDATED on 10th June 2024):

45-50 = A

40-44 = B

35-39 = C

30-34 = D

25-29 = E

00-24 = F