

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KBaMF NHF/ NNC15150/15	Title of course: International financial centers
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 0 Per course: 26 / 0 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: project written examination Overall assessment – 100 % From which: Project and activity during the lectures – 20 % final written exam – 80 %	
Teaching results: to create understanding of basics, types and extent of functioning of international financial centres in global economy b) to differentiate among various phases achieved in economic integration of different regions of the world c) to differentiate particular international financial centres with the respect to their functions in the global economy d) to get familiar with classification, historical examples and models of financial crises and to benefits from their elimination e) to applicate ethic values in differentiation of importance various international financial centres, especially off-shore centres f) to demonstrate the ability to utilize analytical and quantitative methods in assessment of international financial centres g) to be able to integrate theory into practice and to demonstrate creativity in problem solving h) to be able to reflect on new challenges in global economy with regard to changes in international financial architecture Knowledge and understanding: a) to apply thorough and sectoral knowledge in the area of international financial centres and to take critical stance towards current theories in this area b) to use sophisticated methods and procedures of analysis on level corresponding to international standards c) to utilize obtained knowledge in solving key research issues in the area of creation of international financial centres	

d) to demonstrate the ability to collect and to analyze data and information from various specialisations and synergistically construct recommendations for improvement the functionality of international monetary system
Practical skills and competences:

- a) to demonstrate the ability to work in team
- b) to select and to use appropriate techniques and research methods
- c) to be able to collect, to select and to analyze data
- d) to take critical stance towards own results as well as to the results of other researchers
- e) to formulate understandable and compelling presentations of own results
- f) to demonstrate creativity and intellectual curiosity in this specialisation and to utilize them in following research

Indicative content:

The reasons of the creation of international financial centres, types, roles, functions and importance of international financial centres. International monetary system. Impact of international banking and other factors on the creation of international financial centres, role of international financial institutions – IMF, IBRD, BIS, EIB, CEDB – CEB, EBRD, risks in their activities, regional development banks - AfDB, ADB, IADB, economic integration in Europe, Africa, Latin America, Asia. On-shore and off-shore centres. Financial crises. The analysis of world financial markets on the base of economic data. The changes of global financial architecture.

Support literature:

1. Kotlebová, J. – Chovancová, B. (2010). Medzinárodné finančné centrá – zmeny v globálnej finančnej architektúre. Bratislava: Iura Edition 2010, ISBN 978-80-8078-299-3
2. Kotlebová, J. (2010) Future Stance of the Currencies in International Monetary System. Economic Analysis No 1-2/2010, Belgrade Serbia: Institut of Economic Sciences, ISSN 1821-2573
3. Kotlebová, J. (2010) New World Economic Leaders. NBS: Biatec 5/2010, ISSN 1335-0900
4. Aizenman, J. – Chin, M. D. – Ito, H.: Assessing the Emerging Global Financial Architecture: Measuring the Trilemma's Configurations over Time. NBER Working Paper No. 14533, Cambridge, December 2008
5. Eichengreen, B. (2007) The Breakup of the Euro Area. NBER Working Paper No. 13393, Cambridge, September 2007
6. Eichengreen, B. – Bordo, M. D. (2002) Crises now and then: What Lessons from the Last Era of Financial Globalization? NBER Working Paper Series No. 8716, Cambridge, January 2002
7. Reinhart, C. M. – Rogoff, K. S. (2008) Banking Crises: An Equal Opportunity Menace. NBER Working Paper Series No. 14587, December 2008
8. Ivanička, K. et al. (2010) Overcoming Crisis – Creation of the New Model for Socio-economic Development of Slovakia. Bratislava: Ekonóm 2010, ISBN 978-80-225-2882-5
9. Kindleberger, Ch. P.(1974) The Formation of Financial Centres: A Study in Comparative History. International Finance No. 36, Princeton, New Jersey 1974
10. Gorostiaga, X. (1984) The Role of the International Financial Centres in Underdeveloped Countries. New York, St. Martin's Press 1984
11. Wottava, M. (1997/98). Daňové ráje. British Royal Crown Trust
12. Kotlebová, J. (2006) Medzinárodné finančné centrá. Bratislava: Iura Edition 2006, ISBN 80-8078-109-5
13. Kotlebová, J. (2004) Medzinárodné finančné centrá. Bratislava: Iura Edition 2004, ISBN 80-89047-83-1

14. Hájniková, J. (2000) Medzinárodné finančné centrá – regionálne medzinárodné peňažné centrá. Bratislava: Ekonóm 2000

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 42

A	B	C	D	E	FX	np	p
4.76	16.67	21.43	16.67	23.81	16.67	0.0	0.0

Lecturer: doc. Ing. Jana Kotlebová, PhD.

Date of the latest change: 19.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KBaMF NHF/ NNC15202/15	Title of course: Operations of commercial banks
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work project written examination 70% - final exam, a written test at the end of the course. 30% - continuous test - 2 x per semester	
Teaching results: 1 Understand the basic theoretical context, relationships and procedures for operations in banking, management and operations management in commercial banks. 2 Understand bond operations of commercial banks for liquidity, capital, reserves and profits of commercial banks. 3 Understand the importance and breakdown services and off-balance sheet operations of commercial banks. 4 Understand the legal requirements for the operation of commercial banks. After completing the course, students should be able to: 1 Understand the operations of commercial banks, their economic substance and technical process. 2 Evaluate legislative conditions and their impact on the operations of commercial banks. 3 Analyze and evaluate financial management of banks in SR and propose solutions.	
Indicative content: This course focuses on the theory and practice of banks in the context of recent developments. The aim of this course is to provide theoretical, methodological, and practical knowledge, as well as the legislative background of the operations of commercial banks. The course is focused on the exposure conditions and the activities of commercial banks, the question of risk management in banking, capital of commercial banks, liquidity, solvency, capital adequacy, the operations of commercial banks, investment and mortgage banking in Slovakia and the EU.	
Support literature: Horvátová, E.: Operácie komerčných bánk. Bratislava	
Language whose command is required to complete the course: Slovak, English	

Notes:**Assessment of courses**

Total number of evaluated students: 66

A	B	C	D	E	FX	np	p
40.91	15.15	9.09	10.61	12.12	12.12	0.0	0.0

Lecturer: prof. Ing. Eva Horvátová, CSc.**Date of the latest change:** 19.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KET NHF/NNE15800/16	Title of course: Microeconomics 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay preliminary tests written examination Continuous assessment: 40 % · activity on seminars 10 % · mid-terms exams 20 % · seminar work and its presentation 10 % Written exam 60 %	
Teaching results: The aim of the course is to familiarize students with standard microeconomic theory, which is aimed at analyzing the behavior and decisions of market subjects in terms of perfect and imperfect competition, the problems of achieving general equilibrium, efficiency and fairness, as well as to investigate the causes of market failure and the role of government in addressing market imperfections. On the basis of theoretical knowledge to bring students to a deeper reflection on contemporary microeconomic problems of economic life, so that they are able to analyze and solve them. Study of microeconomic theory, will provide students with: · theoretical knowledge of rational decision of microeconomic market subjects in different forms of competition, the decisions of market subjects in terms of risk and uncertainty, · theoretical knowledge of setting the general a equilibrium and efficiency in relation to the justice of market failures and problems associated with various market failures, · ability to evaluate specific cases of consumer choice and firms in different market situations through the tools of microeconomic analysis, to evaluate the effects of government measures to address market failures - skills to apply knowledge of microeconomics in economic practice.	
Indicative content: The emergence and development of microeconomic theory. Rational choice and standards of its assessment. Models of rational consumer choice and their application in practice. Shaping demand from the perspective of the individual factors. Decision making under risk and uncertainty. The	

firm and its choice of technology in relation to costs and time period. Supply of firm and industry in various forms of competition. Analysis of labour market and capital market. General economic equilibrium, efficiency and equity. Market failures and the possible solutions in the form of state actions.

Support literature:

ZÁKLADNÁ

1. Holková, V. - Veselková A. - Valach, M.: Mikroekonómia. Bratislava : Sprint - dva, 2014.
2. Holman, R.: Mikroekonomie. Praha : Nakladatelství C. H. Beck, 2002.
3. Varian, H., R.: Mikroekonomie. Praha : Victoria Publishing, 1995.

DOPLŇUJÚCA

1. Nicholson, W.: Microeconomic Theory:basic principles and extensions. (Cincinnati), South - Western, Thomson Learning, 2002.
2. Becker, G., S.: Economic Theory, New York, 1977.
3. Etner, F.: Mikroekonómia, Bratislava : Elita, 1995.
4. Frank, H. Robert: Mikroekonomie a chování. Praha : Nakladatelství Svoboda, 1995.
5. Macáková, L. a kol. Mikroekonomie II. Praha : Melandrium, 2008.
6. Hořejší, B. - Soukupová, J. -Macáková, L.-Soukup, J.: Mikroekonomie, Praha:Management Press, 5. vydání, 2010.
7. Parkin Michael: Microeconomics (tenth edition), Pearson Education Limited, Edinburg Gate, Harlow, Essex CM20 2JE, England, 2012.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 42

A	B	C	D	E	FX	np	p
19.05	16.67	21.43	14.29	19.05	9.52	0.0	0.0

Lecturer: László Szakadát

Date of the latest change: 19.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přívarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KET NHF/NNE15085/15	Title of course: International Economics
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay other (specify): seminárna práca (prípadová štúdia) written examination Final exam 60 % Seminar work (case study) 10 % Midterm written exam 10 % Settings, homeworks, activity 15 % Analyse of article, economic problem 5 %	
Teaching results: The aim of the course is to present relevant theories for open economy analysis. The course enables students to analyze, understand and interpret processes involved in open economy and interactions among national, European and global level of economic development. Discussed theories are applied on actual issues regarded to international trade, international mobility of production factors and international monetary relations. The course should lead students to critical thinking, evaluation and application of International Economics to current global economic issues. The course gives significant knowledge for understanding difficult issues of international monetary relations presented in economic discussions and analyses. The course includes microeconomic and macroeconomic aspects of International Economics and it is focused on global economy changes in conditions of globalization and integration. Knowledge and understanding: a) Passing the subject will allow to understand and handle with relevant theories for analyze the open economy and systemization of theories in relation to international trade problems, exchange rate, internal and external equilibrium. b) Analyze and critically evaluate international economic relations and actual problems of world economy (presented in economic discussion and economic analyzes). Students will individually or in groups analyze and evaluate actual problems in world economy). Skills, characteristics and attributes: a) Gaining critical thinking skills, application of knowledge on actual economic problems;	

b) Gaining, processing and interpretation of relevant economic data from international databases (OECD, WB, IMF, Eurostat etc.), skill of empirical research of relevant theories.

Indicative content:

Subject of International Economics, basic identities and categories in International Economics. International trade theories, international trade in open economy. Types and efficiency of international trade policies, measures of international trade policies and its implications on international trade and national economy. Controversial issues of international trade. Exchange rate, models of exchange rate formation. Exchange rate and output determination. Balance of payments theories and mechanism. Exchange rate and balance of payments, crisis of balance of payments and currency crisis. Open-economy models, Mundell-Fleming model. External and internal balance, macroeconomic policy and adjustment under fixed and floating exchange rate regimes. Development of international monetary system. Theory of optimum currency areas. Globalization as a phenomenon of global economy, controversial issues of globalization process.

Support literature:

Základná literatúra (Compulsory reading):

Krugman, P.- Obstfeld, M, Melitz, J.: International Economics. Theory and Policy, 9th edition, Addison Wesley 2012.

Muchová, E.: Medzinárodná ekonómia (vybrané problémy). Bratislava, Ekonóm 2011

Muchová, E.: Makroekonómia otvorenej ekonomiky. Bratislava: IURA Edition, 2005

Brinčíková, Z.: Príklady a úlohy z medzinárodnej ekonómie. Bratislava, Ekonóm 2013

Odporúčaná literatúra (Suggested reading):

1. Salvatore, D.: International Economics. 5th edition, Prentice Hall 2007

2. Marrewijk, Ch.et al.: International Economics (Theory, Application and Policy). Oxford University Press 2007

3. Stiglitz, J.: Making globalization work. New York: WW.Norton 2006

4. Bhagwati, J.: In defence of globalization. Oxford University Press 2004

5. Krugman, P.: Návrat ekonomické krize. Praha, Vyšehrad 2008

6. Roubini, N., Minh S.: Krizová ekonomie. Grada Publishing 2011

7. Foster, J.B., Magdoff. F.: Velká finanční krize. Příčiny a následky. Grimmus, 2009

9. Švihlíková, I.: Globalizace & krize. Souvislosti a scénáře. Grimmus, 2010

Baldwin, R. Wyplosz, Ch.: Ekonomie evropske integrace. Grada, 2008

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 16

A	B	C	D	E	FX	np	p
0.0	12.5	25.0	37.5	25.0	0.0	0.0	0.0

Lecturer: Mgr. Jana Chrenková, PhD., prof. Ing. Eva Muchová, PhD.

Date of the latest change: 19.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčikCo-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přívarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KAIAVT NHF/ NNI15801/16	Title of course: Advanced Informatics
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work project written examination 20% - seminar activity 80% - Final thesis Demonstration of skills in MS PowerPoint and MS Access	
Teaching results: Getting a general overview of product MS PowerPoint and MS Access and its use in practice Bring students to effectively work with MS PowerPoint and MS Access Knowledge and understanding. After studying this module you should be able to: To work effectively in MS PowerPoint and MS Access Use the acquired knowledge of MS PowerPoint and MS Access in practice Skills, qualities and attributes. After studying this module you should be able to: Create and edit MS PowerPoint and MS Access Demonstrate acquired skills and use them in a practical exercise	
Indicative content: MS PowerPoint 2010 Formatting and graphics Themes and design templates Linking, interaction, publication Slide effects Check of the knowledge MS Access 2010 Managing records Table relationships and querying a database Forms Reports Final test Final evaluation	

Support literature:							
Language whose command is required to complete the course:							
Notes:							
Assessment of courses							
Total number of evaluated students: 22							
A	B	C	D	E	FX	np	p
27.27	31.82	31.82	4.55	4.55	0.0	0.0	0.0
Lecturer: Ing. Lucia Lacko-Bartošová, PhD.							
Date of the latest change: 06.02.2019							
<p>Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčikCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.</p>							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15815/16	Title of course: Public Finance I
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Individual activity 10% Mid-term test 30% Final written exam 60%	
Teaching results: Teaching results: <ul style="list-style-type: none"> • aim is to gain deeper knowledge in the area of public goods, fiscal federalism, public choice and bureaucracy both theoretical and practical; • focus practical skills on public revenue, public spending and fiscal imbalances; • Understand the possibilities of measuring the size of the public sector and the pension system; 1. Knowledge and understanding: <ul style="list-style-type: none"> • to understand and acquire basic conceptual apparatus and the bases of public finances, formulate and critically evaluate current problems; • understand the financial system of individual components of public finance system in current processes of globalization; 2. Practical Skills: <ul style="list-style-type: none"> • to evaluate and choose the appropriate form of the breakdown of revenues of public budgets and to distinguish between tax and non-tax revenues; • Evaluate and interpret financial impacts of public sector on the performance of the economy, demonstrate creativity; • Demonstrate work efficiency and professionalism in teams in solving defined tasks. 	
Indicative content: Indicative content: The aim of the course is to acquire knowledge related to the position of public finances in public administration. Course is focused on basic terminology apparatuses and mechanisms in the public sector and public finances. It explains the theories in public revenues and expenditures, with particular focus to fiscal imbalances.	
Support literature: Support literature: Jonathan Gruber. 2015 Public Finance and Public Policy, Worth Publishers; 5 edition	

Language whose command is required to complete the course:

Language whose command is required to complete the course:

English

Slovak

Notes:**Assessment of courses**

Total number of evaluated students: 24

A	B	C	D	E	FX	np	p
4.17	12.5	8.33	33.33	16.67	25.0	0.0	0.0

Lecturer: doc. Ing. Jana Péliová, PhD., Ing. Martin Kocúrek, MSc.**Date of the latest change:** 11.02.2019**Approved by:** Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15812/16	Title of course: Risk and uncertainty in finance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: written seminar work, written tests during semester, exam,	
Teaching results: Teaching results: Students will learn to apply analytical approaches and methods used for complex problem solving exercises in finance. Students will gain complex overview on the financial system regulation in the area of managing and measuring financial risks. Students will learn to apply risk methodologies used in theory for practical exercises and will work on specific case studies. Students will be able to: Apply theoretical approaches used in risk management in the area of portfolio theory, market risks, credit risks, Evaluate impact of specific scenarios on risk result Analyze risk – return relationship when considering different investments, Apply different approaches in the existing regulation framework	
Indicative content: Indicative content: Theory of finance, risk-return Portfolio theory, Probability of default estimation theories Simulation approaches in finance Concentration risk measurement Regulation framework Stress Testing framework Securitization principles and examples	
Support literature: Support literature: Sivák, Gertler, Kováč. (2010). Riziká a modely vo financiách a v bankovníctve. Sprint dva. Odporúčaná: Ross, Westerfield, Jaffe, & Jordan. (2011). Corporate Finance: Core Principles & Applications. 3rd Edition. McGraw Hill. P. Bernstein. Capital Ideas: The Improbable Origins of Modern Wall Street. New York: Free Press, 1992.	

Language whose command is required to complete the course:

Language whose command is required to complete the course:

English

Slovak

Notes:**Assessment of courses**

Total number of evaluated students: 57

A	B	C	D	E	FX	np	p
28.07	26.32	15.79	19.3	8.77	1.75	0.0	0.0

Lecturer: Ing. František Hocman, PhD., doc. Ing. Lubomíra Gertler, PhD.**Date of the latest change:** 11.02.2019**Approved by:** Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15004/16	Title of course: Theory and Politics of Entrepreneurial Finance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: written project Written exam Activity at seminars and elaboration of term project 10% Results of term test 20% Results of exam 70%	
Teaching results: Teaching results: <ul style="list-style-type: none">• To analyze the basic factors influencing the corporate finance• To synthesize the knowledge generally true in selected areas of corporate finance (sources of finance, allocation of capital to tangible and intangible assets, financial planning)• To apply the theoretical knowledge by the solving of case studies and practical examples• To develop analytical skills of the students, support of the team work I. Knowledge and understanding After passing the subject students should be able to: <ul style="list-style-type: none">• Characterize the knowledge generally true in selected areas of corporate finance• Understand the influence of the factors influencing the corporate finance• To have the overview on current techniques, methods and procedures from financial management	
Indicative content: Indicative content: . <ol style="list-style-type: none">1. Introduction of the course, its basis and aims2. Corporate assets and their structure3. Financial analysis4. Allocation to the tangible assets5. Allocation to intangible assets6. Financial investments7. Corporate financial planning8. Corporate surroundings and its influence on corporate finance9. Legal form of a company10. Small and medium sized companies11. Non – profit organizations	

Support literature:

Support literature: Belanová, K.: Teória a politika podnikateľských financií (zbierka príkladov). Bratislava: EKONÓM, 2013.
Belanová, K.: Teória a politika podnikateľských financií (praktikum). Bratislava: EKONÓM, 2010.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 1

A	B	C	D	E	FX	np	p
0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Katarína Belanová, PhD.

Date of the latest change: 11.02.2019

Approved by: Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KHP NHF/NND15001/16	Title of course: Economic Policy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Overall hours in course for regular students: 130 hours of which: - lectures: 26 hours - tutorials: 26 hours - studies for tutorials: 39 hours - studies for final exam: 39 hours Overall hours in course for distance study: 130 hours of which: Face-to-face contact 24 hours Non-contact 106 hours overall	
Teaching results: Knowledge and understanding. After studying this module you should be able to: a) synthesize the essential features of the modern theory of economic policy b) apply knowledge and critically analyze open issues in terms of economic policy c) understand market failures at micro and macro level and understand government failures Skills, qualities and attributes. After studying this module you should be able to: d) formulate relevant questions and problems in terms of economic policy e) proceed independently to solve open problems of economic policy at the micro and macro level f) formulate economic policy recommendations for policy-makers	
Indicative content: Economic policy and institutions selection. Justification for existence of public entities. Market failures and government failures. Economic policy objectives as a multi-dimensional problem. Positive and normative economic policy. Macroeconomic policies - stabilization policy, fiscal and monetary policy. Impact of integration and globalization on economic policy. Microeconomic policies - competition policy, regulatory policy, structural policy.	
Support literature: ACOCELLA, N. 2005. Economic Policy in the Age of Globalization. New York: Cambridge University Press, 2005. FRITSCH, M. – WEIN, T. – EWERS, H-J. 2007. Marktversagen und Wirtschaftspolitik. 7. Auflage 2007. Buch. XXV, 451 S. Gebunden Vahlen ISBN 978-3-8006-3462-0.	

MUELLER, D.C. 2003. Public Choice 3. Cambridge University Press: New York, 2003.
STIGLITZ, J.E. 2000. Economics of the Public Sector. Third Edition. W W Norton & Company Incorporated , 2000.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 47

A	B	C	D	E	FX	np	p
17.02	6.38	36.17	12.77	19.15	8.51	0.0	0.0

Lecturer: Ing. Martin Hudcovský, PhD.

Date of the latest change: 05.02.2019

Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčikCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Reháč, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KHP NHF/NND15003/16	Title of course: Empirical Economic Research I.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3., 5.	
Degree of study: I., II., N	
Prerequisites:	
Requirements to complete the course: Overall hours in course for regular students: 130 hours of which: - lectures: 26 hours - tutorials: 26 hours - studies for tutorials: 39 hours - studies for final exam: 39 hours Overall hours in course for distance study: 130 hours of which: Face-to-face contact 24 hours Non-contact 106 hours overall	
Teaching results: a) Knowledge - Acquiring knowledge to help students formally represent economic relationships using graphical and mathematical tools and provide meaningful verbal interpretations of these representations. - Develop an understanding of why sampling is necessary and its application - Acquiring knowledge to identify data and model specification issues b) Skills - Ability to distinguish between different types of economic variables and relationships - Ability to interpret statistical data (mean, variance, covariance and correlation matrices) - Ability to distinguish quantitative data from qualitative data - Ability to interpret different empirical results both from articles as well as local economic news papers	
Indicative content: Economic theory vs empirics. Understanding economic data. Data compilation in empirical economics. Qualitative and quantitative data. Model fitting. Regression. Exogenous and endogenous variables. Graphical methods. Case studies.	
Support literature: KAUSHIK Basu: Analytical Development Economics (Oxford University Press)	

Daniel B. KLEIN - Fedor, P. Romero. Model Building versus Theorizing: The Paucity of Theory in the Journal of Economic Theory. Econ Journal Watch, Volume 4, Number 2, May 2007, pp 241-271.

Debraj Ray, Development Economics, Princeton University Press (1998).

Language whose command is required to complete the course:

EN

Notes:

Assessment of courses

Total number of evaluated students: 32

A	B	C	D	E	FX	np	p
0.0	0.0	15.63	18.75	31.25	34.38	0.0	0.0

Lecturer: Ing. Andrea Valachová, PhD.

Date of the latest change: 05.02.2019

Approved by: Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KPOI NHF/NNS15080/15	Title of course: Risk Management and Insurance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3., 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: written essay project preliminary tests other (specify):aktívna účasť written examination - 8% active participation in the seminars by engaging in discussions - evaluates outcomes c), e), g) - 16% semester paper - evaluates outcomes c), d), f) - 16% semester test - evaluate outcomes a), b), c) - 60% final exam - evaluates outcomes a), b), c), g)	
Teaching results: - understand the base relations of the risk management and insurance - develop the critical understanding of the role of discipline “risk management and insurance” - express own views and discuss current issues of the risk management and insurance - risk management process and the ability to identify and analyze various types of risk, including property, liability, life and health risks Knowledge and understanding. After studying this module you should be able to: a) understand the fundamental of risk and its management b) understand the role of insurance in society Practical skills. After studying this module you should be able to: c) analyze, interpret and compare insurance products d) obtain relevant and reliable economic and statistical data Competence. After studying this module you should be able to: e) express own views on insurance market supported by empirical data in discussions f) work in a team g) apply theoretical knowledge in practical analyzes	
Indicative content: The aim of the course is to explain students the fundamental issues of risk management and insurance. Course focuses on the theoretical aspects of the definition of risk, its classification, including its analysis from the perspective of various disciplines. Attention is also focused on the issue of risk management with an emphasis on the area of insurance as a traditional instrument for	

risk management. The second part of the course is devoted to a closer analysis of the functioning of insurance, including an analysis of different types of insurers and their marketing systems, regulation of insurance and insurance pricing. Finally, the course offers the opportunity to further understand the life and non-life insurance.

Support literature:

TRIESCHMANN, J. S., HOYT, R. E., SOMMER, D.W. 2004. Risk Management and Insurance. 12/e. Thomson. ISBN 0-324-18320-8.

REJDA, G. E. 2014. Principles of Risk Management and Insurance. 12/e. Prentice Hall. ISBN-13: 9780132992916.

HARRINGTON, S., NIEHAUS, G. 2004. Risk Management and Insurance. 2/e. Irwin-McGraw Hill, New York. ISBN-10: 0072339705.

LITTOVÁ, Z., MARKO, P., VACHÁLKOVÁ, I. 2012 Riziko v poisťovníctve. Vydavateľstvo EKONÓM. ISBN 978-80-225-3385-0.

MAJTÁNOVÁ a kol. 2009. Poisťovníctvo. Iura Edition. ISBN 978-80-8078-260-3.

Language whose command is required to complete the course:

slovak

english

Notes:

Assessment of courses

Total number of evaluated students: 116

A	B	C	D	E	FX	np	p
6.03	13.79	22.41	26.72	18.97	12.07	0.0	0.0

Lecturer: Ing. Tomáš Ondruška, PhD.

Date of the latest change: 04.02.2019

Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KPOI NHF/NNS15400/18	Title of course: Reinsurance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work, preliminary tests written examination 10% individual work on courses 30% continuous tests – two times per semester 60% final examination	
Teaching results: - understanding of the horizontal distribution of risk in the insurance market - understanding of the basic types of reinsurance and their use - acquire the ability to develop an optimal reinsurance construction Knowledge and understanding. After studying this module you should be able to: a) understand the principles of reinsurance and its types b) understand the distribution of risk and transactions between insurance and reinsurance companies c) use appropriate reinsurance products for various types of insurance Practical skills and competences. After studying this module you should be able to: a) propose reinsurance construction b) optimize reinsurance construction for insurance and reinsurance company c) formulate and justify the findings to stakeholders	
Indicative content: The subject is focused on the acquirement of theoretical and practical knowledge of reinsurance, types of reinsurance and their use and functioning of the global reinsurance market. Syllabus: Introduction to reinsurance History of the reinsurance Obligatory reinsurance (treaty) – proportional types of reinsurance Obligatory reinsurance (treaty) – non-proportional types of reinsurance Facultative casualty (re)insurance & underwriting Facultative property (re)insurance & underwriting Risk engineering Technical accounting & claims Asset management	

Special risks

Support literature:

SCHWEPCKE, A. 2004. Reinsurance: Principles and State of the Art. VVW GmbH, 2004. 422pp. ISBN 978-3899521597
KRÁTKA, Z. 2007. Zaistenie. Bratislava : EKONÓM, 2007. ISBN 978-80-225-2411-7.
CIPRA, T. 2004. Zajištění a přenos rizik v pojišťovnictví. Praha : Grada Publishing, a.s., 2004. ISBN 80-86119-17-3.
BUCHOVÁ, J. 2004. Zaistenie. Hronský Beňadik : NETRI, 2004. ISBN 80-968904-7-6.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Tomáš Ondruška, PhD.

Date of the latest change: 04.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčikCo-guaranteedoc. Ing. Marta Martinová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přivarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KPOI NHF/NNS15321/15	Title of course: Insurance Market
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: written essay project other (specify): aktívna účasť written examination - 8% active participation in the seminars by engaging in discussions - evaluates outcomes c), e), g) - 16% semester paper - evaluates outcomes c), d), f) - 16% semester test - evaluate outcomes a), b), c) - 60% final exam - evaluates outcomes a), b), c), g)	
Teaching results: - understand the base relations of the insurance market operation in the context of the global economy - develop the critical understanding of the role of discipline "insurance market" - express own views and discuss current issues of the insurance market - explain possibilities of analysis and comparison of statistical and economical data of selected insurance markets Knowledge and understanding. After studying this module you should be able to: a) understand the fundamental relations insurance market operations b) understand the role of individual entities operating in the insurance market Practical skills. After studying this module you should be able to: c) analyze, interpret and compare the development of insurance markets in local and global context d) obtain relevant and reliable economic and statistical data Competence. After studying this module you should be able to: e) express own views on insurance market supported by empirical data in discussions f) work in a team g) apply theoretical knowledge in practical analyzes	
Indicative content: The aim of the course is to explain the issues of the insurance market. The course focuses both on theoretical aspects of the insurance market, including analysis of supply and demand in the insurance market, information asymmetry, determinants and indicators of development of the insurance market as well as the analysis and comparison of selected insurance markets. Among the	

analyzed markets, there are developed markets with a long tradition of the existence of commercial insurance as the United States of America and countries of the European Union as well as countries of Central Europe, which have undergone a transformation and commercial insurance is currently one of the standard financial products. Last but not least, the course also focuses heavily on emerging insurance market of China and specific characteristics of insurance industry in Muslim countries.

Support literature:

MAJTÁNOVÁ, A. – DAŇHEL, J. – DUCHÁČKOVÁ, E. – KAFKOVÁ, E. 2006. Poist'ovníctvo – teória a prax. Praha: Ekopress, 2006. ISBN 80-86929-10-8.

CUMMINS, D. J. – VENARD, B.(eds.) 2007. Handbook of international insurance : between global dynamics and local contingencies. New York: Springer, 2007. ISBN 978-0-387-34162-0.

DUCHÁČKOVÁ, E. – LEJKOVÁ, Z. – KAFKOVÁ, E. – MAJTÁNOVÁ, A. – MEHEŠ, M. – SZAKARLAT, A. – VOLOŠINOVÁ, D. 2009. Vývoj poisťného trhu krajín Vyšehradskej štvorky v období 1995-2007. Bratislava : EKONÓM, 2009. ISBN 978-80-225-2677-7.

ZWEIFEL, P., EISEN, R: Insurance Economics. Berlin : Springer-Verlag, 2012. ISBN 978-3-642-20547-7.

ECKARDT, M. (ed). 2007. Insurance intermediation: an economic analysis of the information services market. Heidelberg : Physica-Verlag A Springer Company, 2007. ISBN 978-3-7908-1939-7.

Language whose command is required to complete the course:

slovak
english

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Zuzana Brokešová, PhD.

Date of the latest change: 04.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přivarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KSRaP NHF/ NNF15525/15	Title of course: Human Resources and Personnel Management
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3., 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 70 points written test 30 points seminar - 10 points seminar thesis - 10 points presentation - 10 points – activities during seminars	
Teaching results: The goal of this course is to provide to the students needed knowledge and skills in the area of personnel management and human resource management and to learn them to respect their main principles and rules on the various levels of society– mega (European Union), macro (national level), mezzo (region, organisation) and micro (individual) with the orientation to increase their competencies in individual development and in achievement of organisational progress.	
Indicative content: Personnel management and human resource management. Theory and trends of human resource development. Organisation and its elements. Organizational Culture. Human personality in organisation. Communication and negotiation. Forms of human development. Leading and coaching. Motivation. Assessment and remuneration. Application of specific management form in the process of human resource development: strategic management, change management and project management.	
Support literature: Základná literatúra: 1. ALEXY, J. – ANTALOVÁ, M. 2002. Trh práce a manažment ľudských zdrojov. Bratislava : Ekonóm, 2002. ISBN 80-255-1633-3. 2. ANTALOVÁ, M. 2004. Trh práce a manažment ľudských zdrojov. Semináre a cvičenia. Bratislava : Ekonóm, 2004. ISBN 80-225-1954-5. 3. ANTALOVÁ, M. 2011. Ľudské zdroje a personálny manažment. Bratislava : Vydavateľstvo EKONÓM, 2011. ISBN 978-80-225-3234-1. 4. MULLINS, L. J. 2005. Management and Organisational Behaviour. New York : FT Prentice Hall, Pearson Education, 2005. ISBN 978-073-70888-9.	

5. WERNER, J. M. – DE SIMONE, R. 2009. Human Resource Development. Mason : Gengage Learning, 2008. ISBN 13:978-0324-57874-4.
6. DECENZO, D. A. – ROBBINS, S. P. 1988. Personnel/Human Resource Management. New Jersey : Prentice Hall, Englewood Cliffs, 1988.
- Odporúčaná literatúra:
7. ALEXY, J. – BOROŠ, J. – SIVÁK, R. 2004. Manažment ľudských zdrojov a organizačné správanie. Bratislava : Iris, 2004. ISBN 80-89018-59-9.
8. KACHAŇÁKOVÁ, A. 2001. Riadenie ľudských zdrojov, ľudský faktor a úspešnosť podniku. Bratislava: Sprint, 2001. ISBN 80- 80353-94-7.
9. KOUBEK, J. 2001. Řízení lidských zdrojů. Základy moderní personalistiky. Praha : Manažment Press, 2001. ISBN 80-7261-033-3.

Language whose command is required to complete the course:

english

Notes:

Assessment of courses

Total number of evaluated students: 114

A	B	C	D	E	FX	np	p
49.12	19.3	22.81	3.51	3.51	1.75	0.0	0.0

Lecturer: doc. PhDr. Mária Antalová, PhD., Gábor Szüdi, PhD.

Date of the latest change: 13.02.2019

Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčikCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KVSaRR NHF/ NNG15803/16	Title of course: Public Policy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Final grade (100%) consists of: - student activity during the lessons, regular home assignments and reading notes (20%), - presentation of a public policy-related topic (30%), - final oral examination (50%).	
Teaching results: The course aims to provide students with an overall understanding of the subject and issues of public policy. Students learn about basic concepts and relationships related to economic theory, framework for the creation and execution of public policy, and the impact of key actors in public policy in terms of advocacy. The course introduces and explores other public policy concepts, such as evaluation of public policy, public participation, interest groups, ethics, lobbying and corruption in the area of public policy. Depending on the background and the level of previous knowledge of students, the teacher may adjust the course and add more practical, country-focused and/or theoretical perspective.	
Indicative content: 1/Approaches to public policy 2/Public policy as a process 3/Public policy tools 4/Market, state and civil sector as regulators of society 5/Political institutions: the state, its organization and role 6/Public administration and management in public administration 7/Evaluation of public policy 8/Public participation in public policy 9/Interest groups as actors in public policy 10/The basic framework for the development of public policy in Slovakia 11/Ethics and public policy making 12/Lobbying, corruption and public policy	
Support literature: Moran, M.; Rein, M.; Goodin, R. E. (2008) The Oxford Handbook of Public Policy, Oxford: OUP.	

Peters, B. Guy (2001) *The Politics of Bureaucracy*, London, New York: Routledge.
 Pollitt, C. (2003) *The Essential Public Manager*. Maidenhead, Philadelphia: Open University Press.
 Pollitt, C.; Bouckaert, G. (2011) *Public Management Reform*, New York: OUP.
 Hughes, O.E. (2003) *Public Management and Administration: An introduction*. Basingstoke: Palgrave Macmillan.
 Rainey, H.G. (2009) *Understanding and Managing Public Organizations*, Jossey-Bass.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 45

A	B	C	D	E	FX	np	p
35.56	44.44	6.67	8.89	0.0	4.44	0.0	0.0

Lecturer: Tomáš Jacko, PhD.

Date of the latest change: 10.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přivarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KVSaRR NHF/ NNG15805/16	Title of course: Regional Economy and Policy 1
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3., 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work preliminary tests combined examination 20% quality of the term paper and its presentation 10% result of written exam during the semester 10% activity during the seminars 60% final test results	
Teaching results: The main objective of this course is to provide an overview of the economic mechanisms of regional development and the possibilities of its influence through regional policy. The student will acquire a basic overview of the major theoretical approaches to explain patterns of economic development of the regions. Student will be able understand the basic mechanisms of localization of firms and define endogenous and exogenous factors of regional development. Student will also be able to identify problem areas of regional development in SR and propose a framework for action to address them. The student will be familiar with the legislative and institutional framework for regional policy of the SR and with the mechanism and implementation of cohesion policy of the EU in the Slovak Republic.	
Indicative content: The course is divided into three problem areas. The first part provides basic overview how the space influence the economy (localization of firms, agglomeration, cities and settlement structure). The second part of the course is focused on the region and its development where the student will gain knowledge of determinants influencing the development of the region; theoretical concepts of regional development as well as on the state of development of the regions of Slovakia. The third part of the course is focused on the regional policy of Slovakia and the European Union.	
Support literature: Basic literature in Slovak language: Buček, Rehák, Tvrdoň, 2011. Regionálna ekonómia a politika. Iura Edition. Bratislava Additional literature in Slovak language: Maier, G., Todtling, F., 1997: Regionálna a urbanistická ekonomika 1, Elita, Bratislava	

Maier, G., Todtling, F., 1998: Regionálna a urbanistická ekonomika 2, Elita, Bratislava
 Basic literature in English language:
 McCann, Ph. 2013. Modern urban and regional economics. Oxford University Press. London.
 Pike, A., Rodríguez-Pose, A., Tomaney, J., 2016. Local and regional development. Routledge. London.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 38

A	B	C	D	E	FX	np	p
15.79	15.79	15.79	18.42	13.16	21.05	0.0	0.0

Lecturer: doc. Ing. Štefan Rehák, PhD., Ing. Oliver Rafaj, PhD.

Date of the latest change: 10.02.2019

Approved by: Co-guarantee Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik Co-guarantee prof. Ing. Anna Majtánová, PhD. Co-guaranteed doc. Ing. Marta Martincová, CSc. Co-guarantee prof. Ing. Eva Muchová, PhD. Co-guaranteed doc. Ing. Erika Neubauerová, PhD. Co-guarantee prof. Ing. Magdaléna Přívarová, CSc. Co-guarantee prof. Ing. Eva Rievajová, PhD. Co-guaranteed doc. Ing. Daniela Tkáčová, CSc. Co-guaranteed doc. RNDr. Viera Vlčková, CSc. Co-guarantee prof. Ing. Elena Žárska, CSc. Guaranteed doc. PhDr. Mária Antalová, PhD. Guaranteed prof. Ing. Erika Pastoráková, PhD. Guaranteed doc. Ing. Veronika Piovarčiová, PhD. Guaranteed doc. Ing. Štefan Rehák, PhD. Guaranteed doc. Ing. Mária Tokárová, PhD. Guaranteed doc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KVSaRR NHF/ NNG15804/16	Title of course: Comparative Public Administration
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: preliminary tests written examination 100% grade: <ul style="list-style-type: none">• 20% test - 45 minutes in week 7 of semester - evaluates output b)• 80% written final exam - 2 hours at the end of semester evaluates outputs a), b), c), d)	
Teaching results: Acquire knowledge about the historical implications of the development of public administration in the context of the requirements of the modern state and its organisational structure - public administration - Enable students to understand the changes in public administration of the Slovak Republic as a reform process of a changing social environment of the 21st century Understand the nature and role of citizens in governance <ul style="list-style-type: none">a) Ability to analyse internal and external conditions inducing reform processes in public administrationb) Ability to recognise the concept of public administration and critically interpret their basic characteristicsc) Ability to apply knowledge of the system of public administration in the Slovak Republic in the context of the European administrative spaced) Ability to critically evaluate citizen participation in the system of public administration	
Indicative content: The course provides knowledge of comparative public administration, defines the crossroads of development of European public administration: both democratic and absolutist systems. It deals with the typology of basic systems of public administration: the Anglo-Saxon, French, German and Scandinavian in the context of evolving concepts of public administration. It also compares the systems of state and public service; and develops understanding of the scope of international institutions in terms of public administration.	
Support literature:	

Language whose command is required to complete the course:							
Notes:							
Assessment of courses							
Total number of evaluated students: 0							
A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Tomáš Jacko, PhD.							
Date of the latest change: 10.02.2019							
<p>Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.</p>							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KBaMF NHF/ NNC15206/16	Title of course: International Finance I
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: written essay preliminary tests written examination Methods and elements of assessment: Students' performance during seminars – 30 % from which: Individual report or essay and its presentation – 10% Activity during seminars – 10% Written test – 10 % 2. Final written test – 70 %	
Teaching results: This course is designed to offer students a better understanding of the functioning of the international monetary system in the context of increasingly globalized financial markets and economic policies. The course should help students understand the key determinants of global capital mobility and the role of monetary and exchange rate policies in this process. In general after taking this course, students should be able to the following: a) To understand and to be able to apply theories and models in international finance in decision making process, b) To develop quantitative skills to undertake empirical research in areas of exchange rate, interest/ rate parity and balance of payments and other areas in international finance. Knowledge and understanding. After studying this course students should be able to: Understand the international classifications of the balance of payments and of the international investment position, Understand the mechanics of financing the balance of payments deficits or surpluses, Clearly identify the determinants of movements in the exchange rates over time, Understand the changing nature of global financial landscape and international monetary system, Be able to distinguish early warning signals for banking and currency crises, Write a critical summary of literature in the international finance area, Skills and attributes. After studying this course students should be able to: To quantify relationships between movements in interest rates and exchange rates,	

To interpret empirical works in the area of interest rates and exchange rates,
Conduct primary research based on real data (country, government or non/government),
Offer a balanced judgment on critical issues in international finance,
Deliver effective and clear presentation and offer some policy implications.

Indicative content:

This course is oriented on the theoretical and practical questions of the international finance in the context of increasingly globalized financial markets and economic policies. They are: theoretical and practical aspects of balance of payments and of the international investment position, theory of exchange rate determination, parity conditions and global capital mobility and understanding exchange rate systems, historical development and current dynamics of international monetary system, International Monetary Fund and institutions of World Bank group and their role in international monetary system, development and actual problems of European monetary integration after WWII, international liquidity, international reserves and actual problems of financial crises

Support literature:

Balance of Payments Manual, Sixth Edition, International Monetary Fund, Washington, D. C. 2007

Helísek, M.: Měnové krize (empirie a teorie). Professional Publishing, Praha 2004

Durčáková, J., Mandel. M.: Mezinárodní finance, management Press, Praha 2007, 3. rozšířené a prepracované vydanie

Jankovská, A.: Medzinárodné financie, Iura Edition, Bratislava 2003, 2. prepracované a rozšířené vydanie

Medveď, J., Tkáč, M. a kolektív.: Banky – história, teória a prax, Sprint 2 s.r.o., Bratislava 2013, ISBN978-80-89393-73-2, Jankovská, A. : Medzinárodné bankovníctvo, časť VI.

Interné materialy MMF

Odporúčaná literatúra:

Eichengreen, B.: European Monetary Unification, Theory, Practice and analysis, Massachusetts, 1997

Gondolfo, G.: International Finance and Open-Economy Macroeconomics, Pringer, 2002

Krugman, P.R., Obsfeld, M.: International Economics: Theory and Policy (6th Edition), Limited Addison Wesley, New York, 2002

Marková, J.: Mezinárodní měnová spolupráce, Oeconomia, 2006

Němeček, E.: Mezinárodní měnový systém, Praha, Karolinum, 2000

Pilbeam, K.: International Finance, 3rd ed. MacMillan Business, 2006, ISBN 978-140394837

Obsfeld, M. Models of Currency Crises With Self-Fulfilling Features, In. European Economic Review, April 1996, p. 1037
1048

8. Zbierka zákonov č. 500/1992: Dohoda o Medzinárodnom menovom fonde, Dohoda o Medzinárodnej banke pre obnovu a rozvoj, Dohoda o IFC, IDA a MIGA

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 76

A	B	C	D	E	FX	np	p
11.84	14.47	15.79	19.74	26.32	11.84	0.0	0.0

Lecturer: Ing. Mária Širaňová, PhD.

Date of the latest change: 19.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KBaMF NHF/ NNC15204/17	Title of course: Financial Programming
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: project written examination The type and weighting of assessment elements: 1. Individual written work - 30% 2. Activity during lessons - 20% 3. Final writing test - 50%	
Teaching results: The aims of the course are for the students to: <ul style="list-style-type: none"> • Understand and apply financial programming theory and tools • Enable them to integrate theory and practice to demonstrate creativity in problem solution • Enable students to familiarize with a complex, real project of a financial program as a case study of specific country • Build at students foundations of research skills in the area of programming monetary and financial aspects of an economy with special focus on a work with various data sources and their consolidation Knowledge and understanding. After studying this course the students should be able to: <ul style="list-style-type: none"> • Articulate a critical understanding of the contemporary issues, theories and conceptual frameworks related to the financial programming • Critically discuss a variety of procedures of financial programming used in diverse contexts of countries being in need to stabilise their economies • Demonstrate the ability to recognise and address the critical points in the process of elaboration of a financial program and be able to find solutions supported by arguments • Develop a critical understanding of the role of financial programming in stabilising the developments of the world economy within the context of financial crises Skills, competences. After studying this module the students should be able to: <ul style="list-style-type: none"> • Design, justify and apply research methods appropriate to the program requirements • Demonstrate the ability to communicate key issues and arguments concerning financial programs of various countries and critically analyse the projects findings 	

- Perform effectively within an international team in solving specific financial problems of different countries
- Find needed data from different sources, to consolidate it and use in analyses and forecasts
- Produce a consistent respective literature review

Indicative content:

General framework of Fund supported programs. Accounting framework . Flow of funds table. Methods of financial programming. General and extended macroeconomic framework of Fund supported programs. Specification of monetary policy. Specification of fiscal policy. Supply-side policies – improving the resource allocation. Supply-side policies – increasing the economic potential. Exchange rate policies. Steps in financial programming . Sectoral analyses and forecasts . Preparing baseline and program scenario.

Support literature:

Nemec, M.: Finančné programovanie a politiky, vysokoškolské skriptá, ES EÚ 2010

Odporúčaná:

Theoretical Aspects of the Design of Fund-Supported Adjustment Programs, Research Department, Occasional Paper 55, IMF, Washington, 1987

Mussa, M. – Savastano, M.: The IMF Approach to Economic Stabilisation, Research Department, Working Paper 99, IMF Washington, 1999

Easterly, W.: An Identity Crisis? Examining IMF Financial Programming, New York University, Economics Department, October 2005

Mikkelsen, J.G.: A Model for Financial Programming, Western Hemisphere Department, Working Paper 98/80 IMF, Washington, 1998

Working materials of the Financial Programming and Policy and/or Techniques of Financial Analysis and Programming courses

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 23

A	B	C	D	E	FX	np	p
4.35	17.39	52.17	21.74	4.35	0.0	0.0	0.0

Lecturer: Ing. Marián Nemeč, PhD.

Date of the latest change: 19.02.2019

Approved by: Co-guaranteeprof. Ing. Eva Horvátová, CSc. Co-guarantee Dr. h. c. prof. Ing. Rudolf Sivák, PhD. Guaranteeprof. Ing. Božena Chovancová, PhD. Guaranteeprof. Ing. Pavol Ochotnický, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KET NHF/MNE15006/16	Title of course: Principles of Economics 1
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1., 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work written essay preliminary tests written examination Seminars 40 % Activity in seminars 10% Result semester test 10% Written tests of quantitative and graphical tasks 20% Result of final written exam	
Teaching results: After studying and mastering the content of this course students will be able to systematize the knowledge of microeconomics in relation to other objects in the field of business economics, insurance and banking. Based on the economic data, students will be able to evaluate using the empirical and quantitative approaches basic microeconomic phenomena and processes. They will be able to think abstractly, analytically and economically. They also get the ability to search, to process and analyze microeconomic data from various sources and apply them in practical situations.	
Indicative content: Subject and Methodology of Economics. Basic economic laws and economic systems. Basic economic problems. Market and market mechanism, demand, supply, equilibrium price. Elasticity of demand and supply. Rational choice and consumer behaviour. Cardinal and ordinal approach to the utility theory. Market competition, market failures. Firm and the creation of the supply. Firm goals. Theory of the firm. Costs of the firm. Equilibrium of the firm in perfect and imperfect competition. The income distribution.	
Support literature: BASIC: 1. Lisý, J. a kolektív: Ekonómia. Bratislava : IURA Edition, 2011. 2. Piovarčiová, V. a kol.: Ekonómia. Metodická pomôcka na semináre. . Bratislava : IURA Edition, 2011	

3. Piovarčiová, V. a kol.: Zbierka úloh z ekonómie. Bratislava : Vyd. Ekonóm, 2012
4. Rozborilová, D. a kol.: Ekonómia v novej ekonomike. Praktikum. Bratislava: IURA Edition, 2010.

RECOMMENDED:

1. Frank, R.H. – Bernanke, B.S. Ekonomie, Praha : Grada Publishing, 2003.
2. Holman, R.: Ekonomie. 5. vydanie. Praha: Nakladat. C. H. Beck. 2011. ISBN 978-80-7400-006-5
3. Lisý, J. a kol.: Dejiny ekonomických teórií – stručný prehľad. Bratislava : IURA Edition, 2010.
4. Mankiw, N.G.: Zásady ekonómie. Praha : Grada, 1999. Samuelson, P. A. - Nordhaus, W. D.:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 55

A	B	C	D	E	FX	np	p
7.27	9.09	16.36	29.09	10.91	27.27	0.0	0.0

Lecturer: prof. Ing. Anetta Čaplánová, PhD., Ing. Marcel Novák, PhD.

Date of the latest change: 19.02.2019

Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.Guaranteeprof. Ing. Helena Majdúchová, CSc.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15039/15	Title of course: Public Finance II
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: Individual activity 20% Seminar paper 20% Final written exam 60%	
Teaching results: Teaching results: The subject focuses on the critical evaluation of the most important theoretical approaches and concepts used in fiscal policy. Students will be able to learn the current state of art in theory and policy in the field of public finance, build the ability to formulate their own approaches / attitudes to key topics, and apply their theoretical knowledge in their analysis at national and international levels. Knowledge and understanding. <ul style="list-style-type: none">• Understanding the theoretical bases for fiscal policy, their methodological approaches and theoretical models• Knowledge of key analytical tools used in public financial analysis Skills, attributes and attributes. <ul style="list-style-type: none">• Ability to use formalized models• Ability to formulate their own attitudes to fiscal and budgetary policy issues and criticize them using theoretical knowledge	
Indicative content: Indicative content: The role of the government in the modern market economy, The impact of expectations on fiscal policy, Basic macroeconomic relations in the open economy, Savings, Debt, Deficit, Budget deficits and money creation, Stability programs and differences between them, Economic cycle, output gap, budget deficits, Temporary Factors affecting Budget, economic opinions of the European Commission on Changes in the Functioning of the Stability and Growth Pact.	
Support literature: Support literature:	

Green, J.E.2012. Public finance, An International Perspective, World Scientific, 2012 ISBN 13 978 981 4365 04 8, kapitoly 1-4, 9

Language whose command is required to complete the course:

Language whose command is required to complete the course:

English

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 34

A	B	C	D	E	FX	np	p
8.82	17.65	14.71	29.41	17.65	11.76	0.0	0.0

Lecturer: doc. Ing. Jana Péliová, PhD.

Date of the latest change: 11.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15803/16	Title of course: Tax theory and policy II.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 1 Per course: 26 / 13 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: Individual project Written exam 1. Individual work on seminars 10% 2. Individual project 20% 3. Final Written Exam 70%	
Teaching results: Teaching results: Education Outcomes: <ul style="list-style-type: none"> • Deepen the theoretical knowledge of taxation and tax policy; • To clarify the basic knowledge of tax theory necessary to understand the deeper context of current tax practice; • To point out the link between specific tax issues and their perception in the broader economic context; • To pay attention to the macroeconomic and microeconomic impact of taxes in relation to the role of tax policy in the context of the economic policy of the state (governments). Knowledge and Understanding: <ul style="list-style-type: none"> • To specify the main differences between the tax theory and its application in practice; • To understand the main principles of the tax mechanism, which is the base for the real "construction" of the tax system and its application in practice; • To be able to evaluate the development of tax policy in the country, to try to predict the development on the basis of acquired knowledge. To address tax policy issues such as the optimal introduction of excise taxes, optimal income taxation, and so on.; • To compare real tax policy in the Slovak Republic with the tax policy of other developed countries; • Be able to understand the behavioral effects of taxes, including the impact on the consumer, labor supply, savings and investment, entrepreneurship; • Formulate and critically evaluate the positive benefits as well as the negative aspects affecting not only the economic but also the social and political spheres. Practical Skills: <ul style="list-style-type: none"> • Use the acquired knowledge in practice; 	

- Evaluate and interpret the positive / negative features of tax systems in close co-ordination with the development of basic macroeconomic indicators;
- Be able to work independently or in teams in the field of tax administration.

Indicative content:

Indicative content:

History of Tax Theories, Tax Effectiveness, Behavioral Aspects of Taxes. Tax Justice - Different Approaches to Tax Justice Taxation. Optimal Tax Theory (Optimal Taxation of Consumption and Income), Tax Evasions from the perspective of Optimal Tax Theory, Tax Neutrality, Current Issues of "Active" Tax Policy from National and International Aspects (Tax Reforms).

Support literature:

Support literature:

Zubaľová A.: Daňové teórie a ich využitie v praxi. Iura Edition, Bratislava 2012

Musgrave, Richard a Musgrave Peggy B.: Verejné finance v teorii a praxi, Management Press, Praha 1994 – selection;

P.M. Jackson, C.V. Brown: Ekonomie veřejného sektoru, Eurolex Bohemia 2003;

Široký J.: Daňové teorie s praktickou aplikaci, BEU, Praha 2008;

Kubátová K.: Daňová teorie a politika, Eurolex Bohemia, 2004;

Levitt Steven, Dubner Stephen: Freakonomics, Premedia Group, s.r.o., Bratislava 2011- selection;

Gruber,J.: Public Finance and Public Policy, Third Edition, 2010

Rosen, H.S., Gayer,T.: Public Finance, 8.Ed. New Jersey: Princeton University Press, 2008;

Kaplow,L.: The Theory of Taxation and Public Economics, New Jersey: Princeton University Press, 2008;

Allingham, M.G.-Sandmo,A.: Income tax evasion:A theoretical analysis, In:Journal of Public Economics, 1972, vol.1, str.323-338;

Articles from domestic and foreign professional and scientific journals dealing with relevant issues.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 34

A	B	C	D	E	FX	np	p
35.29	52.94	11.76	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Martin Geško, PhD.

Date of the latest change: 11.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15801/16	Title of course: Analysis and prognosis in finance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: There are two assessments: preliminary assessment during semester (40%) and final written test (60%) during examination period. Focus of the assessments: 1st assessment is during semester (preliminary assessment - 40% of the total mark): Individual analysis of econometric model and verification of the economic theory using econometric software with real-world data. Assessment focuses on: a.) Ability to link theory and empirical economy b.) Skills in design and construction of small size econometric models 2nd assessment (written test - 60% of the total mark): The individual exam in the form of the test. Assessment focuses on: a.) Applying the theory in selected econometric model construction for finance and public finance b.) Interpreting the outputs of econometric models from standard statistical software c.) Understanding the application of econometrics in analysing, forecasting and decision making process	
Teaching results: Teaching results: 1.) Knowledge and understanding. After studying this module, student should be able to acquire: A.) Knowledge in applying the theory in selected econometric model construction for finance and public finance B.) Understanding the basic principles of econometric modelling and its application in constructing the models C.) Knowledge of making analysis and forecasts using econometrics 2.) Skills, qualities and attributes. After studying this module, student should be able to acquire: A.) Skills in design and construction of econometric models using statistical software B.) Skills in testing and evaluation of econometric model estimation results C.) Skills in the appropriate interpretation of the model outcomes	
Indicative content: Indicative content:	

1. Introduction. The basic approach to model-building in econometrics
2. Overview of the classical linear regression model (CLRM) and ordinary least squares method (OLS)
3. Analysis and prognosis of the impact of government expenditure and money supply on economy in the framework of IS-LM model
4. Analysis and prognosis of the impact of government expenditure and money supply in the situation of full and partial use of resources
5. Models of aggregate supply, Cobb-Douglas production function
6. Exchange rates models
7. Analysis and prognosis of the stock market and its connection with the real economy
8. Capital asset pricing model
9. Models of sovereign credit rating
10. Default models of companies – basic approaches and theoretical background
11. Linear probability model and logit model in modelling the default
12. The limits of using OLS estimator and diagnostic testing of assumptions underlying CLRM
13. Closing lecture and summary – selected issues of using regression models for analysis and prognosis

Support literature:

Support literature:

Brooks, Ch.: Introductory Econometrics for Finance, 2nd edition, Cambridge, 2008

Hall R., Taylor, J. B.: Macroeconomics, Norton & Company 1988, New York

D'Auria et al. (2010). The production function methodology for calculating potential growth rates and output gaps

Sharpe, W. F. 1964. Capital Asset Prices: A Theory of Market Equilibrium under Conditions of Risk. The Journal of Finance, Vol. 19, No. 3. (Sep., 1964)

Lietaer et al.: Money and Sustainability: The Missing Link. Triarchy Press. 2012. 211 p. ISBN 978-1-908009-7-53, ch. 3

Altman, E. I., Sabato, G., & Wilson, N. (2010). The value of non-financial information in small and medium-sized enterprise risk management. Journal of Credit Risk, 6(2), 95–127.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 71

A	B	C	D	E	FX
7.04	12.68	22.54	25.35	30.99	1.41

Lecturer: Ing. Martin Alexy, PhD., Mgr. Marek Káčer, PhD.

Date of the latest change: 11.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD. Co-guaranteeprof. Ing. Eva Horvátová, CSc. Co-guaranteeprof. Ing. Pavol Ochotnický, CSc. Co-guarantee Dr. h. c. prof. Ing. Rudolf Sivák, PhD. Co-guaranteeprof. Ing. Anetta Čaplánová, PhD. Guaranteeprof. Ing. Ján Lisý, PhD. Guaranteeprof. Ing. Pavol Ochotnický, CSc. Guarantee Dr. h. c. prof. Ing. Rudolf Sivák, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava							
Faculty: Faculty of National Economy							
Course code: KHP NHF/NND15801/17		Title of course: Efficiency and Productivity Analysis					
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present							
Number of credits: 5							
Recommended semester/trimester of study: 3.							
Degree of study: II., N							
Prerequisites:							
Requirements to complete the course: mid-term test, final exam							
Teaching results: After completing this modul student should know how to a) choose appropriate way of estimating production frontier b) suggest an adequate method of assessing efficiency c) draw consequences for economic policy decision making							
Indicative content: Measurement of efficiency using revenue, cost and distance function. Econometric estimates of production, cost and revenue functions. Returns to scale. Input and output orientation of productivity indexes. DEA – Data envelopment analysis. CCR model. Variable returns to scale: BCC model. Additive models.							
Support literature: COELLI, T.J – PRASADA RAO, D.S. – O'DONNELL, CH.J. – BATTESE, G.E. 2005. An Introduction to Efficiency and Productivity Analysis. 2.vyd. Springer: 2005. COOPER, W. – SEIFORD, L.M. – TONE, K. 2007. Data envelopment Analysis. A Comprehensive Text with Models, Applications, References and DEA-Solver Software. 2.vyd. Springer, 2007. RAY, S. 2004. Data Envelopment Analysis: Theory and Techniques for Economics and Operational Research. Cambridge University Press, 2004.							
Language whose command is required to complete the course:							
Notes:							
Assessment of courses Total number of evaluated students: 25							
A	B	C	D	E	FX	np	p
12.0	36.0	32.0	4.0	12.0	4.0	0.0	0.0
Lecturer: Ing. Eduard Nežinský, PhD.							
Date of the latest change: 05.02.2019							

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přivarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB15005/16	Title of course: International Business (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: project; preliminary tests; written examination. Active participation in discussions: 10 %. Interim exams: 5 % + 5 %. Project: 20 %. Final written exam: 60 %.	
Teaching results: After finishing the course students should be able to: <ul style="list-style-type: none"> • Understand the main driving forces behind the process of globalization and changes in the world economy. • Apply theoretical framework for fundamental analysis of the structure of international trade and appropriate government policies. • Understand the system of foreign trade policy and its influence on the competitiveness of companies and firms • Understand the importance of country's dependence in foreign trade. • Understand the concept of foreign direct investment and the role of proper regulation of investment strategies. • Understand the modern resources-oriented and market-oriented strategies of transnational corporations and impacts on home and host economies. • Understand the history and present position of European Union in the perspective of global competition on world markets. • Develop deeper understanding of longterm relations between developed and developing countries. • Identify and understand major factors behind changes on international financial markets. • Understand the past and present development in the Slovak Republic and its position in EU and global economy. • Identify and understand the growing importance of emerging markets in a era of financial meltdown in the US and EU. 	
Indicative content:	

This course is focused on providing key concepts, theoretical frameworks and practical approach to the analysis of global economy and driving forces behind its development in the past decades. Topics include the theoretical foundations of international trade and finance, an analysis of the growing integration of economies and a discussion of changes in emerging and developed countries. The course provides analysis of the development of the world economy and consequences of globalization, theories explaining the past and present structure of international trade, foreign trade policy and its instruments and objectives, growing influence of transnational corporations, changes in structure of international capital flows and their impacts on countries, global production and outsourcing strategies of corporations in both developed and developing economies, forms and benefits of various regional economic integrations, overview of past and present position of European Union regarding its international competitiveness, specific aspects of the business in developing countries and potential of future economic growth in less developed regions, international financial markets and the role of international institutions in terms of regulations of these markets, economic development and perspectives of Slovak Republic and not forgetting the overview of current issues and challenges in the development of global economy.

Support literature:

Compulsory study literature:

1. HILL, Ch. - HULT, G.: International Business: Competing in the Global Marketplace. 11th Edition. 2018. ISBN: 978-9353162382.

Supplementary study literature:

1. BALDWIN, R.- WYPLOSZ, Ch. Economics of the European Integration. 2012. 4th edition. Praha: Grada. 580 s. ISBN 978-80-247-4568-0.

2. DANIELS, J. D.-RADEBAUGH, L.-SULLIVAN, D. International Business. 2017. 16th edition. Pearson. ISBN: 978-0134200057.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 66

A	B	C	D	E	FX
10.61	21.21	24.24	19.7	10.61	13.64

Lecturer: Ing. Stanislav Zábojník, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC15076/18	Title of course: Small And Medium Sized Entrepreneurship
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work written essay project preliminary tests combined examination - Active participation in seminars - 10 % - Continuous research of current economic press - 10 % - Creation and presentation of projects - 20 % - Performance tests - 60 %	
Teaching results: Process knowledge and evaluation of the development and importance of small and medium enterprises in European clusters and especially in the euro area and Slovakia. Knowledge of the world of theoretical works in the field of small and medium enterprises. Emergency when deciding on processes in the small and medium enterprises in Slovakia. Achieve a level of knowledge applicable in European Union countries and knowledge that are critical to the position, role and importance of small and medium enterprises in Slovakia. Ability to establish, lead and manage an SME.	
Indicative content:	
Support literature: 1. OECD - http://www.oecd.org/eco/outlook/ 2. European Commission. Internal Market, Industry, Entrepreneurship and SMEs - https://ec.europa.eu/growth/tools-databases_en?field_newsroom_topics_tid=233 3. Enterprise Europe network - https://een.ec.europa.eu/ 4. Tax Guidline in Slovakia - https://accace.com/wp-content/uploads/2017/01/2018-01-Tax-Guideline-Slovakia-EN.pdf 5. The Entrepreneurs Association of Slovakia http://www.zps.sk/en/ 6. Young Entrepreneurs Association of Slovakia - https://zmps.sk/en 7. Slovak Association of Small and Medium Enterprises and Entrepreneurs – SAMP - http://samp-msp.sk/	

8. Business Europe - <https://www.businesseurope.eu/history-organisation>
 9. University - Business Cooperation in Europe - <https://ub-cooperation.eu/#>
 10. Christian Schröder. 2017. The Challenges of Industry 4.0 for Small and Medium-sized Enterprises - <https://library.fes.de/pdf-files/wiso/12683.pdf>

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 42

A	B	C	D	E	FX
64.29	11.9	9.52	2.38	7.14	4.76

Lecturer: Ing. Ladislav Bažó, PhD., Ing. Anna Veszprémi Sirotková, PhD.

Date of the latest change: 20.02.2019

Approved by: Co-guaranteedoc. Ing. Dana Benešová, PhD.Co-guaranteedoc. Ing. Viera Kubičková, PhD.Guaranteedoc. Ing. Anna Micháľková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KTaKT OF/ OOD15002/17	Title of course: Product Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: individual work other (specify): presentation of the project in the team written examination The acquired knowledge will be assessed as follows: <ul style="list-style-type: none"> • 10 % - individual activity during seminars • 20 % - semester project • 10 % - team presentation of semester project • 60 % - written exam 	
Teaching results: Demonstrate a comprehensive understanding of the strategic importance of product management and its theoretical foundations. Ability to creatively apply knowledge in decision-making about the product in business conditions. Ability to formulate strategic decisions regarding product portfolio and product management throughout the product life cycle. Demonstrate ability to critically evaluate the environmental aspects of the product and its impact on sustainability. Knowledge and understanding: Understand the theoretical foundations of product management and its strategic importance. Apply knowledge in decision-making about the product in a creative way. Critically analyze the situation about the product from a micro and macro perspective. Practical Skills: Propose, justify and apply methods of managing the products and product portfolio. Use new product creation methods. Create a project plan and a proposal for the implementation of product strategy. Cooperate in a team. Develop communication and presentation skills. Competencies: Formulate proposals for product decisions throughout the product life cycle in terms of competitiveness and society-wide aspects with use of analytical methods and creative techniques.	
Indicative content:	
Support literature: Recommended reading:	

BAKER, Michael – HART, Susan. Product Strategy and Management. 2. Vyd. Harlow: Prentice Hall, 2007. 541 s. ISBN 978-0-273-69450-2
Topical and recent study materials will be offered electronically.

Language whose command is required to complete the course:
English

Notes:

Assessment of courses

Total number of evaluated students: 72

A	B	C	D	E	FX
43.06	47.22	8.33	0.0	0.0	1.39

Lecturer: Ing. Rastislav Strhan, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KOP OF/MOE15001/16	Title of course: Basic of Law (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work written essay preliminary tests combined examination Seminars: 20 %: activity in seminars 4 %, semester test result 10 %, interim verification of knowledge 6 % Result of final written examination: 80 %	
Teaching results: Knowledge and understanding: understand the importance of legal regulation of economic relations in their entirety. To acquire a basic knowledge of the theory of law, constitutional law, criminal law and its institutional security. Also selected parts of civil, labor and administrative law, private international law and European Union law. Practical skills: ability to navigate the legal system of the Slovak Republic and partly in European law character .. the interpretation of the new legislation adopted during the lifetime of practice graduate. Competence: The ability to apply the rules for normal legal acts university educated economist in the economic field	
Indicative content: Subject enables prospective college education economist acquire knowledge of jurisprudence, constitutional right SR versed in criminal law protection of the most important economic interests, provides knowledge of the courts and the prosecution and proceedings before them. Given the different content and the inclusion of items on the faculties of the EU. The content is also selected issues of professional, administrative and civil law. Another issue of the subject is a public procurement legislation, private international law and European Union law.	
Support literature: Primary: SABO, M. - HOLUB, D.: (2010) Základy práva pre ekonómov, Bratislava, IURA EDITION, 2010. 422 s., ISBN 978 8078-359-4, Recommended:	

KNAPP, V.: (1995) Teórie práva, Praha C.H. Beck, 1995, 247 s., ISBN 8071790281					
Language whose command is required to complete the course: English					
Notes:					
Assessment of courses Total number of evaluated students: 46					
A	B	C	D	E	FX
26.09	19.57	26.09	15.22	8.7	4.35
Lecturer: JUDr. Mgr. Ján Mišura, PhD.					
Date of the latest change: 20.02.2019					
Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15125/16	Title of course: Distribution Systems and Logistics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: In order to pass this course students must: <ul style="list-style-type: none"> - achieve a composite mark of at least 51/100; and - make a satisfactory attempt at all assessment tasks placed by lecturers; and - attend lectures and tutorials; and - pass the final exam; 	
Teaching results: Understand the importance of distribution as a key element of the marketing mix. Gain knowledge of the basic terms used in the processes of distribution and logistics. Identify how to involve different distribution bodies in distribution channels and assess the appropriateness of the development and the involvement of this type of distribution channel into the distribution of goods. Adopt management approach to decision-making about the concept of solving logistical tasks in the areas of purchasing, transportations, warehousing and sales. Understand the growing importance of corporate social responsibility and green logistics in logistics companies. Knowledge and understanding: After completing the course, students should be able to understand the importance of distribution in the marketing mix, define and specify the basic concepts, tools and methods of distribution and logistics. Be able to evaluate different approaches in terms of the theory of distribution. Practical skills: After completing the course, students should be able to apply the elements of decision-making within the practical tasks of lower and middle management in distribution and logistics. Present their own views on the issue and provide reasons of their decisions. Work effectively as individuals but also as team members. Competencies: After completing the course, students should be able to work individually with competencies in the areas of distribution and logistics. They should be involved in solving tasks and delegating certain responsibilities in choosing distribution channels, bodies and also in various applied logistics and logistics sub- processes.	
Indicative content: Introduction to the theory of distribution and logistics. Distribution channel and its importance in the commercialization of a product. Franchising as a modern form of distribution channel. Distribution bodies and their involvement in the distribution process. Logistics and methods of logistics. Logistics of purchasing, warehousing, transportation and sales. Importance of transport	

by road and its position. Transport nodes. Green logistics and corporate social responsibility of logistics companies.

Support literature:

MURPHY, Paul R. - WOOD Donald (2015). Contemporary Logistics: Global Edition, 11/E. Pearson, 2015. 320 pp
+ lecturer study texts

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 50

A	B	C	D	E	FX
26.0	32.0	16.0	24.0	2.0	0.0

Lecturer: doc. Ing. Milan Oreský, PhD., Ing. Róbert Rehák, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB15002/16	Title of course: International Marketing (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: written essay project other (specify): teamwork combined examination Active participation (engaging to the discussion, presentation of news from the field of international marketing, etc.) in seminars: 10 % Presentation of given task: 10 % Writing an essay on a given topic: 5 % Writing a term project: 15 % Total for a seminar: 40 % Final examination: 60 % Total: 100 %	
Teaching results: The primary educational objective of the course of International marketing is to deepen students ' understanding of the subject and subsequently to improve their ability to apply the gained knowledge in practice, to acquire the specific skills and to know and to be able to orientate in addressing the specific problems of the international environment in implementing the international marketing strategies of companies. After successfully completing this subject , students will be able to: Understand the important role the international marketing function plays in establishing a firm's competitive advantage at the international level. Identify the key economic, political, legal, socio-demographic and technological factors that influence the rapidly changing macroeconomic environment of companies that have to respond on these changes quickly and optimally. Understand the strong influence of the so-called cultural environment and its soft factors in shaping the international marketing strategy. Discuss the growing importance and the significance of the various elements of the marketing mix and their connection with new technologies, especially in the area of product, distribution and particular communication policy: communication with using of internet technology and online social networks, their growing importance for the global market and the problems these phenomena brings.	

Describe and being able to practice the planning and analysis of international markets, including the effective segmentation and identification of optimal methods of entering these markets.

Understand the personal and corporate organizational structure which is needed to apply to the successful global strategy and to identify the importance of human resource management at different levels of internationally operating companies (growing importance of micro-environment).

Discuss the specifics of European and global markets countries and to identify the consequences of the international political-economic developments and their impact on international marketing.

To gain a higher level of knowledge of international markets in contexts such as the possibility of applying the most recent trends in international marketing development in all spheres of its differentiation (e.g. Business Excellence , Corporate IQ...)

Upon successful completion of this course, students will be able to:

Develop their understanding in the field of creating and decision making in international marketing.

Gain an opinion about current issues in global marketing and to understand the significant challenges that need to be addressed by the global executives and managers in the dynamic global business environment.

Gain relevant knowledge about the macroenvironment in its economic, cultural, social, political, legal and technological dimensions, and to learn how to exploit the macroenvironmental changes in marketing decisions.

Develop strategic thinking in the context of complex issues and challenges faced by the contemporary global executives and managers.

Develop leadership skills necessary to deal with the uncertainty and changes faced by today's global marketers.

Obtain the ability to understand important global social types of diversity, questions of environment, ethics and corporate social responsibility and the ability to respond to technological changes.

Develop their skills of intercultural factors analysis and to achieve ability to address cultural issues in the international marketing strategy.

Analyse sources of information for researching and evaluating international markets.

Get skilfulness for effective communication about marketing issues in the open group discussion, oral presentation, and PowerPoint presentation and in writing skills.

Learn how to be an effective team member in analyzing marketing issues.

Indicative content:

The subject International marketing is focused on examination of importance of international marketing in the process of enhancing competitiveness of internationally active companies. It addresses the complex characteristics of international environment and emphasizes the need for the analysis and precise identification of natural-demographic, economic, social, political, legislative, and cultural dimensions of markets. Consequently, it is aimed at appraisal of the impact of identified environmental factors and their possible integration in the international marketing strategies of companies – into their marketing programs with an aim to readjust them to the dynamic global environment which is currently deformed by financial-economic (social) crisis.

Support literature:

ANDERIE, L. R. 2010. Eintrittsformen und Marketingstrategien von Unternehmen aus wirtschaftlich hoch entwickelten Ländern in transformierenden Ländermärkten. Hamburg: VERLAG DR. KOVAČ, 2010. 192 s. ISBN 978-3-8300-5333-0.

BUSCH, R. - FUCHS, W. - UNGER, F. 2008. Integriertes Marketing: Strategie - Organisation - Instrumente. 4. úplne prepracované vydanie. Wiesbaden: Gabler GWV Fachverlage GmbH, 2008. 1004 s. ISBN 978-3-8349-0991-6.

DOOLE, I. – LOWE R. 2008. International marketing strategy – Analysis, Development and Implementation, 6. vyd. USA: 2008. 332 s. ISBN 1-86152-7721.

KEEGAN, J. W., GREEN, M. C. 2009. Global marketing. 5. edícia. London: Pearson Prentice Hall, 2009. 643 s. ISBN 978-0-13-813386-3.
MACHKOVÁ, H. a kol. 2010. International Marketing: Theory, practise and new trends, Praha: Oeconomica. 190 s. ISBN 978-80245-1643-1.
Supplemented by the study of professional journals: The Economist, The Wall Street Journal, Fortune, Business week, Barrow, Forbes.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 111

A	B	C	D	E	FX
29.73	32.43	18.92	11.71	6.31	0.9

Lecturer: Ing. Simona Škorvagová, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB15082/19	Title of course: Strategy of International Business (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: individual work project written examination Seminar (attendance, activity, final project): 40 % Final Exam: 60 %	
Teaching results: Understand the links between the various factors of a successful strategy of internationally active firms, analyze and explore international business strategy to specific practical examples to deepen the knowledge and skills of students in the field of human resource management in business abroad, enhancing the understanding of human resources as a tool to achieve their strategic business objectives, while based on the experience of multinational corporations and Slovak companies doing business abroad. <ul style="list-style-type: none"> • The international environment for business and commerce, and its economic, legal, cultural, social dimension. • Globalization and its impact on international business (the theoretical background and reflection in practice). • International Strategy firms in response to the environmental analysis of foreign markets. • Ways of entering foreign markets and operations on them. • Investment decisions in practice internationally active firms. • Partnerships companies in business abroad. • International joint ventures, strategic alliances, cross-border mergers and acquisitions. • International Human Resource Management. • International marketing in practice internationally active firms. • Corporate social responsibility in business abroad. • Ethical issues related to international trade and investment. Changes in the global market and shaping a successful strategy, successful international strategy: basic elements, strategic alliances, mergers and acquisitions, human resource management abroad: Expatriates and localization issues, organizational design and its place in the strategies of companies, "Global Learning" strategy successful companies, the strategy of foreign companies in the markets of CEE, as a form of regionalization strategies of multinational corporations, strategy Slovak firms in foreign markets. The students will be provided with these skills during the course.	

Case studies, individual course work and team efforts are essential parts of the course. This helps to ensure that students can directly apply their new knowledge and ability to analyze in their work. A focus on interdisciplinary understanding and practical relevance means that economic, business and legal aspects are interlinked with practical exercises forming a core element.

Indicative content:

- a) foreign direct investment, creating a successful strategy, strategic alliances, mergers and acquisitions human resource management abroad,
- b) basic management problems HR abroad, expatriates, localization and its place in HR management, new trends in HRM,
- c) issues of leadership and human resources in international business, international strategy Slovak companies: problems, errors and assumptions, strategies of multinational companies in Central and Eastern Europe.

Support literature:

DOWLING, Peter J. - FESTING, M. - ENGLE, A. 2013. International Human Resource Management. 6th ed. Hampshire: Cengage Learning EMEA, 2013. xvi, 347 s. ISBN 978-1-4080-3209-1.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Daniel Krajčík, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KSaCR OF/ OOC15045/16		Title of course: Marketing Management of International Events (in English)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: project oral examination Evaluation of individual activity of the student during the seminars, presentation of the project and evaluation by colleagues – 40 %, test and quantitative evaluation – 60 %.					
Teaching results: The aim of this course is to educate and to transfer the knowledge and professional skills. in the framework of marketing management of international event in the position of provider. The student is able professionally to manage the processes in the framework of marketing management of international event.					
Indicative content: The education of the student with the ability of the student to manage international event.					
Support literature: Kotler Ph. Marketing for hospitality and Tourism, Pearson, Prentice Hall, ISBN 0-13-201 773-3 Bowdin g.j., Glenn, Allen J., O'Toole W., Harris R., McDonell I.I: Events Management, Butterworth-Heinemann, 2008, ISBN 978-0-7506-6533-9					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 76					
A	B	C	D	E	FX
18.42	22.37	23.68	21.05	7.89	6.58
Lecturer: prof. JUDr. Ľudmila Novacká, PhD., Ing. Ladislav Bažó, PhD., Ing. Alexander Frasch					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Viera Kubičková, PhD.Co-guaranteedoc. Ing. Anna Micháľková, PhD.Guaranteeprof. JUDr. Ľudmila Novacká, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC15074/18	Title of course: Social and managerial Skills Training (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: project, continuous tests, project presentation, oral exam, written exam. Exercises, seminars, consultations - 80%, of which: - Activity - 40%, - project preparation and presentation - 40%. Written test 20%.	
Teaching results: After passing this course students will have knowledge about managing people, communication in an organization, communication with clients and about personal development. The students will gain practical knowledge and abilities: - The ability of effective communication - principles of assertive communication and feedback; - The ability to use methods of effective learning . Time management. Psycho hygiene. Competences: - Self – management and development of personality. - Cooperation and management of employees. - Ability to communicate with clients.	
Indicative content: The nature and contence of management and requirements on manager. Learning organization as management and learning method. Specifics of management in services. Inter-action of service provider and customer and it's influence on final quality of the service. Requirements on social competences of employees in services. Personality and personal development. Effective communication.	
Support literature: Basic literature: ANTALOVÁ, M. – CHINORACKÁ, A. – PŘÍVARA, A.(2013). Ľudské zdroje a personálny manažment. Bratislava: EKONÓM, 2013. 328 s. ISBN 978-80-225-3742-1.	

JAROŠOVÁ, E.-KOMÁRKOVÁ, R.-PAUKNEROVÁ, D.-PAVLICA, K. (2005). Trénink sociálních a manažerských dovedností. 2. rozšířené vydání. Praha: MANAGEMENT PRESS, 2005. ISBN 80-7261-135-6.

Recommended literature:

ARMSTRONG, M. (2010). Řízení lidských zdrojů. Nejnovější trendy a postupy. 10. vydání. Praha: GRADA Publishing, 2007. ISBN 978-80-247-1407-3.

BODE, E., PEREZ VILLAR, L. (2017). Creativity, education or what? On the measurement of regional human capital. Papers in Regional Science. [online]. 2017, 96, 51–67. [cit. 10.3.2019]. Dostupné z : doi: 10.1111/pirs.12180.

JAY, R., TEMPLAR, R. (2006). Velká kniha manažerských dovedností. 1. Vydanie Praha: Grada Publishing, 2006. 514 s. ISBN 80-247-1279-2.

LUKNIČ, A.S. (2008). Manažment Kreativity a inovácií. Bratislava: Vydavateľstvo Univerzity Komenského 2008. 206 s. ISBN 978-80-223-2452-6.

KLOUDOVÁ, J. a kol. 2010. Kreativní ekonomika: trendy, výzvy, příležitosti. 1. Vydanie Praha: Grada Publishing. 224 s. ISBN 978-80-247-3608-2.

LUCAS, R.W.(2003). The creative training idea book : inspired tips and techniques for engaging and effective learning. AMACOM, 2003. 480 s. ISBN-13: 978-0814474655.

PROVAZNÍK, V. a kol.(2002). Psychologie pro ekonomy. GRADA Praha, 2002. 228 s. ISBN 8024704704706. 8.

ROBBINS, S. P., JUDGE, T. A. (2016). Essentials of Organizational Behavior. England; Pearson; 384 p.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 14

A	B	C	D	E	FX
71.43	14.29	0.0	0.0	0.0	14.29

Lecturer: Ing. Viola Šuterová, PhD., Ing. Anna Veszprémi Sirotková, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KTaKT OF/ OOD15001/16	Title of course: Product and Quality (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: preliminary tests combined examination The acquired knowledge will be assessed as follows: 25 % - student activity during seminars 35 % - preliminary test 40 % - combined exam	
Teaching results: To gain knowledge and skills in the field of basic legislation requirements for products, especially in the process of their marketing and also in the fields that apply tools necessary for proper and fair functioning of the safety products market based on principles of social responsibility. Knowledge and understanding – to gain basic theoretical knowledge of infrastructure of quality and related processes. Practical skills – to gain skills to search for latest information in: product classifying to the different classification systems, identification of basic product requirements, use of product policy tools – technical standardization, metrology and testing in the process of product marketing, product labelling and their traceability, market control and use of rapid alert systems, implementation of quality management systems, environmental management systems (and occupational safety a health management systems), intellectual rights protection in the field of industrial rights and copyrights. Competences - ability to make decisions on the basis of gained knowledge and skills in the field of marketing of the products and related areas.	
Indicative content:	
Support literature: Topical and recent study materials will be offered electronically.	
Language whose command is required to complete the course:	

English					
Notes:					
Assessment of courses					
Total number of evaluated students: 77					
A	B	C	D	E	FX
36.36	45.45	14.29	1.3	0.0	2.6
Lecturer: Ing. Rastislav Strhan, PhD.					
Date of the latest change: 20.02.2019					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KIOF OF/OOF15016/16	Title of course: E-commerce (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: project other (specify): e-shop written examination Active participation, design and implementation e-shop: 15 % Continuous tests: 20 % Team project: 15 % Final written exam: 50 %	
Teaching results: The aim of this course is to introduce the concept of electronic commerce and an understanding of how electronic commerce affects business firms, governments, consumers and people in general. Moreover, the subject is engaged in developing Internet sites utilizing the software tools. 1. Provide students with a basic understanding of the environment and strategies in the new way of marketing. 2. Provide analytical tools for understanding the opportunities in specific markets, which brings the e-economy. 3. Provide basic understanding of the different types and key components of business models in the e-economy. 4. Provides basic principles in the design and user interface strategies websites. 5. Understand the traditional and new approaches to marketing communications as a source of competitive advantage in the new economy. 6. Provides a preview of the host servers, web hosting, software, and cloud for e-economy. Knowledge and understanding: a) the student knows the patterns of Internet sales b) basic functionality of E-Commerce c) Graduate is able to work in online marketing environment Practical skills and competences: a) graduate is able to propose the use of online marketing tools and solutions to various problems in the area of e-marketing.	
Indicative content:	

In this course, we will explore the advantage of the phenomenon of economic, technological and social, behind rapid changes. Here, will be also explained some of the technology of Internet used for developing e-shop.

The course focuses an overview of e-commerce from both angles technological and user's perspectives. This course being designed to familiarize students the currents market demand and emerging electronic commerce technologies using the Internet.

Topics include Internet technology for business advantages, e-commerce Web site design and implementation, social, political and ethical aspects associated with creation of business plans for companies business in this segment.

Support literature:

Primary:

STOKES, Rob. eMarketing: The Essential Guide to Online Marketing, Second Edition, ISBN: 978-0-620-43063-0

CHAMAY, J., KIRTI, R.. E-business in construction, WILLEY-Balckwell publishing ltd.,9600 Garington Road, Oxford, Uk.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 63

A	B	C	D	E	FX
46.03	23.81	19.05	9.52	1.59	0.0

Lecturer: Ing. Jamal Hasan, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KIOF OF/OOF15018/16	Title of course: Managerial Simulation (Marketplace) (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: Making strategic decisions in the management of virtual company to achieve market leadership. Preparation for exercise 40 %. Activity on exercise 40 %. Teamwork ability 10 %. Final result of company 10 %.	
Teaching results: During this course, students will take part in the International Management Simulation, which takes place in the Internet environment. They will create 5-6 member teams that will be the top management of the company. In the virtual market, their goal will be to compete in the tough competition of foreign teams in the market position. The simulation puts emphasis on teamwork and allows you to verify theoretical knowledge gained during your studies. Students, as a leaders of virtual business gain knowledge on all aspects of business and by reevaluation of business decisions understand their interdependence.	
Indicative content: Team formation, developing the company mission and determine the long-term business strategy, market research, initial market analysis, production scheduling, tactical decisions on production capacity, sales office distribution, human resources, market position analysis (competitions, customers, market parameter analysis), opportunities, problems, preparation of the business plan, plan investments in research and development of new products, negotiations with competitors, final report, a summary of the final results of the company.	
Support literature: KRISTOVÁ, Gabriela - KÁČER, Tomáš. Marketplace : business competition. Bratislava : Vydavateľstvo EKONÓM, 2004. 123 s. ISBN 80-225-1891-3. Sekera, J: Anglicko-slovenský odborný slovník k simulácii, 2000	
Language whose command is required to complete the course: English	
Notes:	
Assessment of courses	

Total number of evaluated students: 48

A	B	C	D	E	FX
89.58	10.42	0.0	0.0	0.0	0.0

Lecturer: Ing. Ingrid Potisková, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KÚA FHI/MIE15101/16	Title of course: International Accounting
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: Course Requirements: Attendance. Project + presentation – 40%. Exam – 60%. In order to gain the EUBA study credits, a student must pass a paper- based examination. Format of the Euba paper – based examination: 30 compulsory questions (2 marks each) Number of marks 60 marks Total time allowed 60 minutes	
Teaching results: After studying this module you should be able to: a) Elaborate accounting statements; b) Analyse accounting statements; c) Use the accounting statements in the process of financial management; d) Know and understand the essence of the European and American accounting methodology in the business; e) Recognize, address and respect ethical values in the financial sector.	
Indicative content: <ul style="list-style-type: none">• 1. Introduction to accounting• 2. Assets, liabilities and equity• 3. Revenues, expenses, profit/loss• 4. Process of basic bookkeeping• 5. Preparation of journals and ledger accounts• 6. Annual account and financial statements• 7. Accounting framework and its principles• 8. Valuation in accounting• 9. Financial statements analysis• 10. Accounting frauds• 11. Institutional setting, accounting systems in the world	
Support literature:	

JACKLING, B., RAAR, J., WIGG, R., WILLIAMS, B., WINES, G.: Accounting- A Framework for Decision Making, Second Edition, McGraw-Hill Australia 2007, ISBN 978-0-074-71705-9
 ALEXANDER, D., NOBES, Ch.: Financial Accounting - An International Introduction, Financial Time Press 2010, 4th Edition, ISBN 978-0-273-72164-2.
 McLANEY, E – ATRILL, P. 2012. Accounting: An Introduction. Harlow : Pearson Education Limited, 2012. 860 p. ISBN 978-0-273-77183-8.
 IASCF: International Financial Reporting Standards. London: 2009. ISBN 978-1-90-559090-2.
 Act of the National Council of Slovak Republic no. 431/2002 on Accounting.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 38

A	B	C	D	E	FX
13.16	42.11	23.68	2.63	5.26	13.16

Lecturer: Ing. Zuzana Kubaščíková, PhD.

Date of the latest change: 04.03.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KÚA FHI/IEE15090/15	Title of course: Basic Accounting (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Active presence at lectures, solution of assignments, results of mid-term tests 30% and results of final written test 70% This course is not possible to attend concurrently with the course "Accounting" in the same semester or after passing the course "Accounting".	
Teaching results: Upon the completion of the course, the student is deemed to be able to: <ul style="list-style-type: none"> - explain the purpose of accounting and its importance in system of economic information, - understand definitions of terms used in accounting and be able to identify specific issue in relation to them, - identify accounting events that do not effect profit or loss and accounting events that do effect profit or loss and be able to present them in the balance sheet and income statement, - describe and apply the accounting procedure on simple case study. 	
Indicative content: Definition of terms used in accounting. Principle of cash receipts and disbursements and balance sheet principle of accounting. The effect of trading operations on the balance sheet. The classification of assets and claims for their presentation in the balance sheet. The effect of trading operations on the balance sheet and the income statement. Methodical nature of an account and the rules for recording of business transactions on accounts.	
Support literature: 1. ŠLOSÁROVÁ, A. 2012. Základy účtovníctva. Bratislava : Vydavateľstvo EKONÓM, 2012. 166 s. ISBN 978-80-225-3391-1. 2. McLANEY, E – ATRILL, P. 2012. Accounting: An Introduction. Harlow : Pearson Education Limited, 2012. 860 p. ISBN 978-0-273-77183-8.	
Language whose command is required to complete the course:	
Notes:	
Assessment of courses Total number of evaluated students: 58	

A	B	C	D	E	FX
31.03	34.48	25.86	6.9	1.72	0.0
Lecturer: Ing. Daša Mokošová, PhD., prof. Ing. Miloš Tumpach, PhD., Ing. Branislav Parajka, PhD.					
Date of the latest change: 04.03.2019					
Approved by: Guaranteedoc. Ing. Katarína Máziková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KOVE FHI/ IIB15003/15	Title of course: Operations Research (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 40% Homework and Case Studies, Midterm Exam 30%, Final Exam 30%	
Teaching results: Upon successful completion of this course, students will be able to: <ol style="list-style-type: none"> 1. Apply management science knowledge and models to assist managers and decision-makers in solving organizational problems. 2. Analyze tradeoffs of solutions of managerial and organizational problems that can be formulated using management science theory and models. 3. Evaluate the integrative aspect of problem-solving techniques in an organizational setting. COURSE OBJECTIVES <ul style="list-style-type: none"> -Analyze organizations for the right ingredients for the use of analytics in order to gain competitive advantage -Formulate, solve, and interpret linear, integer, and non-integer linear programming model -Use computer software to interpret and analyze sensitivity analysis, and advanced applications -Apply distribution and network models to solve and analyze transportation, assignment, shortest route, and maximum flow problems -Discuss, construct and analyze project scheduling network with deterministic and probabilistic times (using PERT/CPM) -Solve and analyze various inventory models—Economic Order Quantity(EOQ), Quantity Discounts for the EOQ, and Order-Quantity Reorder Point Model with Probabilistic Demand -Apply and use Markov process models in studying the evolution of systems over repeated trails -Formulate simulation problems using Monte Carlo simulation and interpret results -Develop teamwork ability and increase the level of communication and discussion in decision making process 	
Indicative content: The course of Operations research provides on one hand basic knowledge about the methodology and on the other hand the information about main fields of operation research. With help of many case studies, it lines out how to apply mathematical models and computers in the decision-making processes. Aim is to demonstrate various quantitative methods developed over the years. Topics include: Introduction to quantitative analysis and decision making • Decision analysis (under	

certainty, risk, and uncertainty) • Linear programming (LP), integer LP (binary integer program), sensitivity analysis, and advanced applications and interpretations • Transportation, assignment, and transshipment problems • Project scheduling with known and uncertain activity times (PERT/CPM) • Network models, shortest route, minimal spanning tree, and maximal flow problems • Waiting line management • Inventory management • Markov processes • Simulation models and Monte Carlo simulation (in MS Excel) •

Support literature:

Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. An introduction to management science: quantitative approaches to decision making. Cengage learning. 2015
Taha, H. A.: Operations Research: An Introduction. 9th Edition. New Jersey: Prentice Hall 2011

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 35

A	B	C	D	E	FX
54.29	31.43	14.29	0.0	0.0	0.0

Lecturer:

Date of the latest change: 04.03.2019

Approved by: Guaranteedoc. Ing. Katarína Máziková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Economic Informatics					
Course code: KOVE FHI/ IIB15004/15		Title of course: Microeconomic Analysis (in English)			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 3.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course: Homework assessments 25% Final exam 75%					
Teaching results: Course aim is to give students an understanding of the economics of the market place. In particular we focus on microeconomic principles that demonstrate the role and limitations of both competitive and imperfectly competitive markets in motivating socially efficient consumer, producer and public sector choices. Theory of this course is presented by giving lectures together with seminars and practical assignments, that enable students to obtain practical experience with the application of microeconomics models.					
Indicative content: 1. Introduction to Microeconomics 2. Microeconomics models and Analysis 3. Consumer Choice 4. Consumer Equilibrium 5. Utility Function Generalization 6. Production Theory 7. Multifactor Productivity Analysis 8. Cost Analysis 9. Perfect Competitive Markets: Short and Long Run Analysis 10. Imperfect Competitive Market Structure: Monopoly 11. Imperfect Competitive Market Structure: Oligopoly 12. Industrial Concentration Analysis					
Support literature: 1. Besanko, D. – Braeutigam, R. R.: Microeconomics. New York: John Wiley & Sons, 2007. 2. Varian, H. R.: Microeconomic Analysis. New York, W. W. Norton&comp. 1994. 3. Taylor, T. et al.: Principles of Microeconomics. OpenStax 2014.ISBN 13:9781938168246					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer:					

Date of the latest change: 04.03.2019

Approved by: Guaranteeprof. Mgr. Juraj Pekár, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KÚA FHI/MIE15100/15	Title of course: Accounting (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Active presence at lectures, solution of assignments, results of mid-term tests 30% Result of final written test 70%	
Teaching results: The course will provide the students with basic knowledge of accounting in order to understand its purpose (in Slovak or in English). Upon the completion of the course, the student is deemed to be able to: <ul style="list-style-type: none"> - explain the purpose of accounting and its importance in system of economic information, - understand definitions of terms used in accounting and be able to identify specific issue in relation to them, - identify accounting events that do not effect profit or loss and accounting events that do effect profit or loss and be able to present them in the balance sheet and income statement, - describe and apply the accounting procedure on simple case study. 	
Indicative content: Definition of terms used in accounting. Principle of cash receipts and disbursements and balance sheet principle of accounting. The effect of trading operations on the balance sheet. The classification of assets and claims for their presentation in the balance sheet. The effect of trading operations on the balance sheet and the income statement. Methodical nature of an account and the rules for recording of business transactions on accounts.	
Support literature: ALEXANDER, D., NOBES, Ch.: Financial Accounting - An International Introduction, Financial Time Press 2010, 4th Edition, ISBN 978-0-273-72164-2. McLANEY, E – ATRILL, P. 2012. Accounting: An Introduction. Harlow : Pearson Education Limited, 2012. 860 p. ISBN 978-0-273-77183-8. ŠLOSÁROVÁ, A. 2012. Základy účtovníctva. Bratislava : Vydavateľstvo EKONÓM, 2012. 166 s. ISBN 978-80-225-3391-1.	
Language whose command is required to complete the course:	
Notes:	
Assessment of courses	

Total number of evaluated students: 45

A	B	C	D	E	FX
22.22	20.0	31.11	8.89	13.33	4.44

Lecturer: Ing. Daša Mokošová, PhD.

Date of the latest change: 04.03.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KIM FPM/ MMA15063/15	Title of course: Business Information System (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay project written examination 15 % - Essay 15 % - Test 70 % - written Exam	
Teaching results: The aim of the course is to teach students to navigate the issue of the use of IS / IT in the business sector in the exercise of management functions at all levels of management. At the same time provide a basic knowledge of systems integration, information strategies, critical factors for implementation and operation of IS / IT outsourcing IS / IT, audit, IS / IT and effectiveness of IS / IT. Objective exercise is aimed at application and presentation of core business processes in an integrated enterprise information system SAP R / 3. Students gain knowledge in the field of theoretical approaches to the issue of implementation and effectiveness of enterprise information systems, methodology of implementation, the formulation of information strategy company. Understand selected modules of SAP R / 3 Gain practical work skills in enterprise information system like ERP and selected modules SAP R / 3	
Indicative content: Lecture: Specification by implementation of enterprise IS, critical factors, methodology MMDIS, system integration, principles of strategy management of IS/IT, enterprise information strategy, organizational preparation of implementation and update of IS/IT, selection of system integrator, efficiency of IS, expenditures on IS/IT, gain from IS/IT, system SAP R/3, base of system SAP R/3, implementation of system SAP R/3, SAP R/3 modules PP, SD, MM, Treasury. Seminar: Working in the ERP system SAP R / 3 transaction system features, basic operation of SAP R / 3 Documents in SAP R / 3, the flow of documents, creation of output reports. Master records: create, edit and view the master records of the supplier, customer, material assets. Working in module	

FI - billing process, an automatic payment order, generating a payment media, cash payments, invoicing extended for advance payments. Case Study 1: The process of acquisition of fixed assets and materials (modules MM, PM and FI). Case Study 2: Process sales (modules SD and FI). Case Study 3: The process of recruitment into employment (HR module).

Support literature:

ROMANOVÁ, Anita. IT Governance and Factors Affecting its Application : In Companies in the Slovak Republic. Praha : Wolters Kluwer, 2018. 143 p. ISBN 978-80-7598-223-0.

HOLTSNIDER, Bill - JAFFEL, Brian. IT Manager's Handbook: Getting your New Job Done. USA: Morgan Kaufmann, 2012. 368 p. ISBN 978-01-2391-405-7

BRITTON, Carl et. al. SAP Business One: Business User Guide. Massachusetts : Rheinwerk Publishing/SAP PRESS, 2017. 688 p. ISBN 978-1-4932-1500-3

SCHULZ, Olaf. Using SAP. Massachusetts : Rheinwerk Publishing/SAP PRESS, 2017. 387 p. ISBN 978-1-4932-1405-1

KOKLES, Mojmir - ROMANOVÁ, Anita. Informacný systém podniku. Bratislava : Vydavateľstvo EKONÓM, 2007. ISBN 978-80-225-2286-1.

ROMANOVÁ, Anita. Manazment informacných systémov. Bratislava : Vydavateľstvo EKONÓM, 2007. ISBN 978-80-225-2321-9.

VORÍŠEK, J.: Strategické řízení informacních systému# a systémová integrace. Praha : Management Press, 1997.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 54

A	B	C	D	E	FX
59.26	11.11	16.67	5.56	3.7	3.7

Lecturer: doc. Ing. Mgr. Róbert Hanák, PhD.

Date of the latest change: 15.02.2019

Approved by: Garantéprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPF FPM/MME15055/15	Title of course: Corporate Finance (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Midterm test (20%). Short tests and additional assignments as an active participation of the students during the lectures (10%). Written exam (70%)- A 90 minutes final class test will take place after the class ending, within the official exam sessions. It will include 5 open questions (8 points) and 3 practice questions (30 points, i.e. 10 points each). The class test will be in the form of a closed-book exam, and no textbooks or notes will be allowed. Participation on the seminars and lectures is mandatory.	
Teaching results: The aim of this course is to prepare the students for a future job within the corporate finance field. The students meet with the finance practice through the various assignments within this course. Students are also exposed to current financial topics. The fieldwork shows how the techniques discussed in other corporate finance lectures are being applied in daily practice. After completed subject Corporate Finance students will be able to understand the basic areas of financial management in each organization. In case of additional needs they will be able to suggest the possibility of obtaining of this sources, when it will be the most effective for organization. This situation will be the most effective from the point of view the cost of acquisition of funding sources. Except to traditional standard sources of funding the students will be able to propose also funding through alternative funding sources. In case of new investments of organisation student is able to analyze suitability and profitability of projects for organisation through multiple methods of evaluation of investment projects. Within the scope of this subject the student obtain also basic knowledge in the field of financial analysis and financial planning of organisation. This knowledge is necessary for the completing similar subjects in the future. Current issue is undoubtedly the solution of crisis management and business termination.	
Indicative content: -The importance of Corporate Finance in the financial domain focuses on the basic terms of corporate finance in general within the importance of financial statements with emphasis on balance sheet. - The different methods to determine the Cash Flow of the company within the practical examples to explain why is for the company essential to maintain the optimal degree of CF.	

- Importance of liquidity and liquidity measurement ratios, the case studies focus on the difference between Liquidity and Solvency. Importance of Operating Cash Flow in the financial domain.
- To highlight the difference between Capital and Financial structure of company. Explanation of the best debt to equity ratio, importance of the optimal level of capital structure of the company.
- The role of shares in the financial sector as well as its value. Based on practical examples students obtain knowledge of different types of stocks in practice.
- The role of depreciation and different types of depreciation methods.
- Importance of profitability ratios including break-even analysis with emphasis on case studies.
- Why we should deal with the different types of loans and how to evaluate the total payment.
- Importance of lease with emphasis on leverage lease.
- The specific role of Investments in financial domain and importance for the companies in general.
- Case studies focuses on different methods of selection of investment projects.

Support literature:

- VLACHYNSKÝ, K. a kol. 2009. Podnikové financie. Bratislava : Iura Edition, 2009. 524 s. ISBN 978-80-8078-258-0.
 - FETISOVOVÁ, E. a kol. 2010. Podnikové financie : praktické aplikácie a zbierka príkladov. Druhé, upravené vydanie. Bratislava : Iura Edition, 2010. 177 s. ISBN 978-80-8078-367-9.
- Odporúčaná študijná literatúra:
- BREALEY, R. – MYERS, S. – MARCUS, A. 2012. Fundamentals of Corporate Finance. 7th edition. Kindle Edition, 2012. 784 p. ISBN 978-0078034640.
 - VALACH, J. a kol. 2010. Investiční rozhodování a dlouhodobé financování. Třetí přepracované a rozšířené vydání. Praha : Ekopress, s. r. o., 2010. 513 s. ISBN 978-80-86929-71-2.
 - MAREK, P. a kol. 2006. Studijní průvodce financemi podniku. Praha : Ekopress, s. r. o., 2006. 624 s. ISBN 80-86119-37-8.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 53

A	B	C	D	E	FX
58.49	18.87	11.32	0.0	7.55	3.77

Lecturer: Ing. Simona Kosztanko, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPF FPM/MME15145/15	Title of course: Financial Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: preliminary tests oral examination Effort of the student during the semester in exercises: 30% (the final written test 15%, small award for homework 10% and controlled activity during exercise 5%). Oral exam: 70% (spread over two blocks of questions in order to assess the theoretical knowledge of students).	
Teaching results: The aim is to provide basic knowledge and develop students skills in corporate financial management, regardless of industry and business activity – focusing on five areas: capital needs quantification, capital obtaining and allocation, the allocation of capital in long-term and short-term assets, achieved results distribution, corporate financial performance assessment. After completing the course the student will be able to understand the basic patterns of corporate financing and financial management relations on a higher level of management. The key knowledge come from the following areas: a) knowledge of corporate monetary relations to external capital providers, b) knowledge of the corporate investment cycle management, c) knowledge of financial analysis as a basis for financial planning, d) knowledge of the area financial market instruments Practical skills and competence: a) the ability to apply the methods of corporate financial performance assessment within short and long-term investments decisions, b) the ability to identify appropriate financial instruments and use them to create a portfolio, c) ability to respond to the 21st century challenges – ecology, social responsibility, ethical behavior, sustainability, d) competence in communication with other corporate functional departments.	
Indicative content: Definition of the nature, role and status of the financial management within corporate management. Financial analysis and financial planning. Financial and capital structure. Allocation of capital to the long-term and short-term business assets. Risk management and utilization of financial instruments for its regulation. Corporate dividend policy. Payment services and payment instruments in	

domestic and international payment system. Corporate international financial relationships. Financial aspects of mergers and cooperation of enterprises. Outlook for financial management in the future.

Support literature:

VAN HORNE, J. C. – WACHOVICZ, J. M. Jr. 2008. Fundamentals of Financial Management, 13th edition. Harlow : Peartson Education Limited, 2008. ISBN 978-0-273-71363-0.

KRÁL#OVIC#, J. – VLACHYNSKÝ, K. 2011. Financ#ný manaz#ment. Bratislava : IURA EDITION, 2011. ISBN 978-80-8078-356-3.

KRÁL#OVIC#, J. – POLEDNÁKOVÁ, A. – SOCHOR, M. – VLACHYNSKÝ, K. 2011. Financ#ný manaz#ment – zberka príkladov. Bratislava : IURA EDITION, 2011. ISBN 978-80-8078-431-7.

AKERLOF, G. A. - SHILLER, R. J. 2010. Z#ivoc#ís#ne pudy. Praha : Doktor#án, 2010. ISBN 978-80-7363-299-1.

FERGUSON, N. 2011. Vzostup pen#azí. Financ#né dejiny sveta. Bratislava : Kalligram, 2011. ISBN 978-80-8101-456-7.

FRANKE, G. - HAX, H. 2009. Finanzwirtschaft des Unternehmens und Kapitalmarkt. Berlin : Springer Verlag, 2009. ISBN 978-3-642-02552-5.

HEYD, R. - BEYER, M. 2011. Die Prinzipal-Agenten-Theorie in der Finanzwirtschaft. Berlin : Erich Schmidt Verlag, 2011. ISBN 978-3-503-12991-1.

HULL, J. C. 2011. Risikomanagement. Mu#nchen : Pearson Studium, 2011. ISBN 978-3-86894-043-5.

KAUFMAN, H. 2010. Die Neuordnung der Finanzma#rkte. Mu#nchen : FinanzBuch Verlag, 2010. ISBN 978-3-89879-562-3.

SHILLER, R. J. 2010. Investic#ní horec#ka. Praha: Grada Publishing, 2010. ISBN 978-80-247-2482-9.

TALEB, N. N. 2011. C#erná labuť - následky vysoce nepravde#podobných událostí. Praha : Paseka, 2011. ISBN 978-80-7432-128-3.

WAHREN, H. K. 2011. Gier - der menschliche Faktor der Finanzkrise. Mu#nchen : Wilhelm Fink Verlag, 2011. ISBN 978-3-7705-5097-5.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 51

A	B	C	D	E	FX
13.73	23.53	25.49	9.8	21.57	5.88

Lecturer: Ing. Miroslav Kmeťko, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPH FPM/ MMC15066/18	Title of course: Small and Medium Sized Enterprises (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Individual work Preliminary tests Written examination 25 % solving exercises, examples and case studies individual or in groups, 75 % written part of the exam, in which 25 % consist of exercises and 50 % verification of theoretical knowledge of Small and Medium Sized Enterprises	
Teaching results: The aim of this course is to provide basic information about role and importance of the Small and Medium Sized Enterprises and their business activities in the economy. Important part of knowledge consists on doing practical semestral work focused on evaluation of selected business activity profitability. After completing this course students will be able to evaluate: <ul style="list-style-type: none"> • Conditions for the development of appropriate business environment for Small and Medium Sized Enterprises (thereinafter SMEs). • Support and assistance policy for SMEs. Management of SMEs, particularities and singularities in comparison to the big companies. • Wage policy in SMEs, Taxation of SMEs. • Medical and Social Insurance of employees, entrepreneurs and enterprises. • Assessment of the quality of entrepreneurship environment for SMEs from domestic and foreign institutions. • Organisations supporting SMEs in Slovakia, European union and rest of World • Family businesses and their comparison with other form of doing business. 	
Indicative content: During individual weeks, students will obtain information about main areas of business in small and medium businesses, challenges and barriers their face in comparison with bigger companies. Topics are focused on: <ol style="list-style-type: none"> 1. The importance of the SMEs and their business activities in the economy. Legislation, evaluation of the business environment in SR. 2. Business plans for SMEs. Life cycle of SMEs. 3. Taxation of SMEs. Direct Taxes. Personal Income Taxes (PIT). 	

4. Corporate Income Taxes (CIT). Tax licence (minimum tax).
5. VAT (Value Added Tax) and other Indirect Taxes. Local taxes.
6. Health Insurance (Public). Contributions to Social Insurance Agency (SIA).
7. Remuneration of Employees and Self Employees.
8. Marketing of SMEs, its advantages and disadvantages in comparison with big companies.
9. Cooperation of SMEs, creation of clusters and development of regions where they do business.
10. Family businesses and their comparison with other form of doing business
11. Institutional support of SMEs in Slovak Republic.
12. Institutional support of SMEs in EU and rest of the World.
13. Challenges and barriers of SMEs and possibilities of their solution.

Support literature:

GAJDOVÁ, Denisa - KRIŽAN, Martin, 2016: Enterprise and Business Economics (textbook +exercises). Ekonóm. ISBN 978-80-225-433-0.

OLEJNÍK, Edith, 2014: International Small and Medium-Sized Enterprises, Springer, ISBN 978-3-658-04876-1

NORTH, Klaus, VARVAKIS, Gregorio (Eds.), 2016: Competitive Strategies for Small and Medium Enterprises Springer, ISBN 978-3-319-27303-7

OECD 2010: SMEs, Entrepreneurship and Innovation

OECD 2016: Financing SMES and Entrepreneurs

LANGDON, Morris 2015: Innovation in the SME and Entrepreneurial Context

ŠÚBERTOVÁ, Elena a kol. Podnikanie v malých a stredných podnikoch : prípadové štúdie a príklady. Bratislava : KARTPRINT, 2011. 118 s. ISBN 978-80-88870-95-1

Laws/Acts: Business Code, Trade Licensing Act, A New framework for Tax Enforcement, etc.

PIGGOT, Judith: International Business Economics - A European Perspective. Palgrave 2006. ISBN 9781403942197.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 18

A	B	C	D	E	FX
33.33	38.89	16.67	0.0	0.0	11.11

Lecturer: Ing. Denisa Gajdová, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15065/15	Title of course: Psychology (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 0 Per course: 26 / 0 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: preliminary tests combined examination lecture activity: 10%, semester test results: 10%, result in the final exam: 60%	
Teaching results: Is to students a modern basic theoretical knowledge of applied psychological disciplines that have scientific and practical overlap in economic subjects and provide the basis for understanding the labor force in manufacturing processes and services. Giving an overview of basic and advanced knowledge in the field of personality psychology, work psychology, social psychology and psychology of management, which form the basis of managerial and marketing skills. Students learn to apply knowledge of applied psychological disciplines in management and marketing in the selection, management and leadership in the organization. At the level of knowledge, the main learning outcomes that the student gains is knowledge from the field of applied psychological sciences, which form the basis of practical skills and competencies. They will be able to apply psychological approaches to the management and leadership of people in an organization to solve interpersonal and intergroup conflict in the organization and will be able to understand and translate knowledge of applied psychological sciences in management skills and managerial competencies. In the area of skills is an output object that the student take skill to use their theoretical knowledge to solve specific management problems and tasks.	
Indicative content: 1. Introduction to applied psychological sciences. 2. Subject of psychological sciences. 3. Methods of psychology and their use in management and marketing. 4. Personality, dynamics, structure and personality types. 5. Psychology of work. 6. Psychology of power and performance. 7. Motivation. 8. Negative psychological phenomena at work. 9. Mental hygiene.	

10. Social psychology and psychological processes at work .
11. Leading people from a psychological point of view.
12. Teams and work groups.
13. Psychology of management.
14. Current trends in psychology.

Support literature:

Basic literature:

BECK, R. Motivation: Theories and Principles. 5th edition, 2003. ISBN-13: 978-0131114456.

BERGH, Z. 2011. Introduction to Work Psychology. Oxford University Press, 2011. ISBN - 13:9780195995077.

Recommended literature:

HARPER, J. 2013. Surviving Workplace Mobbing: Identify the Stages. In: Psychology Today. [online]. <<http://www.psychologytoday.com/blog/beyond-bullying/201303/surviving-workplace-mobbing-identify-the-stages>>.

LARSEN, R.– BUSS, D. 2009. Personality Psychology. McGraw-Hill; 4th edition, 2009. ISBN-13: 978-0073370682.

MATKOVČÍKOVÁ, N. 2015. Psychological effect of stressfull workplace on the performance of the employees. In Studia Społeczne : social studies [elektronický zdroj]. - Warszawa : Wydawnictwo Wyższej Szkoły Menedżerskiej w Warszawie, 2015. ISSN 2449-9714, 2015, roč. 12, č. 1, s. 143-146 online. VEGA 1/0053/12.

MATKOVČÍKOVÁ, N. 2013. Motivational orientation of young talented managers. In Societas et res publica : medzinárodný internetový vedecký časopis zameraný na problematiku verejnej správy v kontexte interdisciplinárnych spoločenských súvislostí [elektronický zdroj]. - Trnava : Univerzita sv. Cyrila a Metoda, Fakulta sociálnych vied, 2013. ISSN 1338-6530, 2013, roč. 2, č. 1, s. 183-189 online. Dostupné na : <<http://serp.fsv.ucm.sk/archive/2013/01/SOCIETAS-ET-RES-PUBLICA-2013-01.pdf>>.

MATKOVČÍKOVÁ, N. - SZARKOVÁ, M. 2016. The Occurrence of anxiety disorders amongst managers working in the field of personnel marketing. In Ekonomika a manažment : vedecký časopis Fakulty podnikového manažmentu Ekonomickej univerzity v Bratislave [elektronický zdroj]. - Bratislava : Fakulta podnikového manažmentu Ekonomickej univerzity v Bratislave, 2016. ISSN 2454-1028, 2016, roč. 13, č. 1, s. 88-97 online.

MATKOVČÍKOVÁ, N. 2014. Psychological impact of workplace environment on employees' performance and effectiveness. In Personnel marketing and personnel management - applied zones : peer-reviewed proceedings of scholarly articles : VEGA 1/0053/12. - Bratislava : EKONÓM publishing, 2014. ISBN 978-80-225-4017-9, s. 6-27. VEGA 1/0053/12.

MICHIE, S. 2018. Causes and management of stress at work. Occupational and Environmental Medicine, 2018. ISSN 1351-0711.

VOSKOBOYNIKOV, F. 2016. The Psychology of Effective Management. Routledge, 2016. ISBN 9781138655584.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 86

A	B	C	D	E	FX
41.86	19.77	22.09	6.98	6.98	2.33

Lecturer: Mgr. Natália Matkovčíková, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15046/15	Title of course: Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: project preliminary tests combined examination <ul style="list-style-type: none"> • Seminar project - 15% • Seminar testing - 15% • Seminar assignments - 10% • Final test (verbal and written) - 60% 	
Teaching results: The major aim of the course is to provide knowledge of complex approach to management in the context of contemporary tendencies and up to date knowledge. The course content is oriented to the content approach, process orientation as well as the soft skills factors of management. At the level of knowledge and understanding: to gain the ability to gather, analyze and interpret relevant data and information for decision-making process within all basic functions of business management. At the practical level and the level of competence: to prove the ability to apply methods, techniques and procedures in the area of soft skills and hard factors in business management.	
Indicative content: The content of the course is the theoretical sources and practical application of knowledge in following areas of management: characteristics and basis themes of management, major concepts of management, managerial decisions, information and information system, strategy and its implementation, planning, organization and organizational structure, control and control process, human resource management, leadership, communication, motivation, corporate ethics.	
Support literature: Basic literature: Marsina, Š., Papulová, E., Jamnický, P. 2007. Management. Bratislava: Publishing house Ekonóm, 2007. ISBN 978-80-225-2359-2 Recommended literature: Robbins, S.P., Coulter, M. 2016. Management. New Jersey: Prentice Hall 2016. ISBN 978-1-292-09020-7	

Language whose command is required to complete the course:					
Notes:					
Assessment of courses					
Total number of evaluated students: 90					
A	B	C	D	E	FX
3.33	7.78	20.0	23.33	31.11	14.44
Lecturer: doc. Ing. Emília Papulová, CSc., doc. Ing. Jana Blštáková, PhD.					
Date of the latest change: 15.02.2019					
Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15054/15	Title of course: Entrepreneurial Decision Making (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work written essay preliminary tests written examination Work during semester (seminar paper, written exam, other activities) - 20% Written final exam - 80%	
Teaching results: To prepare students for solving decision problems of business practice with an emphasis on mastering practical methods of decision making. To master the theory of decision-making and to practically ensure the application of decision-making methods.	
Indicative content: 1. Decision process and its basic elements 2. Decision theories and the rationality of decision-making processes 3. Classification of decision-making processes 4. Structure of the decision-making process 5. Modeling of the decision-making process 6. Methods of decision-making and their classification 7. Decision tables 8. Methods of decision-making under conditions of certainty 9. Methods of decision-making in conditions of risk 10. Methods of decision-making under conditions of uncertainty 11. Methods of operational analysis 12. Information assecuration of decision-making processes 13. Expert systems in decision-making	
Support literature: Basic literature: Pownall, Ian. 2012. Effective Management Decision Making: An Introduction. Ventus Publishing.	

Recommended literature:

Adair, John. 2009. Effective Decision Making: The Essential Guide to Thinking for Management Success. Pan Macmillan.

Monahan, George E. 2000. Management Decision Making: Spreadsheet Modeling, Analysis, and Application. Cambridge University Press.

Parnell, Gregory S.; Driscoll, Patrick J.; Henderson, Dale L. 2011. Decision Making in Systems Engineering and Management. John Wiley & Sons.

Teale, Mark. 2003. Management Decision-making: Towards an Integrated Approach. Pearson Education.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 22

A	B	C	D	E	FX
31.82	4.55	13.64	31.82	9.09	9.09

Lecturer: doc. Ing. Juraj Mišún, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15082/15	Title of course: Human Resource Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work written essay project preliminary tests combined examination 40% - seminar activity: 20% seminar project elaboration and presentation (joint work of 2 students), 10% weekly testing, 10% case study assignments 60% - final exam	
Teaching results: The main educational aims of the course is to acquire the knowledge and skills in the area of formulating Human Resource Management politics, designing, creation and implementation programs and systems of HRM.. The important aim is acquire the knowledge and skills in dealing with individual, group and corporate problematic situations in the management and development of human potential business. The students acquire the current knowledge and skills of human resources management, learn to draft and present their own solutions to individual, group and corporate staffing problem situations.	
Indicative content:	
Support literature: Basic literature: Armstrong, A. Armstrong's Handbook of Human Resource Management Praticce, 2009 ISBN-13: 978-0749452421 Recommended literature: Peter Boxal, John Purcell, Patrick Wright: The Oxford Handbook of Human Resource Management, 2008 ISBN-13: 978-0199547029 COLLISON, CH. – PARCEL, G. Knowledge management. Brno: Computer Press, 2005. ISBN 80-251-0760-4 LONG, R. J. The Oxford Handbook of Human Resource Management. Oxford: Oxford University Press, 2007. ISBN 978-0-199282-51-7	

The SAGE Handbook of Human Resource Management. London: SAGE Publications, 2010.
ISBN 978-1-4129-2829-8

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 47

A	B	C	D	E	FX
12.77	12.77	17.02	31.91	21.28	4.26

Lecturer: doc. Ing. Jana Blštáková, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15272/15	Title of course: Strategic Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay project preliminary tests written examination Requirement for granting of seminar record: to get min. 60 % points of total number of points, which can be acquired by work during semester, that is 24 points from max. 40 (10 + 20 + 10) points, from that: semestral test 10 points, semestral work 20 points, preparation for case study solution and activity during seminars 10 points Requirement for passing exam: to get min. 50 %, that is 30 points from max. 60 points for written test	
Teaching results: a) To understand the purpose and usefulness of strategic management for an existence of a company and its successful advancement and development. b) To acquaint with the content and methods of strategic management and learn them. c) To acquire necessary skills for formulation and implementation of strategy. a) Knowledge and understanding: - to acquire knowledge about theories of strategic management - to acquire knowledge about methods of strategic analysis and synthesis - to acquire knowledge about methods of implementation of strategy b) Skills and competencies: - to perceive and think about a company creatively and comprehensively, about its goals, position, business environment and strategy in the present time and in the future too and deduce principal and long-term conclusions from this wide picture of reality - to acquire a capability to elaborate strategic analysis and synthesis in a particular company - to acquire a capability to elaborate procedure of strategy implementation in a particular company	
Indicative content: 1. Introduction to strategic management. 2. Target orientation of enterprise.	

3. External environment analysis of enterprise.
4. Foresight of external environment development.
5. Internal environment analysis of enterprise.
6. Strategic synthesis.
7. Business strategies.
8. Business strategy in selected situations.
9. Corporate strategies.
10. Managing and assessing corporate portfolio.
11. Functional strategies.
12. Strategy implementation – communication, organization, administration
13. Strategy implementation – leadership, culture, power and conflict.

Support literature:

Basic literature:

1. Rothaermel, F. T.: Strategic management. Concepts and Cases. 4 edition, McGraw-Hill/Irwin, New York, 2018
2. Grant, R. M: Contemporary Strategy Analysis. 10th edition, Wiley, 2019

Recommended literature:

1. Grant, R. M: Contemporary Strategy Analysis. Blackwell, Oxford 2008
2. Thompson, A. A. Jr. – Strickland III, A. J. – Gamble, J. E.: Crafting and executing strategy. Text and readings. 15th edition, McGraw-Hill/Irwin, Boston – New York 2007

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 51

A	B	C	D	E	FX
3.92	5.88	13.73	37.25	21.57	17.65

Lecturer: prof. Ing. Štefan Slávik, CSc., Mgr. Farah Imani, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15163/15	Title of course: International Management and International Business (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: project other (specify): zápočtový test, semestrálna práca written examination Credit - 40% - of which: Activity on seminars - 12.5% Written test - 50%, with Seminar paper - 37.5% Final Written Exam - 60%	
Teaching results: The goal of the subject is to gain extended knowledge of international business. The successful penetration of foreign markets is subject to passing the decision-making process of internationalization of the company. The course is focused on the different internationalization strategies and the management of international business. Students become familiar with the various forms of internationalization of entry on foreign markets and become familiar with the decision-making procedures and methods to be used in international business. Attention is given to the management and possible solutions to the problems of international business. On the knowledge level – obtain a broader knowledge of international management and international business, understanding general concepts and definitions used in the topic. In the area of skills - application of selected methods into practice (swot analysis , selection analysis, portfolio analysis, internationalization matrix), the solution of practical case studies - brainstorming and group discussions on selected topics of international management. On the knowledge level – obtain a broader knowledge of international management and international business, understanding general concepts and definitions used in the topic. In the area of skills - application of selected methods into practice (swot analysis , selection analysis, portfolio analysis, internationalization matrix), the solution of practical case studies - brainstorming and group discussions on selected topics of international management.	
Indicative content: Globalization and internationalization of business Decision making for or against internationalization Choice of foreign market Forms of entry on international market Multinational enterprises Culture and its impact on international management	

The impact of internationalization on selected areas of the company International marketing, the internationalization in the world and on Slovakia

Support literature:

Basic literature:

Charles W.L.Hill: International Business. Competing in the Global Marketplace. Global Edition. 2014. ISBN 978-0-0771-6358-7 (selected chapters)

Recommended literature:

Rugman A.M – Collinson S. International Business. Sixth Edition. Pearson Education. 2012. ISBN 978-0-273-76097-9

Hollensen S. Global marketing. A decision-oriented Approach. Fifth Edition. Prentice Hall. 2011. ISBN 978-0-273-72622-7

Theodore Levitt: Globalization of Markets. Online: <https://hbr.org/1983/05/the-globalization-of-markets>

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 75

A	B	C	D	E	FX
54.67	20.0	16.0	8.0	1.33	0.0

Lecturer: Ing. Katarína Procházková, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15024/15	Title of course: Communication in Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: written essay preliminary tests oral examination written examination lecture activity: 10%, activity in seminars: 10%, preparation of presentation: 20%, result in the final written test: 40%, oral exam: 20%.	
Teaching results: To teach students how to use the various components of professional managerial interpersonal communication in the company operating procedures in correlation with European standards. Students learn to prepare and apply in practice the corporate communication model supporting the implementation of management style and corporate culture of the organization. To teach students to use communication strategies to resolve interpersonal conflicts and between the group of internal conflicts and promoting the strategic interests of the company. At the knowledge level the student obtains knowledge of modern communication theory, management theory and social psychology, which form the basis of in-house communication systems, understands the functioning of internal formal and informal communication flows, the theoretical basis of professional managerial verbal and nonverbal communication. The student obtains practical skills to use components of professional competence managerial communication verbal and nonverbal communication in in house communication skills to decipher and deal with intercultural communication patterns in a corporate environment, ability to use targeted communication tools for management and leadership in business, to solve interpersonal communication skills within in-house conflicts, give skill to negotiate with representatives of the employees in the company (works council, respectively. trade union movement).	
Indicative content: 1. Introduction to communication in management. 2. Theory of communication in the organization. 3. Characteristics, types and components of communication in management. 4. Standards of the managerial communication. 5. Communication patterns of managerial communication.	

6. Verbal communication and its components.
7. Non-verbal communication and its components.
8. Empathy.
9. Persuasion.
10. Assertive communication of managers.
11. Intercultural communication of managers.
12. Managerial communication strategies.
13. Bargaining, the nature, content and objectives of intercompany communication system.

Support literature:

Basic literature:

1. Newman, A.: Business Communication: In Person, In Print, Online. South-Western College Pub., 10th edition, 2016
2. Locker, K. - Kienzler, D.: Business and Administrative Communication. McGraw-Hill Education, 11 edition, 2014.

Recommended literature:

1. Hartley, P.: Business Communication. Routledge; 2 edition, 2015
2. Conrad, Ch. – Poole, M. S.: Strategic Organizational Communication In a Global Economy. 7th edition, Wiley – Blackwell, 2012

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 57

A	B	C	D	E	FX
43.86	38.6	8.77	1.75	1.75	5.26

Lecturer: Mgr. Farah Imani, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KMVaL FPM/ MMD15012/15	Title of course: Production Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: preliminary tests other (specify): záverečný test written examination <ul style="list-style-type: none"> • Participation and activity in lectures 5% • Activity in exercises 5% • Final written test 20% • Exam 70% 	
Teaching results: The objective is to provide, both in theoretical and practical part of the course, a complete knowledge and practical experience in production management, incl. the creation, development and economic success of the company in this area. Knowledge and understanding: After completing the course, students should be able to understand basic concepts, to know the basic methods, concepts of production management development and to be conversant in issues of process approach. Skills and competencies: Ability to apply practical knowledge from course exercises into practice, to monitor and measure performance of production system in enterprises, optimize and improve the processes of production management.	
Indicative content: The content of this course is to provide students the fundamentals of production organism anatomy and its control system in the business unit. The course focuses on the organization and new production management and in the economic recovery of all production factors and intangible assets in the manufacturing business.	
Support literature: Slack, N., Chambers, S., Johnston, R., 2007. Operations Management. Fifth edition. Madrid: Mateu Cromo Artes Graficas, 2007. ISBN: 978-0-273-70847-6. Heizer, J., Render, B. 2013. Operations Management. 11th edition. Pearson, 2013. ISBN: 978-0133408010. Heizer, J., Render, B., Munson, Ch. 2016. Operations Management: Sustainability and Supply Chain Management. 12 th editin. Pearson, 2016. ISBN: 978-0134130422.	

Puckett, W. 2014. Production Management. CreateSpace Independent Publishing Platform, 2014. ISBN: 978-1502978646.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 43

A	B	C	D	E	FX
39.53	32.56	6.98	16.28	0.0	4.65

Lecturer: Ing. Brigita Boorová, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KIM FPM/ MMA15032/15	Title of course: Informatics I. (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work preliminary tests written examination <ul style="list-style-type: none"> • 30 % - Tests (text editor - 10 %, spreadsheet - 20 %) • 70 % - written Exam 	
Teaching results: Provide a coherent and comprehensive overview of the theory, development, and context of information technology, information and communication systems. At the same time provide a basic knowledge of hardware, software, communication technology, business informatics, information security and legislation, the information society. Student will get complete a comprehensive overview of the theory, development, and context of information technology, information and communication systems, basic knowledge of hardware, software, communication technology, business informatics, information security and legislation, information society and acquire skills in working in the operating system, word and spreadsheet processor.	
Indicative content: Lectures Informatics, system analysis and synthesis, information society, development and classification of computers, information technology, computer system, peripherals and data carriers, software resources and their utilization, personal computer software, database processing, computer viruses, communication and communication services, information technology security. Exercises Working in operation system MS Windows. MS Word - Basic document parameters, large documents processing - styles, table of contents, registers, footnotes, cross-references, creating and editing tables, mail merge, forms. MS Excel - work principles in Excel, basic operations, absolute and relative cell addresses, basic aggregate functions, logical, text, date, search, database and some of statistical functions. Database processing in Excel - automatic, custom advanced filter, Subtotal function. PivotTables.	
Support literature:	

LAMBERT, Joan - FRYE, Curtis. Microsoft Office 2019. USA: Microsoft Press, 2018. 560 p. ISBN 978-1-5093-0587-2

JELLEN, Bill. Microsoft Excel 2019 Inside Out. USA: Microsoft Press, 2018. 864 p. ISBN 978-1-5093-0769-2

KOKLES, Mojmír - ROMANOVÁ, Anita. Informatika. 6. vyd. Bratislava : Sprint dva, 2010. 302 s. ISBN 978-80-89393-14-5.

KOKLES, Mojmír - HAMRANOVÁ, Anna - ROMANOVÁ, Anita. Informatika I : zbierka úloh. Bratislava : Vydavateľstvo EKONÓM, 2011. 179 s. ISBN 978-80-225-3169-6.

KOKLES, Mojmír - ROMANOVÁ, Anita. Informačný vek. 2. dopln. vyd. Bratislava : Sprint vŕa, 2002. 305 s. Nová ekonómia. ISBN 80-89085-09-1.

BROZ#, M. 2006. Microsoft Excel pro manažery a ekonomy. Praha : Grada, 2006. ISBN 80-251-1307-8.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 65

A	B	C	D	E	FX
27.69	9.23	27.69	21.54	13.85	0.0

Lecturer: Ing. Michal Zelina, PhD., Ing. Vladimír Bolek, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KIM FPM/ MMA15043/15	Title of course: Management Informatics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work project other (specify): written examination <ul style="list-style-type: none"> • 5 % - case Study – Alfa • 7 % - case Study – Omega • 8 % - case Study – ERP • 10 % - Essay • 70 % - written Exam 	
Teaching results: Mission is to adopt modern managerial thinking and action, understanding new tasks and possibilities, which are delivered by information technology. Aim is also usage of IT in management with focus on subsystems characteristics and their position in whole company IT system. Students will acquire the knowledge needed for skilled guidance in theoretical approaches in the field of information systems, Applied understand systemic approach to addressing the functionality of the modules of the information system of the company. Acquire practical skills in working with information systems designed for small and medium-sized businesses in creating reports and obtaining the relevant data from information systems and the application of the management company.	
Indicative content: Lectures Information systems and information Technologies. ERP systems. Implementation stages of ERP systems. Information management and knowledge management and their sources. Business Intelligence. Business Intelligence applications. Decision support systems. Expert systems. Executive systems (EIS). Planning and managing production – automatization of manufacturing process. CRM systems for customers relationship management. SCM systems for supply chain management. Exercises: Working with balance and income sheets in Excel I – financial indicators calculations. Working with balance and income sheets in Excel II – financial indicators calculations and interpretations.	

Alfa – simple accounting, founding company, basic settings, initials, partners menu. Alfa- case study, partners, purchasing, warehouse, order, invoice, finance. Case study I, working out specific individual case study in program Alfa. Omega – basic settings, founding company. Omega – case studies, partners, purchasing, warehouse, order, invoices, finance. Omega CRM – customers relationship management, calendar, reminders. Case study II, working out specific individual case study in program Omega. Olymp – wages, human resources management, generating reports, recruitment. Case study III ERP systems in the Slovak market analysis. Navision – basic introduction, generating reports. Granting credits.

Support literature:

BOCIJ, Paul et al. Business Information Systems. London: Pearson, 2015. 673 p. ISBN 978-02-7373-645-5
 PICCOLI, Gabriele - Pigni, Frederico. Information Systems for Managers with Cases, Edition 3.0. USA: Prospect Press, 2016. ISBN 9781943153053
 O'CONNOR, Errin. Microsoft Power BI Dashboards Step by Step. USA: Microsoft Press, 2018. 304 p. ISBN 978-1-5093-0803-3
 Kokles, M., Romanová, A. (2012): Informatika, Bratislava: Sprint 2, ISBN 978-80-89393-14-5
 Sodomka, P., Klčová, H., (2011): Informacní systémy v podnikové praxi. Brno: Computer Press, ISBN 978-80-251287
 Collison, Ch., Parcel G., (2005): Knowledge management, Brno: Computer Press, ISBN 80-251-0760-4
 Novotný O., Pour, J., Slánský, D. (2005) Business Intelligence, Praha: Česká společnost pro systémovou integraci, ISBN 80-247-1094-3
 Manuály softvérových produktov Omega, Alfa, Olymp

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 24

A	B	C	D	E	FX
20.83	25.0	29.17	12.5	12.5	0.0

Lecturer: doc. Ing. Mgr. Róbert Hanák, PhD., Ing. Matej Černý, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KIM FPM/ MMA15012/15	Title of course: Economic Applications in MS Office (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work preliminary tests written examination <ul style="list-style-type: none"> • 40 % - Test (solving practical economic tasks) • 60 % - practical Exam 	
Teaching results: To teach students to solve tasks with a focus on the economic environment, by spreadsheet and database processors using additional analytical tools in MS Excel economically and correctly interpret the calculated values. Students will gain the knowledge needed to solve complex technical tasks using economic instruments superstructure MS Excel and MS Access, practical skills in the use of tools superstructure MS Excel and MS Access and be able to independently design the solution of complex business problems with information technology support.	
Indicative content: Creating initial application and entry data verification. Subtotals and grouping of data. Financial functions – the principles for the use of the financial functions, interest rates and annuity, cash flow analysis, the functions for rate of return calculation. Statistical functions – statistical analysis, descriptive statistical functions, descriptive statistics (analytical tool), standardize values, statistical analysis of variables, quantiles, frequency analysis, compliance testing of two middle values. Array formulas – principle of using array formulas, examples. Sensitivity analysis – sensitivity analysis tools. Solution search – using of the tool, examples. Table of data – using of the tool, table of data with one variable, with two variables, examples. Scenario manager – using of the tool, examples. Design and creation of the custom application using macros and simpler programming VBA components. SQL queries in MS Access.	
Support literature: WINSTON, Wayne. Microsoft Excel 2019 Data Analysis and Business Modeling, 6th Edition. USA: Microsoft Press, 2019. 880 p. ISBN 978-1-5093-0588-9 JELEN, Bill. Microsoft Excel 2019 Inside Out. USA: Microsoft Press, 2018. 864 p. ISBN 978-1-5093-0769-2	

KOKLES, Mojmir a kol. Ekonomické aplikácie v MS Office. Bratislava: Vydavateľstvo EKONÓM, 2013

KOKLES, Mojmir - HAMRANOVÁ, Anna - ROMANOVÁ, Anita. Informatika I : zbierka úloh. Bratislava:

Vydavateľstvo EKONÓM, 2011. ISBN 978-80-225-3169-6.

BROZ#, M. 2006. Microsoft Excel pro manažery a ekonomy. Praha : Grada, 2006. ISBN 80-251-1307-8.

BR#ÍZA V. 2007. Excel 2007 (podrobný pr#vodce). Praha : Grada Publishing, 2007. ISBN 978-80-247-1965

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 16

A	NZ	Z
0.0	0.0	100.0

Lecturer: doc. Ing. Mgr. Róbert Hanák, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPH FPM/ MMC15052/15	Title of course: Enterprise and Entrepreneurship (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Individual work Preliminary tests Written examination 25 % solving exercises, examples and case studies individual or in groups, semestral work 75 % written part of the exam, in which 25 % consists of examples and 50 % verification of theoretical knowledge of Enterprises and Entrepreneurship issues. 40 % (min. 20 %) 2nd part of exam – final test	
Teaching results: The aim of this course is to provide basic knowledge about entrepreneurship as the driving element of the market economy, entrepreneur in the position of a representative of entrepreneurial activities, enterprise as the basic entity of entrepreneurship. Important component of knowledge consists of practical skills acquired from exercises focused on risk analysis, calculation of profit distribution and liquidation balance in different types of companies, as well as from case studies focused mainly on the issues of corporate lifecycle. After completing this course, students will obtain knowledge in: <ul style="list-style-type: none"> • entrepreneurship, its representatives and subject and risk associated with entrepreneurship, • legal forms of enterprises according to Slovak and EU legislation, • life cycle of enterprises and its development during specific phases, • association of enterprises, the importance and possibilities of different forms of association implementation. Practical skills consist mainly of students' ability to prepare entrepreneurial project due to which they will be able to establish and run an enterprise. At the same time, students will be able to analyze the risk that is associated with the business establishment and business activities, respectively, to assess possible entry into the selected form of associations.	
Indicative content: Entrepreneurship, entrepreneur and enterprise, their importance and role in the market economy. Entrepreneurial risk, its nature, types and methods of risk reduction. Environment of an enterprise and its components. The typology of enterprises and the basic criteria for enterprise segmentation. The legal forms of enterprises. The life cycle of an enterprise and its phases. Association of	

enterprises and its forms. mainly (within individual weeks):

1. Subsistence, importance and preconditions of entrepreneurship, the role and status of the entrepreneur in the Market Economy. Entrepreneur, its role and status in entrepreneurship. Difference among concepts of entrepreneur, manager and leader. The objective and subjective prerequisites of entrepreneurship.
2. Enterprise as the basic subject of entrepreneurship. Entrepreneurship in the sense of legislative framework of SR. General and specific characters of enterprise, nature of the enterprise in accordance the Business Code.
3. Risk of entrepreneurship, its classification and possibility of reduction, resp. elimination of risk in enterprises. Approach of the entrepreneur to the risk. Classification of the risk according to the select criterions.
4. Business environment and its importance for the position of the enterprise on the Market. Classification of business environment. World, General and Specific environment. The links among elements of business environment.
5. Enterprise as the objective-oriented system. Creation and importance of the strategy of enterprise and its objectives. External and internal interest groups influencing the creation of enterprise objectives. Classification of the objectives according to the selected criteria.
6. Enterprise Typology – classification of enterprises according to the individual typological criterions. Basic typological criterions: character of the final product, branch and sector of the economy, size of the enterprise, ownership, technical and organizational characters.
7. Legal forms of enterprises – enterprises of individuals, business companies and co-operatives. The subsistence, importance and classification of trade license business and prerequisites of their behavior. Basic elements of personal societies – public company and limited partnership, their subsistence, operation and profit distribution.
8. Capital based companies – Limited Company and Join-Stock Company, their importance, legislation concerning their operation within the legislative framework of SR. Specifics of the profit division in the capital societies. Co-operative and other specific legislative forms of doing business.
9. Enterprise life cycle and its phases. Establishment and creation of enterprise. Business plan and its parts – business intent, budget and legislation concerning the business. Localization of the enterprise and its importance during establishment of enterprise and factors of the localization.
10. The subsistence of enterprise growth and possibility of its monitoring. The importance of sustainable growth of the enterprise. External and internal growth of enterprise from the material and financial point of view. Methods and models of evaluation of the enterprise growth.
11. The status and behavior of enterprise in the phase of stabilization. Positions and strategies of enterprises in the period of stabilization.
12. Crisis, its perception, identification and problem solutions. The dissolution of the enterprises with and without winding up. Bankruptcy and Restructuring in accordance with the Law on Bankruptcy and Restructuring.
13. Enterprise clustering and individual forms of enterprises' merger – consortium, cartel, Professional association, concerns, etc. Law on Protection of Economic Competition.

Support literature:

- HYAMS-SSEKASI, Denis – CALDWELL, Elizabeth, 2018: Experiential Learning for Entrepreneurship (Theoretical and Practical Perspectives on Enterprise Education). Palgrave Macmillan. ISBN 978-3-319-90005-6
- GAJDOVÁ, Denisa - KRIŽAN, Martin, 2016: Enterprise and Business Economics (textbook +exercises). Ekonóm. ISBN 978-80-225-433-0.
- LIRAZ, Meir, 2017: Business Management: Essential Ingredients for Success (Best Business Books) (Starting A Business Book 1) Kindle Edition
- MAJDÚCHOVÁ, Helena, 2018: Podnikové hospodárstvo (praktické príklady a kontrolné testy). Wolters Kluwer. ISBN 9788081688041

MAJDÚCHOVÁ, Helena, 2018: Podnikové hospodárstvo. Wolters Kluwer. ISBN 9788081688065

MAJDÚCHOVÁ, Helena - NEUMANNOVÁ, Anna, 2014: Podnik a podnikanie. Wolters Kluwer. ISBN 9788089710041

MORATO, Eduardo Jr., 2013: A Trilogy On Entrepreneurship: Creating the Enterprise, Amazon Digital Services LLC

SALWAN, Prashant 2018: Business Economics – Business Economics, Business and Commercial. CA – Foundation.

ACT 513/1991 COMMERCIAL CODE

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 73

A	B	C	D	E	FX
26.03	46.58	17.81	8.22	1.37	0.0

Lecturer: Ing. Denisa Gajdová, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPH FPM/ MMC15033/15	Title of course: Cost Controlling (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: /Final exam 100%: 40 % Mid-term project (30 % case study, 10 % presentation), 60 % Final test (written theoretical test)./ 2 parts: <ul style="list-style-type: none"> • 40% individual work –budgeting and cost case study creation, elaboration and presentation • 60 % - written final exam at the end of the module – evaluates a) – i) outputs 	
Teaching results: To understand the key issues of cost management, costing creation and creation of the budgets. To understand and apply the theoretical knowledge of the cost accounting tools into the praxis. Versatile support of cost management and enterprise value processes. Knowledge and understanding level: <ul style="list-style-type: none"> • The ability to recognize concepts, theories and frameworks of cost accounting and understand them. • Understand various costing techniques and budget creations techniques. • Understand the role of cost accounting in the business process. • Formulation of a critical understanding of the issues associated with the application of cost accounting tools. • Demonstrate the ability to recognize and solve tasks arising from the use of tools - budgets and costing in business. Practical skills: <ul style="list-style-type: none"> • Demonstrate skills in using of the cost accounting tools. • Demonstrate creativity in the application and synthesis of know how associated with cost tasks. • Demonstrate the ability to obtain relevant information on the cost and performance of enterprise from the company information systems. • Formulate and justify findings to the relevant subjects. Competences: <ul style="list-style-type: none"> • Ability to handle tasks related to cost management through cost accounting tools. • Provide relevant information for the cost management. • To interpret the results of calculations and designs obtained applying the tools of cost accounting. • Take decisions on cost management. 	

Indicative content:

Theoretical basis of cost accounting, company costs, types of costing, costing methods, company budgets, types and methods of budgeting, transfer pricing system.

1. Introduction to Cost Controlling: The Role of Cost Accounting in Planning and Control; 2. Basic Cost Concepts and Financial Statements; 3. Costing Materials and Quantitative Models for Materials Planning and Control; 4. Learn Curve Theory and Labour Accounting; 5. Cost Behaviour and Cost Estimation Methods with Regression Analysis; 6. Allocating Overhead Costs and Variance Analysis; 7. Cost-Volume-Profit Analysis; 8. Variable Costing; 9. Process Costing; 10. Standard Costs; 11. Budgeting; 12. The Use of Costs in Pricing Decisions

Support literature:

1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan (February 14, 2014). Cost Accounting, 15th Edition. Pearson. 938 pages. ISBN-13: 978-0133428704
2. FOLTÍNOVÁ, A. a kolektív: Nákladový controlling. Bratislava: Iura Edition 2011. ISBN 978-80-8078-425-6
3. FOLTÍNOVÁ, A. a kolektív: Nákladový controlling: Príklady a prípadové štúdie. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-366-2.
4. SERINA, P., TÓTH, M. Strategické riadenie nákladov. Vybrané problémy. Bratislava: Vydavateľstvo EKONÓM, 2009. ISBN 978-80-225-2682-1.
5. KRÁL. B. & kol. Manažerské účetnictví. Praha. Management Press, 2010. ISBN 978-80-7261-217-8.

Language whose command is required to complete the course:

English

Notes:**Assessment of courses**

Total number of evaluated students: 57

A	B	C	D	E	FX
63.16	21.05	14.04	0.0	1.75	0.0

Lecturer: doc. Ing. Mgr. Gabriela Dubcová, PhD., Ing. Peter Štetka, PhD., Ing. Martin Matušovič, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMEVaHD FMV/ VVA150210/19	Title of course: Economy of Developing Countries
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: Upon successful completion of this course, students will be able to: - Identify and analyze the major development issues of developing countries - understand the deeper problems of the lagging behind and further development of developing countries - Identify, quantify and analyze development indicators - Understand deeper relations between the developed and developing countries Knowledge and understanding: Acquiring knowledge about development concepts of developing countries Practical skills: application of theoretical concepts of development to practical use in formulating economic policy Competence: Understanding the context in the world economy, using data databases for application in practice	
Indicative content: 1. Definition of basic concepts and subject of development economics. Definition of a group of developing states, their common and distinct features. 2. Demographic developments in developing country regions, comparison. 3. Education and its impact on development. 4. Situation of health in regions of developing countries, comparison. 5. Migration and the labor market in developing countries. 6. Natural resources and the environment. Environmental impacts of development. 7. Agriculture and food security in developing countries. 8. Quality of life, indicators of quality of life, poverty and inequality. 9. Lending causes and development barriers in developing countries. 10. Models of economic development. 11. Trade Policy of Developing States. Involvement of developing regions into the world economy, world trade, competitiveness. 12. Financial Markets and Developing Countries, Capital Sources of Development, Debt Mechanism. 13. Development cooperation.	
Support literature: 1. Lipková, Ľ. a kol.: Ekonomika rozvojových štátov. Bratislava: Ekonóm 2005 2. Todaro, M., P., Smith, S., C.: Economic Development. Essex: Pearson - Addison Wesley 2006	

3. Meier, M., M., Rauch, J., E.: Leading Issues in Economic Development. New York and Oxford: Oxford University Press 2005
4. Ray, D.: Development Economics. Princeton: Princeton University Press 1998
5. Szirmai, A.: The Dynamics of Socio-Economic Development. Cambridge: Cambridge University Press 2005
6. Nafziger, E., W.: Economic Development. Cambridge: Cambridge University Press 2006

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Martin Grešš, PhD.

Date of the latest change: 19.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of International Relations					
Course code: KMEVaHD FMV/ VVA20202/18		Title of course: Diplomacy in Practice			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 1.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results: Students acquire theoretical, but mainly practical knowledge of international economic and political relations and diplomatic practice in various states of the world, focusing on current economic and political developments.					
Indicative content: The Diplomacy in Practice course provides the structural information about the objectives, instruments and rules of diplomacy in practice in accordance with the foreign economic policies of selected countries and international organizations.					
Support literature: BERRIDGE, G. R.: Diplomacy. Theory and Practice. London: Palgrave Macmillan, 2015. ISBN 978-1-137-44552-0. BERRIDGE, G. R. – James, A.: Dictionary of Diplomacy. London: Palgrave Macmillan, 2003. ISBN 978-1403915368. KISSINGER, H.: Diplomacy. New York: Simon & Schuster, 1994. ISBN 978-0671510992. MELISSEN, J. (Ed.): The New Public Diplomacy (Soft Power in International Relations). London: Palgrave Macmillan, 2005. ISBN 978-1-4039-4516-7.					
Language whose command is required to complete the course: English					
Notes:					
Assessment of courses Total number of evaluated students: 53					
A	B	C	D	E	FX
67.92	18.87	9.43	0.0	0.0	3.77
Lecturer: doc. Mgr. Boris Mattoš, PhD.					
Date of the latest change: 12.02.2019					

Approved by: Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMPV FMV/ VVB15010/19	Title of course: Cultures in International Relations
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Project Midterm exam, Multiple exam – Essay (30%) - Oral exam (70%)	
Teaching results: The aim of the course is to provide knowledge explaining the relationship between world cultures in terms of their impact on foreign and domestic policies. - basic orientation in intercultural relations - basic orientation in key civilizations of the present	
Indicative content: The course presents a theoretical view of intercultural relations: isolationism, assimilation, diffusion, bifurcation, integration and globalization. When examining these phenomena, the cognitive point of view is the contemporary (postmodern) characteristics of the basic world civilizations. 1. Introduction to the study of cultures 2. Comparative approaches to culture research 3. Cultures in the process of anthropogenesis and ethnogenesis 4. The character of the contemporary cultural diversity of the world 5. Western civilization (EU, Canada, USA) 6. Cultural characteristics of Latin America 7. Cultures and civilizations of the East 8. China, Japan, Korea (Confucianism, Buddhism) 9. India (Hinduism) 10. Islam and its diffusion outside the Arab world 11. Judaism and Culture of Israel 12. Intercultural Relations and Policies 13. EU cultural policy. The advantages and disadvantages of cultural diplomacy	
Support literature:	

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 104

A	B	C	D	E	FX
72.12	21.15	6.73	0.0	0.0	0.0

Lecturer: PhDr. Rudolf Kucharčík, PhD.

Date of the latest change: 19.02.2019

Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava							
Faculty: Faculty of National Economy							
Course code: KET NHF/ONE15006/15		Title of course: Economic Theory 1 (in French)					
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present							
Number of credits: 5							
Recommended semester/trimester of study: 1.							
Degree of study: I., N							
Prerequisites:							
Requirements to complete the course:							
Teaching results:							
Indicative content:							
Support literature:							
Language whose command is required to complete the course:							
Notes:							
Assessment of courses Total number of evaluated students: 69							
A	B	C	D	E	FX	np	p
40.58	7.25	30.43	13.04	7.25	1.45	0.0	0.0
Lecturer: prof. Ing. Magdaléna Přívarová, CSc.							
Date of the latest change: 19.02.2019							
Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteeprof. PhDr. Lívia Adamcová, PhD.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA15094/15	Title of course: Purchase Management (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay written examination 70 % exam, 30 % individual work	
Teaching results: The course has 3 goals: to present strategic and operational aspects of the purchasing function and operational and practical decision making of companies in the area of purchasing and distribution logistics; illustrate the main issues in the field of Logistics and Purchasing; characterize the current situation and realities in the European logistics sector in the next few years. The course is primarily focused on the knowledge about management practices and procedure in purchasing. It offers explanations, which allow a better understanding and influence on purchasing and distribution logistics. Knowledge and understanding, After completing this module, students should be able to: apply the knowledge, skills and techniques in the field of purchasing management; students will be asked to demonstrate the use of specialized tools that allow them to develop skills for domestic and international employers.	
Indicative content: Practices and procedures for purchasing management and knowledge about strategic and operational benefits of the purchasing function.	
Support literature: DORIOU, D. Management des achats et de la Supply chain. Paris: Vuibert, 2010, 423 s. ISBN 9782711773992. BRUEL, O. Politique d'achat et gestion des approvisionnements. Paris : Dunod, 2008, 266 s. ISBN 9782100519705. CANONE, S., PETIT, Ph. La boîte à outils de l'acheteur. Paris: Dunod, 2010, 190 s. ISBN 9782100518203.	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses	

Total number of evaluated students: 33					
A	B	C	D	E	FX
60.61	27.27	6.06	6.06	0.0	0.0
Lecturer: prof. Ing. Jaroslav Kita, CSc.					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15095/15	Title of course: Distribution Management (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work; preliminary tests; credit; written examination. Active work in seminars 20 %; Essay 20 %; Final test 60 %.	
Teaching results: Subject expanding knowledge of the problems distribution policy decisions. It is dedicated to field of decision on parameters, criteria and methods used for establishing and managing distribution channel, the relationship between distributors and manufacturers, causes of conflict and the terms of cooperation in distribution channels, deciding the business form of distribution intermediaries and choice of location of distribution intermediaries. Knowledge and understanding: Students will acquire knowledge about the content and importance of distribution management to market consumer goods. Practical Skills: Students will acquire practical skills in managing sales staff and organizing their work. Competencies: Upon successful completion of this course, students will know the basic types of distribution policy and strategic goals, relationships in the distribution and evaluation methods of distribution channels.	
Indicative content: The basic types of distribution policy and strategic goals, relationships in the distribution and evaluation methods of distribution channels.	
Support literature: DIOUX, J. DUPUIS, M. La distribution – Stratégie des groupes et marketing des enseignes. Paris: Pearson Education, 2005, 540 s. ISBN 2744070785 CLIQUET, G. Management de la distribution. Paris: DUNOD, 2001, 340 s. ISBN 2100055518 HAMON, C. LÉZIN P. TOULLEC, A. Gestion et managment de la force de vente. Paris: DUNOD, 2001, 410 s. ISBN 2-10-0064347	
Language whose command is required to complete the course: French	
Notes:	

Assessment of courses

Total number of evaluated students: 23

A	B	C	D	E	FX
52.17	39.13	8.7	0.0	0.0	0.0

Lecturer: prof. Ing. Jaroslav Kita, CSc., doc. Ing. Pavol Kita, PhD.**Date of the latest change:** 20.02.2019**Approved by:** Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15099/15	Title of course: Management of Commercial Firms (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay written examination 100% exam 30% individual work	
Teaching results: Subject has two main goals: to present the strategic and operational benefits of trade marketing in trading companies as well as their operational and practical decision-making in the internet environment. Graduates will be able to communicate in the online environment with suppliers and customers of a trading company. Subject's main focus is on gaining knowledge about practices and procedures of modern approaches in fields of trade marketing and web marketing inside a trading company. It offers starting points which enable to better understand and influence the purchase and sales processes in trading companies in terms of mentioned approaches. Knowledge and understanding. After completing this module, students should be able to: apply knowledge, skills and techniques in the field of trade marketing and web marketing, students will be asked to demonstrate their capacity to use specialized tools that allow them to develop skills for national and international employers.	
Indicative content: Basic management and decision-making processes of the trading company in relation to employees, customers and suppliers as well as in the web-environment.	
Support literature: Lopes, C. 2011. Le guide du category management. Paris:Eyrolles, 2011, 348 s. ISBN978-2-212-54748-1. Jallai, J., Orsoni, J., Fady. J. 2002. Le marketing du commerce de détail. Paris: Vuibert, 2002, 418s. ISBN 2-7117-7616-6. Fétique, R., Faivre-Duboz, T., Lendrevie, A. 2011, 340 s. ISBN 978-2-1005-7184-0. Roukine, S. 2011. Réussir son marketing web. 2011, 361 s. ISBN 978-1- 0907-1300-0.	
Language whose command is required to complete the course: French	
Notes:	

Assessment of courses

Total number of evaluated students: 33

A	B	C	D	E	FX
66.67	12.12	18.18	0.0	3.03	0.0

Lecturer: Ing. Zuzana Okasová, PhD.**Date of the latest change:** 20.02.2019**Approved by:** Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15040/16	Title of course: Marketing (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: project preliminary tests written examination Seminars: 20 % of which: - activity on seminars: 4 %, - semester test result: 10 %, - interim verification of knowledge: 6 %. Result of the final written examination: 80 %	
Teaching results: Provide a comprehensive analysis of the enterprise's marketing activities, marketing environment, customer behavior in the consumer market and the market of factors of production, marketing tools. Knowledge and understanding: understand the issues of marketing, its importance, development and its implementation in specific terms, to understand the issues of the application of marketing principles and marketing plans in different areas of the consumer market and business to business market. Practical skills: the ability to apply marketing tools, with specific examples, critically evaluate the situation, find solutions to marketing problems on a tactical and strategic level. Competences: The ability to work with information - retrieve them, select them, analyze and synthesize them in order to create a marketing concept and be able to predict scenarios of further development.	
Indicative content: Theoretical principles of marketing. Marketing environment. Consumers' and organisations' buying behavior. Marketing information system and market research. Market planning. Market segmentation, target market selection and choice of the market position. Marketing mix – product, price, place, promotion. International marketing. Services marketing. Marketing today and its prospects.	
Support literature: KOTLER, P. – KELLER, K. L. – BRADY, M. – GOODMAN, M. – HANSEN, T. 2009. Marketing Management. Harlow: Person Education Limited, 2009. 889 s. ISBN 978-0-273-71856-7.	

KOTLER, P., KELLER, K., MANCEAU, D. Marketing Management. 14e édition. Pearson: Paris, 2012. 912 s. 978-2744076237.
Moinet, F. 2010. Vente directe&circuits courts. Paris: France Agricole, 2010, 404 s. ISBN 978-285557-174-4.

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 49

A	B	C	D	E	FX
69.39	28.57	0.0	0.0	2.04	0.0

Lecturer: doc. Ing. Pavol Kita, PhD.

Date of the latest change: 20.02.2019

Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15098/15	Title of course: Marketing Communications (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: project preliminary tests written examination Evaluation: activity at seminars 5%, mid-term test 20%, annotated bibliography 10%, case study 25%, presentation of case study 10%, final test 30%.	
Teaching results: To inform students about activities from all communication backgrounds and marketing communication, to inform students with communication mix and to teach them solve problems from marketing communication with creative and analogical thinking based on theory. Theoretical knowledge from all techniques of marketing communication. Individual work with scientific databases and ability of analysis and synthesis of information that will be presented and used for case study analysis. Creative thinking based on theory.	
Indicative content: Theoretical aspects of marketing communication and its techniques. Use of this information in jobs related to communication.	
Support literature: PELSMACKER, P. - GEUENS, M. - BERGH, J.V. 2003: Marketingová komunikace, edice Expert, 600 s. ISBN 80-247-0254-1. DECAUDIN, J.M.: La communication marketing. 2003 : Concepts, techniques, stratégies. 3e éd. Economica, 384 s. ISBN 2717846190 WESTPHALEN, M.H. 2004: Communicator : Le guide de la communication d'entreprise. 4e éd. Dunod, 446 s. ISBN 2100053582	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses Total number of evaluated students: 28	

A	B	C	D	E	FX
57.14	17.86	21.43	0.0	0.0	3.57
Lecturer: Ing. Patrícia Kollár					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15101/15	Title of course: Marketing Analyses (in French)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: project preliminary tests written examination Active work in seminars 20 %. Essay 20 % Final test 60 %.	
Teaching results: Subject expanding knowledge of problems marketing analysis. Is devoted to statistical analysis of marketing data relating to, for example, a new product, the choice of market positions, brands, and the like. Develops knowledge on methods and procedures analysis of statistical data, explain the relationship between variables in the context of marketing management. Knowledge and understanding: Students acquire knowledge about the content and scope of marketing analysis, marketing manager for the company based on the use of statistical methods. Practical Skills: Students will acquire practical skills in analyzing marketing data and marketing decisions. Competencies: Upon successful completion of this course, students will know the basic types of variables, their relationships, basic statistical methods necessary for the decision on the selection of market position, pricing, advertising, and the like. They will be able to use statistical methods and optimize marketing business venture.	
Indicative content: Application of statistical analysis of marketing data to specific situations.	
Support literature: FENNETEAU, H. - BIALÈS, C. Analyse statistique des donnés. Ellipses, 1993.191 s. ISBN 2-7298-9365-2 VERNETTE, É. - FILSER, M. - GIANNELLONI, J.L. Études marketing appliquées. DUNOD 2008. 441 s. ISBN 978-2-10-004766-6	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses	

Total number of evaluated students: 33

A	B	C	D	E	FX
84.85	12.12	3.03	0.0	0.0	0.0

Lecturer: doc. Ing. Pavol Kita, PhD.

Date of the latest change: 20.02.2019

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KMr OF/OOA15108/15		Title of course: Marketing Management (in French)			
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 1.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: project written examination Active work in lectures 20 %, essay 20 %, final test 60 %.					
Teaching results: Subject expanding knowledge of the problems of marketing management. It is dedicated to decide on parameters, criteria and methods used in a marketing management company. Knowledge and understanding: Students will acquire knowledge about the content and importance of marketing management company operating in the market of consumer goods. Practical Skills: Students will acquire practical skills in managing marketing activities, such as product planning, production rates, distribution channel management and marketing communications. Competencies: Upon successful completion of this course, students will know the basic types of decisions in the field of marketing management in the enterprise.					
Indicative content: The basic concepts of marketing management explaining the company orientation on the customer and the market.					
Support literature: KOTLER, P., KELLER, K, MANCEAU, D. Marketing Management. 14e édition. Pearson: Paris, 2012. 912 s. 978-2744076237					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 28					
A	B	C	D	E	FX
92.86	7.14	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Pavol Kita, PhD.					
Date of the latest change: 20.02.2019					

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská,
PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15092/15	Title of course: Buying and Selling (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work project written examination 80 % exam, 20 % individual work	
Teaching results: The goal of this course is to develop theoretical knowledge and provide practical methods of buying and selling in the B2B market. The course leads to the acquisition of new tools and methods of purchasing and sales, as well we accessing the customer and suppliers, this includes the basic concept and general methodology applied in purchasing and sales. It provides logical instructions, to develop a professional project that enables a better understanding of the specifics and context of purchasing and selling, as well as the role of the purchaser, serller and their relationships with the product managers – thus actively influence intraorganizational relationships customer – supplier. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and techniques; prepare, create and realize a project in the area of purchasing and sales; evaluate the role of purchasers, sellers and the product manager within certain business functions; formulate and substantiate findings to stakeholders.	
Indicative content: Theoretical and practical guides in the area of purchasing and sales, which will allow to understand the context and specifics of purchasing and sales, as well as the role of the purchaser, seller and their relationships to the product manager.	
Support literature: LAUFERON, F. Mieux acheter en entreprise. Paris. Afnor, 2008, 213 s. ISBN 9782124651054. MALAVAL, Ph: Marketing Business to business. Paris: Village Mondial, 2001, 562 s. ISBN 1842111796. MOULINIER, R. L'essentiel de la vente. Paris: Cheron, 2005, 189 s. ISBN 2702710662. KRATIROFF, H. Fonction: chef de produit marketing. Paris: Dunod, 2008, 357 s. ISBN 9782100514632.	
Language whose command is required to complete the course: French	
Notes:	

Assessment of courses

Total number of evaluated students: 26

A	B	C	D	E	FX
50.0	23.08	11.54	11.54	3.85	0.0

Lecturer: prof. Ing. Jaroslav Kita, CSc.**Date of the latest change:** 20.02.2019**Approved by:** Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KMr OF/OOA15106/15		Title of course: Informatics tools in customer relationships (in French)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: individual work written examination 70 % exam, 30 % students' presentations.					
Teaching results: Subject pursues objectives: to understand the concept and historical development of customer databases, use of specific programs, statistical usage of customer databases. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills, tools and IT tools in managing the relationships with customers, enabling them to develop skills for national and international employers.					
Indicative content: Theoretical and practical aspects of using the databases in favor of the development of customer service.					
Support literature: Peelen, E., Jallat, F., Stevens, E., Volle, P. 2005. Gestion de la relation client. Paris: Eyrolles, 2005, 465 s. ISBN 10-2744074098. Billon, D., Tardieu, J.-M. 2002. Les nouvelles techniques de mqrketing. Paris: Chiron Editeur, 2002, 188 s. ISBN 2-702707092. Browns, S. 2001. CRM. Paris:Village mondial, 2001, 363 s. ISBN 2-842111184.					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 21					
A	B	C	D	E	FX
90.48	0.0	0.0	9.52	0.0	0.0
Lecturer: Ing. Zuzana Okasová, PhD.					
Date of the latest change: 20.02.2019					

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská,
PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA15093/15	Title of course: Sales organization (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: In order to pass this course, you must: <ul style="list-style-type: none"> - achieve a composite mark of at least 51/100; and - make a satisfactory attempt at all assessment tasks placed by lecturers; and - attend lectures and tutorials; and - pass the final exam; 	
Teaching results: Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and techniques of the organization of sales force; students will be asked to demonstrate the use of specialized tools calculating the size of the sales team, evaluation and supervision of sales personnel, enabling them to develop skills for domestic and international employers.	
Indicative content: Managerial aspects of the organization of selling and the creation of a sales team. Development of management skills and the ability to motivate and lead a sales team.	
Support literature: DAYAN, A., ZEYL, A. BRASSIER, P. Management de la force de vente, Paris: Pearson 2011, 681 s. ISBN 2744074705. DUGAS, L., JOURDAN, B. La vente complexe. Paris: Dunod, 2003. 200 s. ISBN 978-2100070336. BLANC, M.A., Le GALL, M. P. Toute la fonction commerciale. Paris: Eyrolles 2012, 512 s. ISBN 2100489828.	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses Total number of evaluated students: 25	

A	B	C	D	E	FX
84.0	8.0	4.0	0.0	4.0	0.0
Lecturer: Ing. Zuzana Okasová, PhD.					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA15105/15	Title of course: Direct and indirect sales (in French)
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay written examination 70 % exam, 30 % student presentations.	
Teaching results: Subject pursues the objectives: to understand the structure of distribution channels, the state of relations between distributors and manufacturers and their development, performance measurement tools to handle direct and indirect sales. The main part of the course is devoted to case studies from the field of typology distribution channels. Knowledge and understanding. After graduating this module, students should be able to: apply the knowledge, skills and approaches to the selection of distribution channels, enabling them to develop skills for national and international employers.	
Indicative content: Structure of direct and indirect distribution channels and their specifications.	
Support literature: Moinet, F. 2010. Vente directe&circuits courts. Paris: France Agricole, 2010, 404 s. ISBN 978-285557-174-4. Dioux, J., Dupuis, M. 2005. La distribution – stratégies des groupes et marketing des enseignes. Paris: Pearson Education, 2005, 526 s. ISBN 2-10050672-2-526. Desmet, P. 2001. Marketing direct.concepts et méthodes, 2001, 376 s. ISBN 979-2-1000-7395-5. Vernet, E. 2008. L'essentiel du marketing – marketing fondamental, 2008, 384 s. ISBN 221-2-54148-1.	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses Total number of evaluated students: 21	

A	B	C	D	E	FX
47.62	28.57	19.05	0.0	4.76	0.0
Lecturer: Ing. Patrícia Kollár					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KM OF/OOA15127/16		Title of course: Consumer Behaviour (in French)			
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 1.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: individual work written examination 70% exam, 30% students' presentations.					
Teaching results: The course has two objectives: to identify the basic components of consumer buying behavior, analyze the factors, criteria and decision-making rules. The main part of the course is devoted to the process and the model of purchasing decision making with regards to their use in marketing. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and techniques to identify characteristics of consumer behavior; students will be asked to demonstrate the use of techniques for identifying consumer decision making, enabling them to develop skills for domestic and international employers.					
Indicative content: Concepts and theories enabling a better understanding and to explain consumer behavior.					
Support literature: DARPY, D. 2012. Comportements du consommateur. Paris: Dunod, 2012, 372 s. ISBN 987-2-10-057724. VOLLE, P., DARPY, D. 2007. Comportements du consommateurs, 2007, 370 s. ISBN 978-2-10-049807-9. BRÉE, J. 2012. Le comportement du consommateur. Paris: Dunod, 2012, 128s. ISBN 978-2-10-058525-0.					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 28					
A	B	C	D	E	FX
21.43	32.14	35.71	10.71	0.0	0.0
Lecturer: prof. Ing. Jaroslav Kita, CSc.					
Date of the latest change: 20.02.2019					

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská,
PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15091/15	Title of course: Strategic marketing (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: project preliminary tests written examination Partial semester test 7 %. Final semester test 7 %. Project development and presentation 6 %. Final written exam 80 %.	
Teaching results: To understand the application of strategic marketing instruments, to identify the criteria of competitive – customer – market strategy, to propose appropriate marketing strategy, to apply the portfolio method in marketing strategy development, to choose the appropriate strategy for foreign market entry. Knowledge and understanding: the ability to use and critically analyse, evaluate and synthesize the instruments of strategic analysis (marketing audit, SWOT analysis, branche analysis),; ability to explain the process of tactical and strategic marketing plan development process; ability to evaluate on the preconditions for marketing strategy implementation. Practical skills: ability to apply instruments of strategic marketing in business environment, ability to arrive at strategic decisions and propose solutions of marketing problems on the tactical and strategic level, ability to propose marketing strategy, critically evaluate alternative strategies, Competences: ability to search for and analyse information for strategy creation.	
Indicative content: The tools and the process of strategic marketing analysis. Typology of growth strategies, marketing strategies, market share strategies. The influence of competition on strategy development. The process of tactical marketing plan and marketing strategy. Specifics of international marketing strategy creation. The processes of marketing strategy implementation and strategy control.	
Support literature:	
Language whose command is required to complete the course: French	
Notes:	

Assessment of courses

Total number of evaluated students: 57

A	B	C	D	E	FX
19.3	42.11	29.82	7.02	0.0	1.75

Lecturer: prof. Ing. Jaroslav Kita, CSc., Ing. Patrícia Kollár**Date of the latest change:** 20.02.2019**Approved by:**

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMEVaHD FMV/ VVA15056/16	Title of course: International Economic Relations (in French)
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: Upon completion of the course students will understand the subjects within the world economy and the relationships between them. They will know the basic development stages of international trade, the basic concepts of access to it, the foreign trade policy of the state as well as the effects of the international movement of production factors on individual economies. Knowledge, skills and competencies in the analysis of international economic relations, their history, current status and potential future.	
Indicative content: 1. International Labor Division 2. World Trade 3. Foreign trade policy 4. WTO 5. International movement of capital 6. International labor movement 7. Ecology 8. Oil in the world economy	
Support literature: Medzinárodné hospodárske vzťahy / Ľudmila Lipková a kolektív. - Bratislava : Sprint dva, 2011. - 433 s. [27,67 AH] [27,67 AH] : diagr., grafy, sch., tab. - (Economics). - ISBN 978-80-89393-37-4.	
Language whose command is required to complete the course: french	
Notes:	
Assessment of courses Total number of evaluated students: 46	

A	B	C	D	E	FX
41.3	21.74	10.87	8.7	13.04	4.35
Lecturer: Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.					
Date of the latest change: 12.02.2019					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMEVaHD FMV/ OVA15215/16	Title of course: The Market of the European Union (in French)
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: To teach the students to analyze the current state, possibilities and trends of the integration process in the EU.	
Indicative content: 1. Establishment and development of the European Communities. 2. The crisis of the European Communities and its overcoming. 3. The transition from the European Communities to the European Union. 4. Development and enlargement of the European Union. 5. Building the single market. 6. Economic Single Market Liberties 7. Common commercial policy. 8. Historical development of the common agricultural policy. 9. Common agricultural policy at present. 10. Regional Policy 11. Development of European Monetary Integration. 12. The introduction of the single currency, economic and monetary union. 13. Financing of the European Union.	
Support literature: LIPKOVÁ, Ľ. et al. (2011): Európska únia. Bratislava: Sprint dva. ISBN 978-80-89393-33-6. Fiala, P.; Pitrová, M.: Evropská unie. Brno, 2009. ISBN 978-80-7325-180-2	
Language whose command is required to complete the course: french	
Notes:	
Assessment of courses Total number of evaluated students: 27	

A	B	C	D	E	FX
48.15	33.33	7.41	11.11	0.0	0.0
Lecturer: Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.					
Date of the latest change: 12.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of International Relations					
Course code: KMPV FMV/ OV15001/18		Title of course: Active Sales (in French)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 5					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Lecturer: PhDr. Rudolf Kucharčík, PhD., Ing. Andrej Přívara, PhD.					
Date of the latest change: 12.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KRASJ FAJ/ MVJJ615110B/17	Title of course: CJ 2 - Realie francúzsky hovoriacich krajín a Slovenska I. (19) C2
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: active participation individual work preliminary test written examination Activity at seminars – 20% Individual work – 20% Presentation of a project – 20% The result of a written exam – 40%	
Teaching results: The main educational outcomes of the subject are: to achieve the competence to use the specialized language of the given area; to comprehend longer and more difficult specialized texts in the given area; to be able to summarize information from different written and spoken sources; to be able to use language skills for a variety of professional and research goals in the given area; to be able to recognize and produce various genres; to be able to express oneself fluently, in detail, using appropriate vocabulary, and, all in all, to gain basic factual and language skills for intercultural competence in the given language area.	
Indicative content: The goal of the subject is to present basic characteristics, the historical and cultural development, the administrative, political, social security, educational and legal systems, the economy, the way of life, customs and traditions, gastronomy, the natural beauty of the country and the national cultural heritage by using a contrastive approach with Slovak studies.	
Support literature:	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses Total number of evaluated students: 33	

A	B	C	D	E	FX
18.18	27.27	30.3	12.12	12.12	0.0
Lecturer: Mgr. Andrea Tureková, PhD.					
Date of the latest change: 05.03.2019					
Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KIK FAJ/ KIKJJ315310B/15	Title of course: Business Negotiations in French I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Active participation in seminars – 10% Project – 30% Preliminary test – 20% Combined exam – 40%	
Teaching results: Is able to apply specific lexis of business negotiations in all its phases Becoming able to select appropriate phrase from the repertory of strategies, tactics and techniques of business negotiations Can juxtapose and compare own and the target culture Becoming able to overcome stereotypical relations Conducting intercultural business negotiations in the complexity of its phases Gain fluent and effective command of foreign language, being able to use it professionally	
Indicative content: Types of communication and a specific place of business negotiations among them. Complexity of business negotiations in their individual phases. Basic strategies, tactics and techniques of successful achieving of goals. Factors causing occurrence of problems and possibilities of dealing with them. Intercultural aspect of business negotiations, cultural standards, Critical Incidents. Acquiring specific vocabulary related to the subject-matter of negotiations. Practising of various types of business negotiations. Evaluation criteria for assessing the level of language, content and professional expertise in business negotiations.	
Support literature:	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses	

Total number of evaluated students: 47

A	B	C	D	E	FX
46.81	31.91	2.13	10.64	8.51	0.0

Lecturer: PaedDr. Eva Stradiotová, PhD., doc. PhDr. Ladislav Lapšanský, CSc.

Date of the latest change: 06.03.2019

Approved by: Guaranteeprof. PhDr. Lívia Adamcová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KIK FAJ/ KIKJJ315330B/15		Title of course: Selected Chapters from the History of French Literature			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 5.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 47					
A	B	C	D	E	FX
19.15	19.15	19.15	21.28	21.28	0.0
Lecturer: Mgr. Andrea Tureková, PhD.					
Date of the latest change: 06.03.2019					
Approved by: Guaranteeprof. PhDr. Lívia Adamcová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KIK FAJ/JJ315290B/16		Title of course: Area and Intercultural Studies in French I.			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 3.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course: Active participation in class discussions – 20% Project and its presentation – 20% Final written exam – 60%					
Teaching results: Mastering basic terminology in theories of culture and communication. Being able to identify core characteristics of a culture, communication process and its actors. Being able to analyse and assess particular communicative situations in an intercultural context. Development of cultural sensitivity based on real life examples.					
Indicative content: 1. Communication: definitions, structure of communication 2. Culture and intercultural Intercultural communication					
Support literature:					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 34					
A	B	C	D	E	FX
14.71	38.24	20.59	8.82	17.65	0.0
Lecturer: Mgr. Andrea Tureková, PhD.					
Date of the latest change: 06.03.2019					
Approved by: Guaranteeprof. PhDr. Lívia Adamcová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KVSaRR NHF/ NNG15802/16	Title of course: Verejná politika (v nemeckom jazyku)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work project written examination 100% Work: <ul style="list-style-type: none"> • 20% project in the range of 3500-4000 words - value of outputs, a), b), c), d) • 80% exam - 2 hours at the end of the term evaluates the a), c), d) 	
Teaching results: The aim is: <ul style="list-style-type: none"> - To provide students with basic knowledge of public policy-making and governance - Explain the character of public policies, linkages and relationships of actors in the policy area - To allow to understand the complexity of these relationships - To allow to understand the holistic approach to "governance" and corporate governance. After completing the course students will be able to: a) apply theoretical knowledge and critically analyze the policy-making process b) approach the to the design of public policies in creative way based on the needs of the community / society c) evaluate the costs and benefits of implemented policies for the community / society d) evaluate, compare and adapt particular public policies to increase their efficiency	
Indicative content: The course is focused on the theoretical as well as practical aspects of public policy. Attention is paid to public policy as a scientific area, a key approach to the study of public policy as a political process, and the nature and relationship of three primary regulators of the society, the role of the state, public administration and management as well as instrument of public policy, public policy evaluation and budget making . It also focuses on specific problems of particular policies, the importance and role of ethics in public policy.	
Support literature:	
Language whose command is required to complete the course:	
Notes:	

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Mgr. Tomáš Černěnko, PhD.**Date of the latest change:** 10.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martinová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přívarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KVSaRR NHF/ NNG15800/16	Title of course: Verejná správa 1 (v nemeckom jazyku)
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1., 3., 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: written examination 100% of work contains: <ul style="list-style-type: none"> • 20% test - 45 minutes in 7th week of the semester – evaluate output B) • 80 % final exam - 2 hours at the end of the semester evaluate outputs A),B), C), D) 	
Teaching results: Acquire knowledge about historical implications of public administration development in the context of modern state requirements and its organizational structure - Enable student to understand the changes in Slovak Republic public administration as the social environment changing process of 21st century - Understand the nature and position of the citizen in governance a) Ability to analyze internal and external conditions inducing reform processes in public administration b) Ability to distinguish concepts of public administration and critically interpret basic characteristic of the concepts c) Ability to apply knowledge of SR public administration system in the context of European administrative space d) Ability to critically evaluate citizen participation in the system of public administration	
Indicative content: The course provides knowledge oriented at the theoretical framework of public administration since ancient China and Greece till modern theory of public administration, governance, criteria, system typology, describes the position of modern public administration in modern European state, administrative and managerial methods, organizational and decentralization theory, bureaucracy and institutional theory. Simultaneously provide knowledge about development, reform and system of public administration in Slovak Republic.	
Support literature:	
Language whose command is required to complete the course:	
Notes:	

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Mgr. Tomáš Černěnko, PhD.**Date of the latest change:** 10.02.2019

Approved by: Co-guarantee Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčík Co-guarantee prof. Ing. Anna Majtánová, PhD. Co-guaranteedoc. Ing. Marta Martinčová, CSc. Co-guarantee prof. Ing. Eva Muchová, PhD. Co-guaranteedoc. Ing. Erika Neubauerová, PhD. Co-guarantee prof. Ing. Magdaléna Přívarová, CSc. Co-guarantee prof. Ing. Eva Rievajová, PhD. Co-guaranteedoc. Ing. Daniela Tkáčová, CSc. Co-guaranteedoc. RNDr. Viera Vlčková, CSc. Co-guarantee prof. Ing. Elena Žárska, CSc. Guaranteedoc. PhDr. Mária Antalová, PhD. Guaranteedoc. Ing. Erika Pastoráková, PhD. Guaranteedoc. Ing. Veronika Piovarčiová, PhD. Guaranteedoc. Ing. Štefan Rehák, PhD. Guaranteedoc. Ing. Mária Tokárová, PhD. Guaranteedoc. Ing. Alena Zubařová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava							
Faculty: Faculty of National Economy							
Course code: KP NHF/NNH15014/15		Title of course: Cvičná firma (v nemeckom jazyku)					
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present							
Number of credits: 3							
Recommended semester/trimester of study: 3.							
Degree of study: I., N							
Prerequisites:							
Requirements to complete the course: individual work, written essay, project combined examination Activity in seminars and exercises, participation in the Training Firms Fair – 30 % Presentation and defence of partial outputs – 30 % Presentation and defence of the business plan – 40 %							
Teaching results: Students will acquire basic skills in developing a business plan and will be able to defend a business plan. Students will apply the knowledge acquired in other economic courses in the preparation and compilation of a business plan. Students will gain practical skills in searching business opportunities and processing business plan into written form.							
Indicative content: Business education – simulation of business project, establishment of business, personal, business, marketing, financial and fiscal processes at the workplace of a training firm, presentation of business project.							
Support literature:							
Language whose command is required to complete the course: German							
Notes:							
Assessment of courses Total number of evaluated students: 3							
A	B	C	D	E	FX	np	p
0.0	33.33	0.0	0.0	33.33	33.33	0.0	0.0
Lecturer: doc. Ing. Ľudmila Velichová, PhD.							
Date of the latest change: 05.02.2019							

Approved by: Co-guarantee Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik Co-guarantee prof. Ing. Anna Majtánová, PhD. Co-guarantee doc. Ing. Marta Martincová, CSc. Co-guarantee prof. Ing. Eva Muchová, PhD. Co-guarantee doc. Ing. Erika Neubauerová, PhD. Co-guarantee prof. Ing. Magdaléna Přívarová, CSc. Co-guarantee prof. Ing. Eva Rievajová, PhD. Co-guarantee doc. Ing. Daniela Tkáčová, CSc. Co-guarantee doc. RNDr. Viera Vlčková, CSc. Co-guarantee prof. Ing. Elena Žárska, CSc. Guaranteed doc. PhDr. Mária Antalová, PhD. Guaranteed prof. Ing. Erika Pastoráková, PhD. Guaranteed doc. Ing. Veronika Piovarčiová, PhD. Guaranteed doc. Ing. Štefan Rehák, PhD. Guaranteed doc. Ing. Mária Tokárová, PhD. Guaranteed doc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/IOB15012/16	Title of course: International Marketing (in German)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: 10 % Case studies; 20 % Project; 10 % Presentation of projects. Total for a seminar: 40 %; Final examination: 60 %; Total: 100 %.	
Teaching results: This course is designed to provide students with an understanding of the decision variables an international marketing manager may use in developing and implementing marketing decisions. International marketing topics covered in this course include the international marketing environment analysis, or the logic of adaptation versus standardisation of international marketing strategy. The course provides students with an understanding of the international marketing plans and with opportunities for their practical implementation in the international marketing programme. This course seeks to develop students 'abilities to critically analyse and discuss their opinions, as well as making a presentation.	
Indicative content: - To increase the interest of students in international business and marketing with the aim of acquiring the necessary knowledge for future effective involvement in decision-making and the entrepreneurial sphere. - To familiarise students with international marketing strategies on the market within the framework of global competitiveness, to assist understanding of dimensions of decision-making and problem solving in marketing.	
Support literature: ANDERIE, L. R. 2010. Eintrittsformen und Marketingstrategien von Unternehmen aus wirtschaftlich hoch entwickelten Ländern in transformierenden Ländermärkten. Hamburg: VERLAG DR. KOVAČ, 2010. 192 s. ISBN 978-3-8300-5333-0. BERNDT, R.- FANTAPIÉ- SANDER, R. 2010. Internationales Marketing-Management. Springer. ISBN: 978-3-642-12690-1. BACKHAUS, K. - VOETH, M. 2010. Internationales Marketing. Stuttgart: Schäffer-Pöschel Verlag für Wirtschaft.. ISBN 978-7910-2652-7.	

CATEORA, P. - GILLY, M. - GRAHAM, J. 2017: International Marketing. McGraw-Hill . ISBN 978-0077842161.

CHANAY, L. - MARTIN, J. 2013. Intercultural Business Communication. New Jersey: Prentice Hall. ISBN 978-0132971270.

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 32

A	B	C	D	E	FX
46.88	18.75	15.63	18.75	0.0	0.0

Lecturer: doc. Ing. Ľuboš Pavelka, PhD., RNDr. Janka Pásztorová, PhD.

Date of the latest change: 20.02.2019

Approved by: Co-guaranteeDr.h.c.prof. Ralf Michael Ebeling

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KSaCR OF/ OOC15048/16		Title of course: Marketing Management of Tourist Destinations (in German)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study:					
Degree of study: N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 11					
A	B	C	D	E	FX
72.73	18.18	9.09	0.0	0.0	0.0
Lecturer: doc. Ing. Anna Micháľková, PhD.					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Viera Kubičková, PhD.Co-guaranteedoc. Ing. Anna Micháľková, PhD.Guaranteeprof. JUDr. Ľudmila Novacká, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KSaCR OF/ OOC15007/17		Title of course: Case Studies in Tourism (in German)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 5.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 17					
A	B	C	D	E	FX
58.82	41.18	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Anna Micháľková, PhD.					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Dana Benešová, PhD.Co-guaranteedoc. Ing. Viera Kubičková, PhD.Guaranteedoc. Ing. Anna Micháľková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Economic Informatics					
Course code: KÚA FHI/IE15141/17		Title of course: Základy účtovníctva (v nemeckom jazyku)			
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 1., 5.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Mgr. Renáta Antalová, PhD.					
Date of the latest change: 04.03.2019					
Approved by: Guaranteedoc. Ing. Katarína Máziková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC15001/17	Title of course: International Tourism (in Russian)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: project written examination Evaluation of individual activity of the student during the seminars – 10 %, presentation of the project - 20 % , evaluation by colleagues – 10 %. Final written exam: test and quantitative evaluation – 60 %	
Teaching results: To educate the students for the international tourism market. The student is able to act and to operate in the area of international tourism. Student obtains professional review about the international tourism market. The knowledge about specifics of competitiveness, about FDI and about the tourism market in the EU, creates the basic preconditions for mentioned aim.	
Indicative content: Travel and tourism and international market. Criteria of performance and results of travel and tourism in international market, Economic conditions for development of international tourism in the global framework and in the selected world tourist destinations. Travel and tourism in the EU. Special programmes of tourism development in the EU.	
Support literature: NOVACKÁ, Ľudmila. Cestovný ruch a Európska únia. Bratislava : Sprint dva, 2010. 121 s. [9,75 AH]. Economics. ISBN 978-80-89393-26-8. NOVACKÁ, Ľudmila. Cestovný ruch, udržateľnosť a zodpovednosť na medzinárodnom trhu. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2013. 145 s. [8 AH]. Join research 5608/1477. ISBN 978-80-225-3475-8. The Travel and Tourism Competitiveness, World Economic Forum, Davos FDI report Global code of Ethics – UN WTO Magazine BAROMETER UN WTO UN WTO website, European Commission	

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: prof. JUDr. Ľudmila Novacká, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC15003/17	Title of course: Social and managerial Skills Training (in Russian)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: project, continuous tests, project presentation, oral exam, written exam. Exercises, seminars, consultations - 80%, of which: - Activity - 40%, - project preparation and presentation - 40%. Written test 20%.	
Teaching results: After passing this course students will have knowledge about managing people, communication in an organization, communication with clients and about personal development. The students will gain practical knowledge and abilities: - The ability of effective communication - principles of assertive communication and feedback; - The ability to use methods of effective learning . Time management. Psycho hygiene. Competences: - Self – management and development of personality. - Cooperation and management of employees. - Ability to communicate with clients.	
Indicative content: The nature and contence of management and requirements on manager. Learning organization as management and learning method. Specifics of management in services. Inter-action of service provider and customer and it's influence on final quality of the service. Requirements on social competences of employees in services. Personality and personal development. Effective communication.	
Support literature: Basic literature: ANTALOVÁ, M. – CHINORACKÁ, A. – PŘÍVARA, A.(2013). Ľudské zdroje a personálny manažment. Bratislava: EKONÓM, 2013. 328 s. ISBN 978-80-225-3742-1.	

JAROŠOVÁ, E.-KOMÁRKOVÁ, R.-PAUKNEROVÁ, D.-PAVLICA, K. (2005). Trénink sociálních a manažerských dovedností. 2. rozšířené vydání. Praha: MANAGEMENT PRESS, 2005. ISBN 80-7261-135-6.

Recommended literature:

ARMSTRONG, M. (2010). Řízení lidských zdrojů. Nejnovější trendy a postupy. 10. vydání. Praha: GRADA Publishing, 2007. ISBN 978-80-247-1407-3.

BODE, E., PEREZ VILLAR, L. (2017). Creativity, education or what? On the measurement of regional human capital. Papers in Regional Science. [online]. 2017, 96, 51–67. [cit. 10.3.2019]. Dostupné z : doi: 10.1111/pirs.12180.

JAY, R., TEMPLAR, R. (2006). Velká kniha manažerských dovedností. 1. Vydanie Praha: Grada Publishing, 2006. 514 s. ISBN 80-247-1279-2.

LUKNIČ, A.S. (2008). Manažment Kreativity a inovácií. Bratislava: Vydavateľstvo Univerzity Komenského 2008. 206 s. ISBN 978-80-223-2452-6.

KLOUDOVÁ, J. a kol. 2010. Kreativní ekonomika: trendy, výzvy, příležitosti. 1. Vydanie Praha: Grada Publishing. 224 s. ISBN 978-80-247-3608-2.

LUCAS, R.W.(2003). The creative training idea book : inspired tips and techniques for engaging and effective learning. AMACOM, 2003. 480 s. ISBN-13: 978-0814474655.

PROVAZNÍK, V. a kol.(2002). Psychologie pro ekonomy. GRADA Praha, 2002. 228 s. ISBN 8024704704706. 8.

ROBBINS, S. P., JUDGE, T. A. (2016). Essentials of Organizational Behavior. England; Pearson; 384 p.

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Viola Šuterová, PhD., Ing. Anna Veszprémi Sirotková, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of International Relations					
Course code: KMP FMV/VVC15057/17		Title of course: International Economic Law II.			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study:					
Degree of study: N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: doc. JUDr. Ing. Katarína Brocková, PhD.					
Date of the latest change: 12.02.2019					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KRASJ FAJ/ MVJJ615720B/15	Title of course: FL 2 - Russian-speaking Countries and Slovak Studies I. (19)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20% Individual work – 20% Presentation of a project – 20% The result of a written exam – 40%	
Teaching results: The main educational outcomes of the subject are: to achieve the competence to use the specialized language of the given area; to comprehend longer and more difficult specialized texts in the given area; to be able to summarize information from different written and spoken sources; to be able to use language skills for a variety of professional and research goals in the given area; to be able to recognize and produce various genres; to be able to express oneself fluently, in detail, using appropriate vocabulary, and, all in all, to gain basic factual and language skills for intercultural competence in the given language area.	
Indicative content: The goal of the subject is to present basic characteristics, the historical and cultural development, the administrative, political, social security, educational and legal systems, the economy, the way of life, customs and traditions, gastronomy, the natural beauty of the country and the national cultural heritage by using a contrastive approach with Slovak studies.	
Support literature: Koreňkov, A. – Koreňkovová, T. – Strelková K.: Reálie rusky hovoriacich krajín, Ekonóm 2006 Fozikoš, A. – Reiterová T.: Reálie rusky mluvících zemí, FRAUS, Plzeň 1998 Pavlásková, A. – Baryšnikovová, J.: Rusko-slovenský dialóg, UK, Bratislava 2003	
Language whose command is required to complete the course: Russian	
Notes:	
Assessment of courses Total number of evaluated students: 21	

A	B	C	D	E	FX
33.33	23.81	28.57	14.29	0.0	0.0
Lecturer: doc. Mgr. Irina Dulebová, PhD.					
Date of the latest change: 05.03.2019					
Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KRASJ FAJ/ MVJJ615640B/15		Title of course: FL 2 - Spanish-speaking Countries and Slovak Studies I. (19)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 1					
Recommended semester/trimester of study: 5.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 25					
A	B	C	D	E	FX
8.0	8.0	44.0	24.0	16.0	0.0
Lecturer: Mgr. Iveta Maarová, PhD.					
Date of the latest change: 05.03.2019					
Approved by: Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KIK FAJ/JJ315270M/15		Title of course: Discussion Forum in Spanish I.			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature: López Llebot, María Rosa. Hablemos en clase. Madrid : Edinumen, 2008. Aktuálna tlač v slovenskom a španielskom jazyku, internet					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 32					
A	B	C	D	E	FX
59.38	15.63	18.75	6.25	0.0	0.0
Lecturer: Ing. Allan Jose Sequeira Lopez					
Date of the latest change: 06.03.2019					
Approved by: Guaranteeprof. PhDr. Livia Adamcová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KRASJ FAJ/ MVJJ615106B/17	Title of course: CJ 1 - Rokovania v španielskom jazyku I. (21) C2
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: active participation individual work preliminary test written examination Activity at seminars – 20 % Individual work – 20 % The result of final written test – 60 %	
Teaching results: Ability to negotiate adequately in business situations. Managing application of theoretical knowledge in practical situations.	
Indicative content: 1. Introduction to negotiation 2. Introductory contacts with business partner, presentation of the firm, product presentation 3. Business meeting, agenda, process 4. Negotiation on contractual conditions 5. Case study 6. Business Contract	
Support literature: Obligatory: selected chapters from: Mlýnková, L. - Macíková, O.: Obchodní španělština, Brno, CP Books, 2005 Recommended: Ponti, F: Los caminos de la negociación, Barcelona, verticales de bolsillo, 2008 Prost, G. - Noriega Fernández, A.: Al día curso superior de español para los negocios, Madrid, SGEL, 2009	
Language whose command is required to complete the course: Spanish	
Notes:	

Assessment of courses

Total number of evaluated students: 6

A	B	C	D	E	FX
0.0	16.67	16.67	16.67	33.33	16.67

Lecturer: Mgr. Diana Patricia Varela Cano, PhD.**Date of the latest change:** 05.03.2019**Approved by:** Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KRASJ FAJ/ JJ615110M/15		Title of course: Legal Spanish I.			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 1.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: active participation individual work preliminary test written examination Activity at seminars – 20% Individual homeworks – 20% The result of a written exam – 60%					
Teaching results:					
Indicative content:					
Support literature: Obligatory: Carbó Marro, Carme – Mora Sánchez, Miguel Ángel. De Ley. Manual de Español jurídico. Madrid : SGEL, 2012. Recommended: Cuquerella Jiménez-Díaz, Ana. Español jurídico para extranjeros. La Coruña : Netbiblo, s.l., 2011.					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 41					
A	B	C	D	E	FX
39.02	43.9	9.76	4.88	0.0	2.44
Lecturer: doc. Mgr. Mária Spišiaková, PhD.					
Date of the latest change: 05.03.2019					

Approved by: Guaranteeprof. PhDr. Livia Adamcová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KRASJ FAJ/ JJ615001M/17		Title of course: Selected Chapters from Spanish Literature II.			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 14					
A	B	C	D	E	FX
7.14	35.71	57.14	0.0	0.0	0.0
Lecturer: Mgr. Soňa Tužinská, PhD.					
Date of the latest change: 05.03.2019					
Approved by: Guaranteeprof. PhDr. Lívia Adamcová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KIK FAJ/JJ315250M/15		Title of course: Area Studies in Spanish II.			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 3.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature: Carrasco Montero, J., Lourdes Solé Bernardino: Reálie španielsky hovoriacich krajín, Fraus, Bratislava 1999 Quesada S., Tamames R.: Imágenes de España, Madrid, Edelsa, 2001 Quesada S.: España. Siglo XXI, Madrid, Edelsa, 2004 Quesada S.: Imágenes de América Latina, Madrid, Edelsa, 2002 Carlos Fuentes, El espejo enterrado, (Santillana, S.A. (Alfaguara), 1992					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 32					
A	B	C	D	E	FX
93.75	6.25	0.0	0.0	0.0	0.0
Lecturer: Mgr. Iveta Maarová, PhD., Mgr. Sofia Tužinská, PhD.					
Date of the latest change: 06.03.2019					
Approved by: Guaranteeprof. PhDr. Livia Adamcová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15030/16	Title of course: Finance of Self-government Units
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work project preliminary tests combined examination	
Teaching results: <ul style="list-style-type: none"> • demonstrate expertise in the field of public administration and local self-government, from a theoretical as well as practical aspects; • practical skills focus on tax - transfer mechanism and collection of taxes and their use in the budgets of local authorities; • understanding of local taxes and fees in relation to current trends in the European Union; • after completing the course the student has knowledge about the functioning of the financial system of local self-governments in Slovakia and conditions of the European Union. 1. Knowledge and understanding: <ul style="list-style-type: none"> • understand the tax - transfer mechanism in terms of Slovakia and in the conditions of the EU countries; to formulate and critically evaluate current problems; • acquire knowledge of the formation of the public administration of the European Union countries; • understand the financial system of local self-governments in the current globalization process; 2. Practical skills: <ul style="list-style-type: none"> • to pick and choose the appropriate form of redistribution of centrally collected taxes and apply it to the Slovak tax system with emphasis on new trends; • evaluate and interpret financial impact on economic performance, demonstrate creativity; • to be able to justify and argue the need for the introduction of new types of local taxes and local taxes; • demonstrate a working efficiency and professionalism in teams to solve the tasks set. 	
Indicative content: The goal is to acquire knowledge related to the status of local authorities' finances in the system of public finances, the essence of funding local authorities focusing on the individual components of the financial system of self-governing territorial unit's budgets relations and regional and local authorities to other aspects of public budgets.	
Support literature:	

NEUBAUEROVÁ, E., BRINDZOVÁ, Z.: Financie územnosprávnych celkov : aplikačné - 1. vyd. - Bratislava : Vydavateľstvo EKONÓM, 2016. - 173 s. [8,8 AH] [8,8 AH] : ISBN 978-80-225-4240-1

NEUBAUEROVÁ, E. a kol.: Financie územnosprávnych celkov – praktikum. Bratislava: Ekonóm, 2009. ISBN 978-80-225-2690-6

NEUBAUEROVÁ, E. a kol.: Financie územnosprávnych celkov. Bratislava: Ekonóm, 2006. ISBN 80-88-987-5

NEUBAUEROVÁ, E.: Finančné aspekty decentralizácie verejnej správy. Bratislava: Ekonóm, 2003

Legislative regulations in force and laws on the financial system of public administration. Relevant EU Directives and Regulations.

Language whose command is required to complete the course:

Slovak

English

Notes:

Assessment of courses

Total number of evaluated students: 15

A	B	C	D	E	FX	np	p
13.33	26.67	26.67	20.0	13.33	0.0	0.0	0.0

Lecturer: doc. Ing. Erika Neubauerová, PhD.

Date of the latest change: 11.02.2019

Approved by: Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KET NHF/NNE1591/15	Title of course: Macroeconomics 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work written essay preliminary tests other (specify): vypracovanie a prezentácia seminárnej práce written examination Elaboration case studies, tasks and activity in seminars 10% Elaboration and presentation of seminary work 10% Results semester test 10% Written tests of quantitative and graphical tasks 10% Result of final written exam 60%	
Teaching results: Based on the theoretical knowledge of the contents of this course students will be able to systematize the knowledge of macroeconomics in relation to another subjects of economic policy, public finance, social policy and public administration. On the basis of relevant macroeconomic data students will be able to evaluate by using empirical and quantitative approaches basic macroeconomic phenomena, processes and connection. Students will gain the ability to think abstractly, analytically and economically and use macroeconomic views and opinions. They also get the ability to search, process, analyze and evaluate macro-economic developments and macroeconomic information from different sources (OECD, World Bank, IMF, Eurostat and others) and the findings applied in practical situations.	
Indicative content: Theoretical background macroeconomics. Macroeconomic indicators. Basic models of aggregate demand and aggregate supply. Macroeconomic equilibrium models and theories of economic imbalances. Theory of distribution, consumption and savings. Determinants and subdeterminants consumption and savings. Macroeconomic equilibrium in a closed economy. IS-LM model. Performance of the economy and economic growth. Theory of economic growth. Money. The mechanism of money creation. Money market. Theory of money. Theoretical and practical problems of inflation. Theoretical approaches to unemployment. Correlation of inflation and unemployment. Fiscal policy. Monetary policy. Capital market theory. Effect of foreign economic relations at the national economy.	

Support literature:

Základná:

1. LISÝ, J. a kolektív: Ekonomický rast a ekonomický cyklus. Teoretické a praktické problémy. Bratislava : IURA Edition, 2011.
2. DUJAVA, D. - LISÝ, J. - PŘÍVAROVÁ, M.: Makroekonomická rovnováha a nerovnováha : teoretické a praktické problémy. Bratislava : Iura Edition, člen skupiny Wolters Kluwer, 2013. 207 s.
3. GONDA, V.: Makroekonómia 2. Peniaze a monetárne teórie. Bratislava : IURA Edition, 2005.
4. PIOVARČIOVÁ, V.: Makroekonómia 5. Teória kapitálového trhu, Bratislava : IURA Edition, 2004.
5. MARTINCOVÁ, M.: Makroekonómia 7. Nezamestnanosť ako makroek. problém, Bratislava : IURA Ed., 2005.
6. ROZBORILOVÁ, D.: Makroekonómia 8. Teória spotreby a úspor investícií a vlád. výdavkov, IURA Ed., 2005.
7. MUCHOVÁ, E. Makroekonómia 9. Makroekonómia otvorenej ekonomiky. Bratislava : IURA Edition, 2005.

Odporúčaná:

1. DORNBUSCH, R. – FISCHER, S.: Makroekonomie. 6.vyd. Praha. SPN a Nad. Economics, 1994.
2. FELDERER, B. – HOMBURG, S.: Makroekonomika a nová makroekonomika. Bratislava : Elita, 1995.
3. BURDA, M. – WYPLOSZ, Ch.: Macroeconomics. A European Text. Oxford University Press 2010.
4. GÄRTNER, M.: Macroeconomics. 3rd edition. Prentice Hall Europe, 2009.
- BLANCHARD, O. et al.: Macroeconomics. A European Perspective. Pearson Education, 2011

Language whose command is required to complete the course:**Notes:****Assessment of courses**

Total number of evaluated students: 12

A	B	C	D	E	FX	np	p
8.33	8.33	25.0	16.67	41.67	0.0	0.0	0.0

Lecturer: doc. Ing. Daniel Dujava, PhD.**Date of the latest change:** 19.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přivarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KBaMF NHF/ NNC15207/16	Title of course: Monetary analysis and prognosis
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work project preliminary tests other (specify): prezentácia projektu v Power Pinte a vstup z monitoringu a analýzy kľúčových úrokových sadzieb a devízového kurzu written examination Overall assessment – 100 % From which: Seminar 20 % a) project – 10 % b) individual work during seminar (input) – 2 % c) seminar test – 8 % Exam 80 % written exam in the form of multiple-choice questions, open questions that assess theoretical background, as well as open questions that assess the ability to propose and explain own solution of described problem	
Teaching results: a) to understand theoretical background and importance of monetary analysis and prognosis in the practice of central banks b) to give more details about the tools and techniques used in the monetary analysis and prognosis in EU and USA c) to demonstrate the ability to utilize analytical and quantitative methods (statistical, econometric) in monetary analysis and prognosis d) to integrate theory and practice to demonstrate creativity in problem solution e) to develop students as researchers, critical thinkers and professionals f) to demonstrate the ability to use programme Gretl for analytical and forecasting purposes Knowledge and understanding: a) to apply thorough and sectoral knowledge from monetary analysis and prognosis in creating of recommendations for banks, households and nonfinancial institutions	

b) to use in practice sophisticated methods and procedures of monetary analysis and prognosis (statistical, econometric, modeling)

c) to utilize obtained knowledge in solving key research issues in this area

d) to demonstrate the ability to collect and to analyze data and information from various specialisations and synergistically construct results of own observation

Practical skills and competences:

a) to demonstrate the ability to work in team

b) to select and to use appropriate techniques and research methods

c) to be able to collect, to select and to analyze data

d) to take critical stance towards own results as well as to the results of other researchers or clients

e) to formulate understandable and compelling presentations of own results in written and oral forms

f) to demonstrate creativity and intellectual curiosity in this specialisation and to utilize them in following research

g) to use obtained skills in work with softwares

Indicative content:

Analysis of monetary policy process in theoretical and practical sense on the basis of investigation of monetary criteria, indicators and tools in the context of given goals of monetary policy in the process of ensuring banking system liquidity and of detecting of signaling capability of market. Experience of developed economies. In practical sense implementation of statistical and evaluated methods and procedures, basic econometric models and quantitative techniques for assessment of effectiveness of monetary policy with application to ECB, FRS, BOJ a BOE.

Support literature:

1. Kotlebová, J. – Sobek, O. (2007)) Menová politika – stratégie, inštitúcie a nástroje. Bratislava: Iura Edition 2007, ISBN 978-80-8078-092-0
2. Revenda, Z. (2011) Centrální bankovníctví. Management Press 2011, ISBN 978-80-7261-230-7
3. Revenda, Z. a kol. (2011) Peňažní ekonomie a bankovníctví. Management Press 2011, ISBN 978-80-7261-240-6
4. Kodera, J. (2007) Měnová analýza. ASPI: Praha 2007, ISBN 978-80-7357-298-3
5. Mishkin, F. S. (2012) The Economics of Money, Banking, and Financial Markets. Scott, Foresman and Company 2012, ISBN 978-01-3277-024-8
6. Walsh, C. E. (2010) Monetary Theory and Policy. Massachusetts Institute of Technology 2010, ISBN 978-02-6223-231-6
7. Champ, B. – Freeman, S. – Haslag, J. (2011)) Modeling Monetary Economics. 3rd edition, Cambridge University Press 2011, ISBN 978-05-2117-700-9
8. Wray, L. R. (2012) Modern Money Theory: A Primer on Macroeconomics for Sovereign Monetary Systems. 2012, ISBN 978-02-3036-889-7
9. Lavoie, M. – Godley, W. (2012) Monetary Economics: An Integrated Approach to Credit, Money, Income, Production and Wealth. Palgrave Macmillan 2012, ISBN 978-02-3030-184-9
10. Mishkin, F. S. (2009) Monetary Policy Strategy. Massachusetts Institute of Technology 2009. ISBN 978-02-6213-482-8
11. Friedman, M. (1971) Theoretical Framework for Monetary Analysis. NBER, Columbia University Press New York 1971
12. Papademos, L. D. – Stark, J. (2010) Enhancing Monetary Analysis. ECB 2010, ISBN 978-92-899-0319-6

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 27

A	B	C	D	E	FX	np	p
0.0	3.7	11.11	18.52	44.44	22.22	0.0	0.0

Lecturer: doc. Ing. Jana Kotlebová, PhD.**Date of the latest change:** 19.02.2019**Approved by:** Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KSRaP NHF/ NNF15524/15	Title of course: Quality of Life
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: 70 points written test 30 points seminar - 10 points seminar thesis - 10 points presentation - 10 points – activities during seminars	
Teaching results: The goal of course is to gain for students the Professional competencies in the field of theory, methodology and empiricism of the quality of life and have enough skills to form this phenomenon, with respecting of the fundamental principles and connections. To know the structure of the quality of life and its motivational function within the context of the socio-economic development. Also to deepen abilities to perceive the complex of this phenomenon, also in the frame of globalization and first of all in relation to the social quality.	
Indicative content: Theory of Quality of Life. Social Quality and Quality of Life. Quality of Life as Social Phenomenon. Consumer Models of Quality of Life. Quality of Life and Transformation Changes. Values and Value Orientations of Population. Quality of Working Life, Over Work Period and Life Style. Leisure Time and Industry of Leisure Time. Industrial Period in Quality of Life. Social Structure and Quality of Life. Megatrends in Quality of Life. Regional Disparities in Quality of Life.	
Support literature: Základná literatúra: 1. ANTALOVÁ, M. – LALUHA, I. – PŘÍVARA, A. 2013. Kvalita života. Bratislava : Vydavateľstvo EKONÓM, 2013. ISBN 978-80-225-3596-0. 2. ANTALOVÁ, M. – BEDNÁRIK, R. – LALUHA, I. – TKÁČIKOVÁ, J. 2010. Kvalita života. Teória, metodológia, empiria. Bratislava : Vydavateľstvo EKONÓM, 2010. ISBN 978-80-225-3043-9. 3. ANTALOVÁ, M. 2010. Sociálna kvalita a kvalita pracovného života. Bratislava : Vydavateľstvo EKONÓM, 2010. ISBN 978-80-225-3088-0. 4. LALUHA, I. 2010. Kvalita života. In Stanek, V, a kol. Sociálna politika, Bratislava : Sprint, 2010. ISBN 978-. 92-79-14884-2.	

5. NAISBITT, J. – ABURDENOVÁ, P. 1992. Megatrendy 2000. Bratislava : Bradlo, 1992. ISBN 8071270504
6. TOFFLER, A. – TOFFLEROVÁ, H. 1996. Utváranie novej civilizácie. Bratislava : Open Windows, 1996. ISBN 80-85741-15-6.
7. NUSSBAUM, M. – SEN, A. Quality of life. New York : Oxford University Press, 1993 ISBN 0-19-828797-6.
- Odporúčaná literatúra:
8. VALNÁ, S. 1999. Hospodárenie domácností a preferencie základných životných potrieb. In Finančný radca 1999/5.
9. EUROSTAT 2005 – 2010, EUROBAROMETER 2005 – 2010.
10. WWW.EUROFOND.EU.INT/QUAL-LIFE.
11. Quality of Life, International Journal of Quality of Life. ISSN 0962-9343.

Language whose command is required to complete the course:

english

Notes:

-

Assessment of courses

Total number of evaluated students: 241

A	B	C	D	E	FX	np	p
30.29	29.05	26.14	10.79	2.9	0.83	0.0	0.0

Lecturer: doc. PhDr. Mária Antalová, PhD., Gábor Szüdi, PhD.

Date of the latest change: 13.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Prívarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15806/16	Title of course: Capital Structure of Companies
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Independent work, ongoing tests Written exam 15% MTT I.; 15% MTT II .; 70% final exam.	
Teaching results: Teaching results: Student will be able to analyse and understand the selected key areas of financial management of a company. We will put special focus on capital structure and financial stability. We will start with acquiring theoretical knowledge of these issues and learn how to apply it to solve practical problems. Develop analytical skills of students. I. Knowledge and understanding After studying this subject, students should be able to: - Apply the acquired knowledge to analyse and understand the key issues, theories and conceptual frameworks related to corporate finance and financial management; - Discuss a variety of theories of corporate finance and financial management to produce recommendations and support effective decision making in practice; - Understand the role and importance of financial management in a company; - Apply and describe ethical values to financial management. - Describe problems and issues related to corporate finance in new and diverse situations, clearly argument on them and draw appropriate and useful recommendations; - Evaluate, justify and apply research in the field of corporate finance II. Skills, attributes and attributes After studying this subject, students should be able to: • communicate key issues and arguments related to corporate finance and financial management; • critically analyse financial management issues and draw conclusions; • address issues and issues related to corporate finance in new and diverse situations, to clearly argue and to make appropriate and useful recommendations; • Apply and synthesize knowledge from the field of corporate finance.	
Indicative content:	

Indicative content:

- Financial and capital structure and their determinants, financial stability
- Balance sheet structure, rules of financing
- Basic financial calculations
- Financial analysis as instrument for reviewing financial stability, Financial indicators, Du-Pont analysis
- The cost of capital, Cost of capital components, average cost of capital, Optimal level of capital budget
- Impact of risk on capital structure (operating and financial risk, risk of financial distress),
- Models of the optimal capital structure,
- Dividend theory and policy,
- Company valuation and methods of their calculation,
- Financial planning,
- Mergers and their relation to capital structure,
- Financial problems and termination of company

Support literature:

Support literature:

- Sivák, R., Mikócziová, J.: Teória a politika kapitálovej štruktúry podnikateľských subjektov. Bratislava: SPRINT dva.
- Brealey Myers: Principles of Corporate Finance

Language whose command is required to complete the course:**Notes:****Assessment of courses**

Total number of evaluated students: 31

A	B	C	D	E	FX	np	p
6.45	3.23	41.94	16.13	32.26	0.0	0.0	0.0

Lecturer: Ing. František Hocman, PhD.**Date of the latest change:** 11.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KHP NHF/NND15013/16	Title of course: Economic Growth
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Overall hours in course for regular students: 130 hours of which: - lectures: 26 hours - tutorials: 26 hours - studies for tutorials: 39 hours - studies for final exam: 39 hours Overall hours in course for distance study: 130 hours of which: Face-to-face contact 24 hours Non-contact 106 hours overall	
Teaching results: After completing this course students should be able to: a) synthesize main features of modern growth theories b) evaluate empirical evidence of determinants of economic growth and economic performance c) use their knowledge and critically analyze issues connected with economic growth. Skills d) interpret results of empirical analyses connected with economic growth e) define relevant problems of economic growth f) prepare project and critically evaluate main determinants of economic growth g) critically evaluate literature on various aspects of economic growth.	
Indicative content: Introduction to economic growth. Basic definitions and problems. Solow model. Beta convergence. Sigma convergence. Economic growth and human capital. Growth accounting. Development accounting. Endogenous growth theories. AK-model. Introduction to Ramsey model. Case studies.	
Support literature: References Weil, David N. 2013. Economic Growth. 3rd Edition. Addison Wesley. Recommended 1. Barro, R. J. – Sala-i-Martin, X. (1995) : Economic Growth. McGraw-Hill, Inc. 1995. 2. Mankiw, N. G. (2002): Macroeconomics. 5th Edition. Worth Publishers, 2002. Part III.	

3. Romer, P. M. (1996): Advanced Macroeconomics. McGraw-Hill, Inc. 1996.							
Language whose command is required to complete the course:							
Notes:							
Assessment of courses							
Total number of evaluated students: 0							
A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Martin Lábaj, PhD., Ing. Andrea Valachová, PhD.							
Date of the latest change: 05.02.2019							
<p>Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přivarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.</p>							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KBaMF NHF/ NNC153/17	Title of course: Economic Models in International Finance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: preliminary tests final assignment Written Test – 80% Project -10 % Take-home assignments – 10 %	
Teaching results: This is a graduate level course that aims at fulfilling the following goals: to apply model approach to basic and advanced theoretical concepts used in international finance. to characterize theoretical models related to balance of payments and exchange rate issues, to adjust particular theoretical models of balance of payments and exchange rates for needs of economic practice, to critically assess particular empirical studies aimed at testing theoretical models from this field, to apply particular theoretical models on current economic situation at national as well as international level, to identify possible areas of future evolution in modeling the basic and advanced theoretical concepts in field of international finances related to the balance of payments and exchange rate issues. Gained knowledge: students gain a deep knowledge of fundamental principles of particular basic and advanced theories in field of international finance students get highly familiar and fully understand basic and advanced theories that are used for specifying the fundamental value of exchange rate students are able to relate current development in balance of payments at national as well as international level to evolution of different macroeconomic variables thanks to the modeling approach to various theories in international finance students gain a reference framework for substantial deepening of his knowledge learn in previous basic courses related to the field of international finance Gained practical skills and competences: students gain skills in modeling various economic processes related to the field of international finance	

students are able to apply knowledge obtained from studying different scientific disciplines in solving current issues in field of international finance (mathematics, statistics, econometrics)
students are able critically evaluate benefits and disadvantages of particular theoretical constructs utilized in field of international finance related to balance of payments and exchange rate theories
students are able to rightly choose and apply particular models of international finance in practical situations based on level of fulfillment of underlying theoretical assumptions
students are able to provide recommendations for policy makers based on results coming from modeling of particular processes in field of international finance related to balance of payments and exchange rate issues

Indicative content:

The main goal of this course is to provide an insight into the theoretical as well as empirical development of international finance in terms of balance of payments and exchange rate models with respect to the changing global economic architecture.

Support literature:

Jankovska, A. a kol. (2003). Medzinárodné financie, IURA EDITION, Bratislava.*
Durčáková, J. – Mandel, M. (2010). Medzinárodní finance, Management Press MP, 4.aktualizované a doplnené vydanie.*
Krugman, P.R. - Obstfeld, M. (1996). International Economics: Theory and Policy”, Addison-Wessley. 6th Edition.
Pilbeam, K. (2006). International Finance, 3rd edition, Palgrave MacMillan.
Obstfeld, M. – Rogoff, K. (1996). Foundations of International Macroeconomics, MIT Press.
International Monetary Fund. (2009). Balance of Payments and International Investment Position Manual, 6th edition, IMF.
MacDonald, R. (2007). Exchange Rate Economics: Theory and evidence, Routledge Taylor&Francis Group.
Visser, H. (2004). A Guide to International Monetary Economics: Exchange Rate Theories, Systems and Policies, 3rd edition, Edward Elgar Publishing.
Bird, G. (2007). An Introduction to International Macroeconomics: Theory, Policy and Applicatons, 3rd edition, Palgrave Macmillan.
Feenstra, R. C. – Taylor, A. M. (2009). International Macroeconomics, Worth Publishers.
Sarno, L. – Taylor, M. (2003). The Economics of Exchange Rates, Cambridge University Press.
Scientific Articles:
Obstfeld, M. – Rogoff, K. (2000). Six Major Puzzles in International Macroeconomics: Is There a Common Cause? NBER Macro Annual, NBER.*
Messe, R. A. – Rogoff, K. (1983). Empirical Exchange Rate Models of the seventies: Do they fit out of sample? Journal of International Economics, Vol. 14.
Cheung, Y. W. – Chinn, M. D. – Pascual, A. G. (2005). Empirical Exchange Rate Models of the Nineties: Are Any Fit to Survive? Journal of International Money and Finance, Vol. 24, No. 7.
Engel, Ch. – Mark, N. C. – West, K. D. (2007). Exchange Rate Models Are Not Bad as You Think, NBER Macroeconomics Annual 2007.
Rogoff, K. (1996). The Purchasing Power Parity Puzzle, Journal of Economic Literature, Vol. 34, No. 2.
Engel, C. – Rogers, J. (1996). How Wide is the Border? American Economics Review, Vol. 86, No. 5.
Mark, M. (1995). Exchange Rates and Fundamentals: Evidence on Long-Horizon Predictability. American Economic Review, Vol. 85, No. 1.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Mária Širaňová, PhD.**Date of the latest change:** 19.02.2019**Approved by:** Co-guaranteeprof. Ing. Eva Horvátová, CSc.Guaranteeprof. Ing. Božena Chovancová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KSRaP NHF/ NNF15531/17	Title of course: Economics of labor and human capital
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4., 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Individual task 30% Exam 70%	
Teaching results: Students shall improve their analytical and argumentative skills through written assignments and presentations fostering theoretical as well as policy applications and their oral communication skills through in-class discussions.	
Indicative content: This seminar provides an in-depth understanding of how public policy shapes the arrangements, terms and conditions under which labor markets interact with various population processes. Current theoretical and policy approaches to labor market institutions and active labor market policies, social security and pensions, aging and retirement, education and training, migration, integration and discrimination, and fertility and family will be thoroughly studied.	
Support literature: Manning, Alan, Monopsony in Motion: Imperfect Competition in Labor Markets, Princeton University Press, Chapter 12 & Chapter 13 Francine D. Blau, Lawrence M. Kahn, Changes in the Labor Supply Behavior of Married Women: 1980–2000, Journal of Labor Economics, Vol. 25, No. 3 (July 2007), pp. 393-438 Becker, Gary S. Human Capital: A Theoretical and Empirical Analysis, with Special Reference to Education. 2nd ed. New York: Columbia University Press for NBER, 1975. Chapter II & III Gary S. Fields, What We Know (and Want to Know) About Earnings Mobility in Developing Countries, paper presented at IZA conference Andrea Conte and Marco Vivarelli, Imported Skill Biased Technological Change in Developing Countries, paper presented at IZA conference Borjas, George J. “The Economics of Immigration,” Journal of Economic Literature 32 (December 1994): 1667-1717. IZA Research Report 19: http://www.iza.org/en/webcontent/publications/reports/report_pdfs/iza_report_19.pdf Chapters 3 and 4.	

Martin Kahanec, "Labor Mobility in an Enlarged European Union", in A.F. Constant and K.F. Zimmermann (eds.), International Handbook on the Economics of Migration, Cheltenham: Edward Elgar

Olivier Blanchard, Designing Labor Market Institutions II, mimeo MIT, March 2004

David Autor, The Economics of Labor Market Intermediation: An Analytic Framework, IZA Discussion Paper 3705, 2008

Andrea Bassanini and Romain Duval, Employment patterns in OECD countries: Reassessing the role of policies and institutions, OECD Economics Department Working Paper No. 486 pp. Chapter 1, The determinants of structural unemployment, 7-36 & Chapter 2, The determinants of employment rates, 36-51.

Tito Boeri and Jan van Ours, The Economics of Imperfect Labor Markets, Princeton University Press, 2008, Chapter 6 & Chapter 12

Richard B. Freeman, James L. Medoff, What Do Unions Do? Basic Books. 1984. Chapter 11 (Unionism: Good or Bad for Productivity).

Barry T. Hirsch, What do Unions Do for Economic Performance? IZA DP 892, 2003 .

Lawrence M. Kahn, The Economics of Discrimination: Evidence from Basketball, IZA DP 3987, 2009

Jonathan Gruber and David Wise (1998) "Social Security and Retirement: An International Comparison," American Economic Review 88:2, 158-163 .

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Mgr. Martin Kahanec, PhD., MA, Ing. Roman Klimko, PhD.

Date of the latest change: 13.02.2019

Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KHP NHF/VND15056/16	Title of course: Economic Policy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Degree of study: I., II., N	
Prerequisites:	
Requirements to complete the course: Overall hours in course for regular students: 130 hours of which: - lectures: 26 hours - tutorials: 26 hours - studies for tutorials: 39 hours - studies for final exam: 39 hours Overall hours in course for distance study: 130 hours of which: Face-to-face contact 24 hours Non-contact 106 hours overall	
Teaching results: Knowledge and understanding. After studying this module you should be able to: a) synthesize the essential features of the modern theory of economic policy b) apply knowledge and critically analyze open issues in terms of economic policy c) understand market failures at micro and macro level and understand government failures Skills, qualities and attributes. After studying this module you should be able to: d) formulate relevant questions and problems in terms of economic policy e) proceed independently to solve open problems of economic policy at the micro and macro level f) formulate economic policy recommendations for policy-makers	
Indicative content: Economic policy and institutions selection. Justification for existence of public entities. Market failures and government failures. Economic policy objectives as a multi-dimensional problem. Positive and normative economic policy. Macroeconomic policies - stabilization policy, fiscal and monetary policy. Impact of integration and globalization on economic policy. Microeconomic policies - competition policy, regulatory policy, structural policy.	
Support literature: ACOCELLA, N. 2005. Economic Policy in the Age of Globalization. New York: Cambridge University Press, 2005. LUKÁČIK, J. a kol. 2013. Hospodárska politika – teória a prax. Bratislava: Sprint2, 2013. Odporúčaná literatúra	

FELDERER, B. – HOMBURG, M. Makroekonomika a nová makroekonomika. Vydavateľstvo Elita: Bratislava, 1995.
 FRITSCH, M. – WEIN, T. – EWERS, H-J. 2007. Marktversagen und Wirtschaftspolitik. 7. Auflage 2007. Buch. XXV, 451 S. Gebunden Vahlen ISBN 978-3-8006-3462-0.
 MUELLER, D.C. 2003. Public Choice 3. Cambridge University Press: New York, 2003.
 STIGLITZ, J.E. 2000. Economics of the Public Sector. Third Edition. W W Norton & Company Incorporated , 2000.

Language whose command is required to complete the course:

EN

Notes:

Assessment of courses

Total number of evaluated students: 88

A	B	C	D	E	FX	np	p
6.82	21.59	17.05	17.05	34.09	3.41	0.0	0.0

Lecturer: Ing. Martin Hudcovský, PhD.

Date of the latest change: 05.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčikCo-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15043/16	Title of course: Experimental economics
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: Individual activity 20% Seminar paper 40% Final written exam 40%	
Teaching results: Teaching results: Course focuses on the transformation of basic economic problems into the form of economic experiments. It enables students to get acquainted with current trends in experimental economics, to build the ability to formulate their own experiments and to replicate the ones realized and to apply their theoretical knowledge in collecting, analyzing and interpreting acquired data. Knowledge and understanding. <ul style="list-style-type: none"> • Understanding the theoretical background of the economic experiments, their methodological approaches and theoretical models • Knowledge of key analytical tools used in the design of experiments and, in particular, the method of evaluating experimental results Skills, attributes and attributes. <ul style="list-style-type: none"> • Ability to formalize problems in the form of economic experiments • Ability to perform your own experiment, collect, evaluate, and analyze the acquired data 	
Indicative content: Indicative content: Explaining the justification of the use of economic experiments to investigate economic processes. The course is designed so that practical participation in the experiment is followed by an explanation of the studied theoretical patterns that students can use to design, implement and evaluate their own experiments.	
Support literature: Support literature: Among others: Vernon L. Smith: Microeconomic Systems as an Experimental Science, The American Economic Review, Vol. 72, No. 5. (Dec., 1982), pp. 923-955.	

Kurzban et al: Incremental Commitment and Reciprocity in a Real-time Public Goods Game, Personality and Social Psychology Bulletin, Vol. 27, No. 12, 2001, pp. 1662 – 1673.
Todd L. Cherry, Peter Frykblom, Jason F. Shogren: Hardnose the Dictator, The American Economic Review, Vol. 92, No. 4 (Sep., 2002), pp. 1218-1221

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Jana Péliová, PhD.

Date of the latest change: 11.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteedoc. Ing. Alena Zubařová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15804/16	Title of course: Financial Control
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: Presentation of Case of Study and Combined Examination Presentation of Case of Study 60 % Combined Examination 40 %	
Teaching results: Teaching results: Teaching activities are focused on the following issues: The role of the control in turbulent economy. Control systems in the empowered society. How to provide effective control. Business strategy as a basis for optimal Financial Management and Control System. Elements of effective Financial Management control system. Financial control, Audit and Controlling – common features and differences. Good governance – System of effective control in public sector. Public Internal Financial Management and Control - Concept for re-engineering internal control systems in the public sector. Evaluation of the Effectiveness in the private and public sector (comparison). Importance of Cost-Benefit Analysis in the financial management of public funds. Financial management and Control of the European Structural and Investment Funds.	
Indicative content: Financial control in the context of turbulent economy Traditional concept of financial control Financial control in the period of empowerment Levers of financial control and their contribution to the financial management Diagnostic control system Belief control system Boundary control system Interactive control system Optimization of the financial control system in the competitive business conditions Specifics of the financial control in public sector	
Support literature: Support literature:	

1. Simons, R.: Control in the age of Empowerment, Boston: Harvard Business Press, 2008. ISBN 978-1-4221-2672-1
2. Harvey, S.R; Gayer, T.: Public Finance, New York: McGraw-Hill/Irwin Companies, 2010. ISBN 978-007-126788-5
3. Irwin, D.: Financial Control for Non-financial Managers, London: Pitman Publishing, 2002. ISBN 0-273-6-61972-1

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 18

A	B	C	D	E	FX	np	p
0.0	16.67	33.33	27.78	22.22	0.0	0.0	0.0

Lecturer:

Date of the latest change: 11.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15056/15	Title of course: Financial Econometrics
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: There are two assessments: preliminary assessment during semester (40%) and final written test (60%) during examination period. Focus of the assessments: 1st assessment is during semester (preliminary assessment): Working with data – estimation of econometric model and interpretation of results – test using econometric software (40% of the total mark) 2nd assessment (written test): Theory of econometric models, analysis and interpretation of the model outcomes - test (60% of the total mark)	
Teaching results: Teaching results: The main objectives of the course: To provide students with the basic to intermediate level of understanding of econometric methods, techniques and tools used in the area of economics and finance, so that students are able: <ol style="list-style-type: none"> 1. To read and understand the core concepts in modern finance literature/ research papers 2. To build their own econometric models 3. Use econometric models to test hypothesis, to determine impact of selected variables in economics and to make forecasts 4. Use econometric software 	
Indicative content: Indicative content: <ol style="list-style-type: none"> 1. Introduction. Fundamentals from probability theory and statistical inference 2. Linear regression model with one explanatory variable. Statistical verification of the linear regression model 3. Linear regression model with several explanatory variables, assumptions underlying classical linear regression model 4. Linear regression model with several explanatory variables, issue of multicollinearity 5. Specification of econometric model 6. Outliers. Dummy variables 7. Time series models 1 – Stationarity and ARMA 8. Time series models 2 – non stationary time series (exponential smoothing, ARIMA) 9. Time series models 3 – classical decomposition of time series 	

- 10. Panel data models – modeling unobserved heterogeneity using fixed and random effects.
- 11. Models with limited dependent variable – probit and logit
- 12. Cointegration and error-correction model
- 13. Revision, selected issues of using regression models for analysis and forecasts

Support literature:

Support literature:

Brooks, Ch.: Introductory Econometrics for Finance, 2nd edition, Cambridge, 2008

Gujarati, D.N.: Basic Econometrics. 4th edition, McGraw Hill, 2003

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 55

A	B	C	D	E	FX	np	p
7.27	9.09	38.18	23.64	18.18	3.64	0.0	0.0

Lecturer: Ing. Martin Alexy, PhD., Mgr. Marek Káčer, PhD.

Date of the latest change: 11.02.2019

Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KSRaP NHF/ NNF15530/17	Title of course: Green Economy
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Individual task 40% Exam 60%	
Teaching results: Knowledge and Understanding: After completing the course, participants will be able to: <ul style="list-style-type: none"> • Define the concept of a green economy and explain its value • Describe social, environmental and economic benefits of advancing a green economy • Identify enabling conditions for greening national economies • Provide examples of successful green economy investments, initiatives and projects • Describe national planning processes in support of a green transformation Skills and Competencies: After completing the course, participants will be able to: <ul style="list-style-type: none"> • Identify principal challenges and opportunities for greening key economic sectors • Recognize the range of international and regional green initiatives and support services to foster green development • Apply the green economy concept to a real world economic, policy and/or personal context 	
Indicative content: The course is focused on different concepts and facets of the green economy, as well as global, national and sector-specific challenges and opportunities to advance low-carbon, resource efficient and socially inclusive development. Students will be provided with practical insights on how to go about developing more sustainable products, using objective and scientific criteria and with examples of success and failure.	
Support literature: CATO, M. S. 2009. Green Economics: An Introduction to Theory, Policy and Practice. London: Earthscan. ISBN: 978-1-84407-571-3 EUROPEAN COMMISSION. 2013. Promoting green jobs throughout the crisis: a handbook of best practices in Europe. Luxembourg: Publications Office of the European Union. ISBN 978-92-79-29393-1	

UNEP. 2008. Green Jobs: Towards decent work in a sustainable, low-carbon world. Nairobi: United Nations Office. ISBN: 978-92-807-2940-5
 OECD. 2012. The jobs potential of a shift towards a low-carbon economy, <http://www.oecd.org/employment/emp/50503551.pdf>
 UNCTAD. 2012. The Road to Rio+20: For a development-led green economy. Issue 3, June 2012

Language whose command is required to complete the course:

english

Notes:

Assessment of courses

Total number of evaluated students: 16

A	B	C	D	E	FX	np	p
37.5	50.0	6.25	6.25	0.0	0.0	0.0	0.0

Lecturer: Ing. Roman Klimko, PhD.

Date of the latest change: 13.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martinová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Příkladová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KBaMF NHF/ NNC15201/18	Title of course: International financial market
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: seminar 30% (essay, excercises, written test) exam 70 % (written test)	
Teaching results: Students will be able to conduct different forms of operations on international financial market, create optimal portfolio as well as assess the overall profit/loss from realised operations.	
Indicative content: Foreign exchange markets. Spot and forward operations on the foreign exchange markets. Markets of currency forwards, futures, options and swaps. Markets of FRA. International capital markets. International direct investments. Brief content: a) to aply model approach to the basic and enhanced theoretical concepts of international financial markets, b) to define theoretical models of pricing of financial assets and risks c) to adjust individual theoretical models of pricing of financial assets and risks from practical view of point d) critically asses parcial empirical studies devoted to the causality among macroeconomic variables and international financial market development e) to identify the possibilities of building international portfolio in changing global economy f) to understand interrelations of global financial crises in time and space from international financial view of point	
Support literature: 1. Jankovská, A. a kol.: Medzinárodné financie. Bratislava: IURA EDITION 2003 2. CH. S. EUN - B. G. RESNICK: International Financial Management. New York: McGRAW-HILL 2001 3. Pilbeam, K.: International Finance, 3 rd ed. MacMillan Business, 2006, ISBN 978-140394837	
Language whose command is required to complete the course: English	
Notes:	

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Štefan Lyócsa, PhD.**Date of the latest change:** 19.02.2019**Approved by:** Co-guaranteeprof. Ing. Eva Horvátová, CSc. Guaranteeprof. Ing. Božena Chovancová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KPOI NHF/NNS15321/18	Title of course: Insurance Market
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: written essay project other (specify): aktívna účasť written examination - 8% active participation in the seminars by engaging in discussions - evaluates outcomes c), e), g) - 16% semester paper - evaluates outcomes c), d), f) - 16% semester test - evaluate outcomes a), b), c) - 60% final exam - evaluates outcomes a), b), c), g)	
Teaching results: - understand the base relations of the insurance market operation in the context of the global economy - develop the critical understanding of the role of discipline "insurance market" - express own views and discuss current issues of the insurance market - explain possibilities of analysis and comparison of statistical and economical data of selected insurance markets Knowledge and understanding. After studying this module you should be able to: a) understand the fundamental relations insurance market operations b) understand the role of individual entities operating in the insurance market Practical skills. After studying this module you should be able to: c) analyze, interpret and compare the development of insurance markets in local and global context d) obtain relevant and reliable economic and statistical data Competence. After studying this module you should be able to: e) express own views on insurance market supported by empirical data in discussions f) work in a team g) apply theoretical knowledge in practical analyzes	
Indicative content: The aim of the course is to explain the issues of the insurance market. The course focuses both on theoretical aspects of the insurance market, including analysis of supply and demand in the insurance market, information asymmetry, determinants and indicators of development of the insurance market as well as the analysis and comparison of selected insurance markets. Among the	

analyzed markets, there are developed markets with a long tradition of the existence of commercial insurance as the United States of America and countries of the European Union as well as countries of Central Europe, which have undergone a transformation and commercial insurance is currently one of the standard financial products. Last but not least, the course also focuses heavily on emerging insurance market of China and specific characteristics of insurance industry in Muslim countries.

Support literature:

MAJTÁNOVÁ, A. – DAŇHEL, J. – DUCHÁČKOVÁ, E. – KAFKOVÁ, E. 2006. Poist'ovníctvo – teória a prax. Praha: Ekopress, 2006. ISBN 80-86929-10-8.

CUMMINS, D. J. – VENARD, B.(eds.) 2007. Handbook of international insurance : between global dynamics and local contingencies. New York: Springer, 2007. ISBN 978-0-387-34162-0.

DUCHÁČKOVÁ, E. – LEJKOVÁ, Z. – KAFKOVÁ, E. – MAJTÁNOVÁ, A. – MEHEŠ, M. – SZAKARLAT, A. – VOLOŠINOVÁ, D. 2009. Vývoj poisťného trhu krajín Vyšehradskej štvorky v období 1995-2007. Bratislava : EKONÓM, 2009. ISBN 978-80-225-2677-7.

ZWEIFEL, P., EISEN, R: Insurance Economics. Berlin : Springer-Verlag, 2012. ISBN 978-3-642-20547-7.

ECKARDT, M. (ed). 2007. Insurance intermediation: an economic analysis of the information services market. Heidelberg : Physica-Verlag A Springer Company, 2007. ISBN 978-3-7908-1939-7.

Language whose command is required to complete the course:

slovak
english

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Zuzana Brokešová, PhD.

Date of the latest change: 04.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Příkladová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15060/15	Title of course: Valuation of financial assets
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: tests during semester (20%), active participation on lectures and analyses during the semester (30%), final exam (50%)	
Teaching results: Teaching results: Students will gain knowledge on how financial markets perform and function, what are the approaches for pricing of assets on financial markets. Students will acquire a complex view on functioning of rating agencies, and regulatory framework. Students will use modelling techniques for asset pricing and based on practical exercises they will cross check the theoretical knowledge they gained during the semester. Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> • Apply theoretical approaches to financial asset pricing on model example • Analytically assess the functioning of the financial market 	
Indicative content: Indicative content: <ul style="list-style-type: none"> • Time series properties in finance – stationarity and testing, random walk • Random walk and examples of stochastic models in asset pricing • Return and its measurement, statistic distribution of returns • Volatility and its measurement (EWMA, GARCH, Wiener process and other) – econometric models and examples how can they help us in asset pricing. • Financial market –market segments and their alternative function: fixed income securities, shares, swaps, and other derivatives • Risk Premium on the securities and their relationship to macro economy • Yield curve and basics of its modelling • Rating a rating agencies, regulation • Qualitative aspect of rating. Costs of failure. Consequences and responsibility. 	
Support literature: Support literature: Microfoundations of Financial Economics: An Introduction to General Equilibrium Asset Pricing. Yvan Lengwiler, Princeton, 2004.	

Language whose command is required to complete the course:							
Notes:							
Assessment of courses							
Total number of evaluated students: 67							
A	B	C	D	E	FX	np	p
16.42	37.31	38.81	5.97	1.49	0.0	0.0	0.0
Lecturer: doc. Ing. Ľubomíra Gertler, PhD.							
Date of the latest change: 11.02.2019							
Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KET NHF/MNE15007/16	Title of course: Principles of Economics 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2., 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work written essay preliminary tests written examination Seminars total 40 %: Activity at seminars 10 % Result semester test 10 % Written verification of quantitative and graphical tasks 20 % Result of final written examination 60 %	
Teaching results: Based on theoretical mastering the content of this course, students will be able to systematize the knowledge of macroeconomics in relation to another courses from the study fields of economic policy, public finance, social policy and public administration. On the basis of relevant macroeconomic data students will be able to evaluate with empirical and quantitative approaches of basic macroeconomic phenomena, processes and context. Students will gain the ability to abstractly, analytically and economically think and they will be able to have macroeconomic views and opinions. They also get the ability to search, process, analyze and evaluate macroeconomic information and macroeconomic development from various sources and to apply conclusions in practical situations.	
Indicative content: Aggregate demand and aggregate supply. Macroeconomic equilibrium. Measuring the performance of the economic. Consumption, savings, investment and economic growth. Business cycle. Money and money market. Inflation and unemployment. Macroeconomic policy. International economic macroeconomics. International monetary relations and international financial system in the context of the globalization process.	
Support literature: BASIC:: 1. Lisý, J. a kolektív: Ekonómia v novej ekonomike. Bratislava : IURA Edition, 2011. 2. Piovarčiová, V. a kol.: Ekonómia. Metodická pomôcka na semináre. . Bratislava : IURA Edition, 2011	

3. Piovarčiová, V. a kol.: Zbierka úloh z ekonómie. Bratislava : Vyd. Ekonóm, 2012
4. Rozborilová, D. a kol.: Ekonómia v novej ekonomike. Praktikum. Bratislava: IURA Edition, 2010.

RECOMMENDED:

1. Frank, R.H. – Bernanke, B.S. Ekonomie, Praha : Grada Publishing, 2003.
2. Holman, R.: Ekonomie. 5. vydanie. Praha: Nakladat.
3. Lisý, J. a kol.: Dejiny ekonomických teórií stručný prehľad. Bratislava : IURA Edition, 2003.
4. Mankiw, N.G.: Zásady ekonómie. Praha : Grada, 1999.5. Samuelson, P. A., Nordhaus, W. D.: Ekonómia.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 25

A	B	C	D	E	FX	np	p
0.0	8.0	8.0	52.0	16.0	16.0	0.0	0.0

Lecturer: Ing. Marcel Novák, PhD., prof. Ing. Anetta Čaplánová, PhD.

Date of the latest change: 19.02.2019

Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.Guaranteeprof. Ing. Helena Majdúchová, CSc.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KVSaRR NHF/ NNG15809/16	Title of course: Public Policy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Final grade (100%) consists of: - student activity during the lessons, regular home assignments and reading notes (20%), - presentation of a public policy-related topic (30%), - final oral examination (50%).	
Teaching results: The course aims to provide students with an overall understanding of the subject and issues of public policy. Students learn about basic concepts and relationships related to economic theory, framework for the creation and execution of public policy, and the impact of key actors in public policy in terms of advocacy. The course introduces and explores other public policy concepts, such as evaluation of public policy, public participation, interest groups, ethics, lobbying and corruption in the area of public policy. Depending on the background and the level of previous knowledge of students, the teacher may adjust the course and add more practical, country-focused and/or theoretical perspective.	
Indicative content: 1/Approaches to public policy 2/Public policy as a process 3/Public policy tools 4/Market, state and civil sector as regulators of society 5/Political institutions: the state, its organization and role 6/Public administration and management in public administration 7/Evaluation of public policy 8/Public participation in public policy 9/Interest groups as actors in public policy 10/The basic framework for the development of public policy in Slovakia 11/Ethics and public policy making 12/Lobbying, corruption and public policy	
Support literature: Moran, M.; Rein, M.; Goodin, R. E. (2008) The Oxford Handbook of Public Policy, Oxford: OUP.	

Peters, B. Guy (2001) *The Politics of Bureaucracy*, London, New York: Routledge.
 Pollitt, C. (2003) *The Essential Public Manager*. Maidenhead, Philadelphia: Open University Press.
 Pollitt, C.; Bouckaert, G. (2011) *Public Management Reform*, New York: OUP.
 Hughes, O.E. (2003) *Public Management and Administration: An introduction*. Basingstoke: Palgrave Macmillan.
 Rainey, H.G. (2009) *Understanding and Managing Public Organizations*, Jossey-Bass.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 36

A	B	C	D	E	FX	np	p
47.22	16.67	19.44	5.56	5.56	5.56	0.0	0.0

Lecturer: Tomáš Jacko, PhD.

Date of the latest change: 10.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martinová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Příkladová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KPOI NHF/NNS15400/18	Title of course: Reinsurance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work, preliminary tests written examination 10% individual work on courses 30% continuous tests – two times per semester 60% final examination	
Teaching results: - understanding of the horizontal distribution of risk in the insurance market - understanding of the basic types of reinsurance and their use - acquire the ability to develop an optimal reinsurance construction Knowledge and understanding. After studying this module you should be able to: a) understand the principles of reinsurance and its types b) understand the distribution of risk and transactions between insurance and reinsurance companies c) use appropriate reinsurance products for various types of insurance Practical skills and competences. After studying this module you should be able to: a) propose reinsurance construction b) optimize reinsurance construction for insurance and reinsurance company c) formulate and justify the findings to stakeholders	
Indicative content: The subject is focused on the acquirement of theoretical and practical knowledge of reinsurance, types of reinsurance and their use and functioning of the global reinsurance market. Syllabus: Introduction to reinsurance History of the reinsurance Obligatory reinsurance (treaty) – proportional types of reinsurance Obligatory reinsurance (treaty) – non-proportional types of reinsurance Facultative casualty (re)insurance & underwriting Facultative property (re)insurance & underwriting Risk engineering Technical accounting & claims Asset management	

Special risks

Support literature:

SCHWEPCKE, A. 2004. Reinsurance: Principles and State of the Art. VVW GmbH, 2004. 422pp. ISBN 978-3899521597
KRÁTKA, Z. 2007. Zaistenie. Bratislava : EKONÓM, 2007. ISBN 978-80-225-2411-7.
CIPRA, T. 2004. Zajištění a přenos rizik v pojišťovnictví. Praha : Grada Publishing, a.s., 2004. ISBN 80-86119-17-3.
BUCHOVÁ, J. 2004. Zaistenie. Hronský Beňadik : NETRI, 2004. ISBN 80-968904-7-6.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Tomáš Ondruška, PhD.

Date of the latest change: 04.02.2019

Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martinová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Přivarová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KF NHF/NNB15812/16	Title of course: Risk and uncertainty in finance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: written seminar work, written tests during semester, exam,	
Teaching results: Teaching results: Students will learn to apply analytical approaches and methods used for complex problem solving exercises in finance. Students will gain complex overview on the financial system regulation in the area of managing and measuring financial risks. Students will learn to apply risk methodologies used in theory for practical exercises and will work on specific case studies. Students will be able to: Apply theoretical approaches used in risk management in the area of portfolio theory, market risks, credit risks, Evaluate impact of specific scenarios on risk result Analyze risk – return relationship when considering different investments, Apply different approaches in the existing regulation framework	
Indicative content: Indicative content: Theory of finance, risk-return Portfolio theory, Probability of default estimation theories Simulation approaches in finance Concentration risk measurement Regulation framework Stress Testing framework Securitization principles and examples	
Support literature: Support literature: Sivák, Gertler, Kováč. (2010). Riziká a modely vo financiách a v bankovníctve. Sprint dva. Odporúčaná: Ross, Westerfield, Jaffe, & Jordan. (2011). Corporate Finance: Core Principles & Applications. 3rd Edition. McGraw Hill. P. Bernstein. Capital Ideas: The Improbable Origins of Modern Wall Street. New York: Free Press, 1992.	

Language whose command is required to complete the course:

Language whose command is required to complete the course:

English

Slovak

Notes:**Assessment of courses**

Total number of evaluated students: 57

A	B	C	D	E	FX	np	p
28.07	26.32	15.79	19.3	8.77	1.75	0.0	0.0

Lecturer: Ing. František Hocman, PhD., doc. Ing. Lubomíra Gertler, PhD.**Date of the latest change:** 11.02.2019**Approved by:** Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava							
Faculty: Faculty of National Economy							
Course code: KSRaP NHF/ NNF15012/15		Title of course: Selected problems of social policy					
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present							
Number of credits: 6							
Recommended semester/trimester of study: 4., 6.							
Degree of study: I., N							
Prerequisites:							
Requirements to complete the course: Individual task 30% Exam 70%							
Teaching results: Provide the latest theoretical and practical knowledge about the social policy in SR and other EU countries. Present new approaches to defining the role of state, demographic trends in the EU countries and their impact on social sphere, flexicurity policy, social inclusion, fundamentals of housing and learning policies, individual aspects of quality of life, as well as current problems in health system.							
Indicative content: The course provides the knowledge about demographic trends, labour markets, social differentiation of population in the EU countries. Attention is also paid to family, housing and learning policies in the EU countries, as well as labour market policy, analysis of individual aspects of quality of life and current problems in health system.							
Support literature: 1. Baldock, J., Manning, N., Viercherstaff, S.: Social Policy, Oxford 2007 2. Hartley, D.: Social Policy, Cambridge 2006							
Language whose command is required to complete the course: english							
Notes: -							
Assessment of courses Total number of evaluated students: 62							
A	B	C	D	E	FX	np	p
35.48	43.55	12.9	6.45	0.0	1.61	0.0	0.0
Lecturer: Ing. Andrej Přivara, PhD., Ing. Roman Klimko, PhD.							
Date of the latest change: 13.02.2019							

Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KVSaRR NHF/ NNG15821/17	Title of course: Seminar on Master Thesis 2
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 4 written homework assignments (40%): • Research Design Problem Statement (10%) • Variable Operationalization (10%) • Correlations (10%) • Regressions (10%) • active class participation (20%) final paper / master thesis research project (40%)	
Teaching results: By the end of the course, participants shall <ul style="list-style-type: none"> • recognise the principles of scientific and research work; • demonstrate the ability to critically approach and challenge scholarly work; • have sound knowledge of different research methods (quantitative and qualitative); • be able to employ the acquired knowledge in elaboration of the project of their master thesis; • be able to perform basic quantitative analysis; • have at least basic proficiency of the SPSS statistical software; have at least basic proficiency of scientific reading in English.	
Indicative content: This class is intended to accomplish two goals. First, this is a class to develop tools to pose empirical questions and answer them in a scientific fashion. Second, students will finish this class having developed a template for their Master thesis. To accomplish the two goals, we will spend the bulk of class time on understanding both qualitative and quantitative research, the differences between them and deeper understanding of quantitative research through database work in a selected statistical software. It is worth stressing that this class is daunting. The class requires work at a pace faster than other sections, and covers more material. Graduate students are thus steered to prepare continuously. At the same time, they are exposed to thinking and writing in unaccustomed ways what prompt enhancing the quality of their research papers. The second part of the course also involves statistics and econometrics, thus being familiar with terminology of both is of an asset in this course.	
Support literature:	

1. učebnica:

Janet B. Johnson and H.T. Reynolds. 2016 Political Science Research Methods 8th Edition. SAGE/CQ Press.

2. dodatočná študijná literatúra na každý týždeň (vid' sylabus vyššie)

3. SPSS Manual

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 10

A	NZ	Z
0.0	10.0	90.0

Lecturer: Ing. Paula Puškárová, PhD.

Date of the latest change: 10.02.2019

Approved by: Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15006/17	Title of course: Marketing (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: In order to pass this course, you must: <ul style="list-style-type: none"> - achieve a composite mark of at least 51/100; and - make a satisfactory attempt at all assessment tasks placed by lecturers; and - attend lectures and tutorials; and - pass the final exam; 	
Teaching results: Provide a comprehensive analysis of the enterprise's marketing activities, marketing environment, customer behavior in the consumer market and the market of factors of production, marketing tools. Knowledge and understanding: understand the issues of marketing, its importance, development and its implementation in specific terms, to understand the issues of the application of marketing principles and marketing plans in different areas of the consumer market and business to business market. Practical skills: the ability to apply marketing tools, with specific examples, critically evaluate the situation, find solutions to marketing problems on a tactical and strategic level. Competences: The ability to work with information - retrieve them, select them, analyze and synthesize them in order to create a marketing concept and be able to predict scenarios of further development.	
Indicative content: Theoretical principles of marketing. Marketing environment. Consumers' and organisations' buying behavior. Marketing information system and market research. Market planning. Market segmentation, target market selection and choice of the market position. Marketing mix – product, price, place, promotion. International marketing. Services marketing. Marketing today and its prospects.	
Support literature: Kotler, P. - Armstrong, G. (2016). Principles of Marketing. Sixteenth Edition. Harlow : Pearson Education Limited 2016. ISBN: 978-1-292-09248-5.	
Language whose command is required to complete the course: English	
Notes:	

Assessment of courses

Total number of evaluated students: 35

A	B	C	D	E	FX
25.71	48.57	11.43	8.57	5.71	0.0

Lecturer: Ing. Katarína Chomová, PhD., doc. Ing. Milan Oreský, PhD.**Date of the latest change:** 20.02.2019**Approved by:**

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/MOB15001/16	Title of course: International Business (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: project preliminary tests written examination Active participation in discussions: 10 % Interim exams: 5 % + 5 % Project: 20 % Final written exam: 60 %	
Teaching results: The goal of the course is to provide students with an deep knowledge of international business. This course is designed as a study of global business from a microeconomic and macroeconomic perspective as globalization of the world economy has been affecting the rapid growth of international business. Students become familiar with key concepts, theoretical frameworks, main driving forces behind the recent development of the global economy and they will develop the capacity to apply subject knowledge to case studies, and current issues and events. Topics include the theoretical foundations of international business and trade, foreign trade policy, an analysis of the growing integration of economies and a discussion of changes in emerging and developed countries. The remainder of the course centers on the responses of transnational corporations to the challenges of globalization. The course is interdisciplinary by design and offers a foundation for more specialized functional and area courses in international business. After finishing the course students should be able to: <ul style="list-style-type: none"> • Understand the main driving forces behind the process of globalization and changes in the world economy. • Apply theoretical framework for fundamental analysis of the structure of international trade and appropriate government policies. • Understand the system of foreign trade policy and its influence on the competitiveness of companies and firms • Understand the importance of country's dependence in foreign trade. • Understand the concept of foreign direct investment and the role of proper regulation of investment strategies. • Understand the modern resources-oriented and market-oriented strategies of transnational corporations and impacts on home and host economies. 	

- Understand the history and present position of European Union in the perspective of global competition on world markets.
- Develop deeper understanding of longterm relations between developed and developing countries.
- Identify and understand major factors behind changes on international financial markets.
- Understand the past and present development in the Slovak Republic and its position in EU and global economy.
- Identify and understand the growing importance of emerging markets in a era of financial meltdown in the US and EU.

Indicative content:

This course is focused on providing key concepts, theoretical frameworks and practical approach to the analysis of global economy and driving forces behind its development in the past decades. Topics include the theoretical foundations of international trade and finance, an analysis of the growing integration of economies and a discussion of changes in emerging and developed countries. The course provides analysis of the development of the world economy and consequences of globalization, theories explaining the past and present structure of international trade, foreign trade policy and its instruments and objectives, growing influence of transnational corporations, changes in structure of international capital flows and their impacts on countries, global production and outsourcing strategies of corporations in both developed and developing economies, forms and benefits of various regional economic integrations, overview of past and present position of European Union regarding its international competitiveness, specific aspects of the business in developing countries and potential of future economic growth in less developed regions, international financial markets and the role of international institutions in terms of regulations of these markets, economic development and perspectives of Slovak Republic and not forgetting the overview of current issues and challenges in the development of global economy.

Support literature:

Compulsory study literature:

1. HILL, Ch. - HULT, G.: International Business: Competing in the Global Marketplace. 11th Edition. 2018. ISBN: 978-9353162382.

Supplementary study literature:

1. BALDWIN, R.- WYPLOSZ, Ch. Economics of the European Integration. 2012. 4th edition. Praha: Grada. 580 s. ISBN 978-80-247-4568-0.

2. DANIELS, J. D.-RADEBAUGH, L.-SULLIVAN, D. International Business. 2017. 16th edition. Pearson. ISBN: 978-0134200057.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 10

A	B	C	D	E	FX
0.0	30.0	20.0	30.0	20.0	0.0

Lecturer: Ing. Stanislav Zábojník, PhD.

Date of the latest change: 20.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

Lecturer: prof. Ing. Dagmar Lesáková, CSc.
Date of the latest change: 20.02.2019
Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB15009/16	Title of course: European Union (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: individual work other (specify): teamwork written examination Pre-examination stage (semester period – 40 %): creative individual and team class work based on prior preparation with partial outputs such as presentations (e.g. poster and/or interactive presentation), discussions, research and/or text comprehension based activities Examination stage (examination period – 60 %): written examination combining theoretical knowledge and practical application in EU reality	
Teaching results: To explain the subject matter, forms, mechanisms and implications of integration processes in the European Union. To examine the position of the Slovak Republic in the European Union and the SWOT (strengths, weaknesses, opportunities and threats) analysis linked to membership as well as participation in new EU policy initiatives. To refer to latest developments in EU integration and their possible effect on future European integration. Understanding of evolution and functioning of the European Union. Awareness of the rights of EU/EEA (vs non-EU) nationals in the EU. Aptitude for practical application of mechanisms facilitating proper exercising of rights in the EU. Multicultural, multilingual as well as media literacy exposure. Enhanced analytical, research and soft skills.	
Indicative content: Introduction to European integration Evolution of European integration Perspectives of further European integration	
Support literature: Basic literature: Official documents of EU institutions	

BUONANNO, L. - NUGENT, N.: Policies and Policy Processes of the European Union. Basingstoke: Palgrave Macmillan, 2013. ISBN 978-1-4039-1514-6.
BALDWIN, R. - WYPLOSZ, Ch.: The Economics of European Integration, 5th revised edition. Maidenhead: McGraw-Hill, 2015. ISBN 9780077169657.
Recommended literature:
ZIMMERMANN, H. - DÜR, A. (eds.): Key Controversies in European Integration. Basingstoke: Palgrave Macmillan, 2012 (ISBN 978-1-137-00614-1) / 2017 (ISBN 9781137529503).
recommended publications mapping current state of affairs in the European Union.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 8

A	B	C	D	E	FX
50.0	50.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Denisa Čiderová, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB15001/17	Title of course: Communication across Cultures (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study:	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study:	
Prerequisites:	
Requirements to complete the course: individual work other (specify): teamwork written examination Pre-examination stage (semester period – 40 %): creative individual and team class work based on prior preparation with partial outputs such as presentations (e.g. poster and/or interactive presentation), discussions, research and/or text comprehension based activities Examination stage (examination period – 60 %): written examination combining theoretical knowledge and practical application	
Teaching results: The aim of the course is to mediate a primary insight into communication across cultures to students underlined by learning related terminology, thus being a prerequisite for exploring this issue in a wider context. Introductory understanding of communication across cultures. Multicultural, multilingual as well as media literacy exposure. Enhanced analytical, research and soft skills.	
Indicative content: Introduction to communication across cultures Verbal and non-verbal communication Survey/Self-assessment	
Support literature: Recommended relevant publications and case studies Peterson, Brooks: Cultural Intelligence: A Guide to Working with People from Other Cultures. Intercultural Press, 2004. ISBN 1-931930-00-7 Lillian H. Chaney – Jeanette S. Martin: Intercultural Business Communication, 3rd edition. Pearson Prentice Hall, New Jersey 2004	
Language whose command is required to complete the course: English	
Notes:	

Assessment of courses

Total number of evaluated students: 103

The subject evaluation will be shown after the subject is included in a particular curriculum.

Lecturer: doc. Ing. Denisa Čiderová, PhD.

Date of the latest change: 20.02.2019

Approved by: Co-guaranteedoc. Mgr. Elena Kašťáková, PhD.Co-guaranteedoc. Ing. Denisa Čiderová, PhD.Guaranteedoc. Ing. Otilia Zorkóciová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB15007/16	Title of course: International Marketing (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: written essay project other (specify): teamwork combined examination Active participation (engaging to the discussion, presentation of news from the field of international marketing, etc.) in seminars: 10 % Presentation of given task: 10 % Writing an essay on a given topic: 5 % Writing a term project: 15 % Total for a seminar: 40 % Final examination: 60 % Total: 100 %	
Teaching results: The primary educational objective of the course of International marketing is to deepen students ' understanding of the subject and subsequently to improve their ability to apply the gained knowledge in practice, to acquire the specific skills and to know and to be able to orientate in addressing the specific problems of the international environment in implementing the international marketing strategies of companies. After successfully completing this subject , students will be able to: Understand the important role the international marketing function plays in establishing a firm's competitive advantage at the international level. Identify the key economic, political, legal, socio-demographic and technological factors that influence the rapidly changing macroeconomic environment of companies that have to respond on these changes quickly and optimally. Understand the strong influence of the so-called cultural environment and its soft factors in shaping the international marketing strategy. Discuss the growing importance and the significance of the various elements of the marketing mix and their connection with new technologies, especially in the area of product, distribution and particular communication policy: communication with using of internet technology and online social networks , their growing importance for the global market and the problems these phenomena brings.	

Describe and being able to practice the planning and analysis of international markets, including the effective segmentation and identification of optimal methods of entering these markets.

Understand the personal and corporate organizational structure which is needed to apply to the successful global strategy and to identify the importance of human resource management at different levels of internationally operating companies (growing importance of micro-environment).

Discuss the specifics of European and global markets countries and to identify the consequences of the international political-economic developments and their impact on international marketing.

To gain a higher level of knowledge of international markets in contexts such as the possibility of applying the most recent trends in international marketing development in all spheres of its differentiation (e.g. Business Excellence , Corporate IQ...)

Upon successful completion of this course, students will be able to:

Develop their understanding in the field of creating and decision making in international marketing.

Gain an opinion about current issues in global marketing and to understand the significant challenges that need to be addressed by the global executives and managers in the dynamic global business environment.

Gain relevant knowledge about the macroenvironment in its economic, cultural, social, political, legal and technological dimensions, and to learn how to exploit the macroenvironmental changes in marketing decisions.

Develop strategic thinking in the context of complex issues and challenges faced by the contemporary global executives and managers.

Develop leadership skills necessary to deal with the uncertainty and changes faced by today's global marketers.

Obtain the ability to understand important global social types of diversity, questions of environment, ethics and corporate social responsibility and the ability to respond to technological changes.

Develop their skills of intercultural factors analysis and to achieve ability to address cultural issues in the international marketing strategy.

Analyse sources of information for researching and evaluating international markets.

Get skilfulness for effective communication about marketing issues in the open group discussion, oral presentation, and PowerPoint presentation and in writing skills.

Learn how to be an effective team member in analyzing marketing issues.

Indicative content:

The subject International marketing is focused on examination of importance of international marketing in the process of enhancing competitiveness of internationally active companies. It addresses the complex characteristics of international environment and emphasizes the need for the analysis and precise identification of natural-demographic, economic, social, political, legislative, and cultural dimensions of markets. Consequently, it is aimed at appraisal of the impact of identified environmental factors and their possible integration in the international marketing strategies of companies – into their marketing programs with an aim to readjust them to the dynamic global environment which is currently deformed by financial-economic (social) crisis.

Support literature:

ANDERIE, L. R. 2010. Eintrittsformen und Marketingstrategien von Unternehmen aus wirtschaftlich hoch entwickelten Ländern in transformierenden Ländermärkten. Hamburg: VERLAG DR. KOVAČ, 2010. 192 s. ISBN 978-3-8300-5333-0.

BUSCH, R. - FUCHS, W. - UNGER, F. 2008. Integriertes Marketing: Strategie - Organisation - Instrumente. 4. úplne prepracované vydanie. Wiesbaden: Gabler GWV Fachverlage GmbH, 2008. 1004 s. ISBN 978-3-8349-0991-6.

DOOLE, I. – LOWE R. 2008. International marketing strategy – Analysis, Development and Implementation, 6. vyd. USA: 2008. 332 s. ISBN 1-86152-7721.

KEEGAN, J. W., GREEN, M. C. 2009. Global marketing. 5. edícia. London: Pearson Prentice Hall, 2009. 643 s. ISBN 978-0-13-813386-3.
MACHKOVÁ, H. a kol. 2010. International Marketing: Theory, practise and new trends, Praha: Oeconomica. 190 s. ISBN 978-80245-1643-1.
Supplemented by the study of professional journals: The Economist, The Wall Street Journal, Fortune, Business week, Barrow, Forbes.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 77

A	B	C	D	E	FX
25.97	33.77	25.97	12.99	0.0	1.3

Lecturer: Ing. Simona Škorvagová, PhD., Ing. Kristína Drieniková, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KTaKT OF/ OOD15017/18	Title of course: Environmental Market and Marketing (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: Direct contact: Module is to be implemented through a combination of lectures and seminars. Part of direct contact will be done by professional presentations led by business representatives. In seminars students will focus on the use of analytical and creative methods supporting the environmental oriented decision process. Indirect contact: Individual preparation for seminars and team work on tasks and projects during the semester. The acquired knowledge will be assessed as follows: <ul style="list-style-type: none"> • 20 % - participation and individual activity during seminars; • 60 % - partial tasks, papers, activity during the semester; • 20 % - written exam. 	
Teaching results: Knowledge and understanding: Understand the theoretical foundations of product management and its strategic importance. Apply knowledge in decision-making about the product in a creative way. Critically analyze the situation about the product from a micro and macro perspective. Practical Skills: Propose, justify and apply methods of managing the products and product portfolio. Use new product creation methods. Create a project plan and a proposal for the implementation of product strategy. Cooperate in a team. Develop communication and presentation skills. Competencies: Formulate proposals for product decisions throughout the product life cycle in terms of competitiveness and society-wide aspects with use of analytical methods and creative techniques.	
Indicative content: The goal is to provide an overview about identification of green market potential, building of successful competitive and marketing strategy and identify appropriate form of market communication.	

Student should understand the potential of use of green approach to strategy and identify risk and problems of it. They should realize impact, which environmental market has on business activity and opportunities which it opens for commercial body.

Support literature:

Topical and recent study materials will be offered electronically.

<https://www.strhan.com/>;

<https://environmentalny-marketing.webnode.sk/>

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Rastislav Strhan, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KIOF OF/OOF15019/16		Title of course: Application of on-line tools in small business (in English)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study:					
Degree of study: N					
Prerequisites:					
Requirements to complete the course: online project; team project; final exam. online project: 30 %; team project: 20 %; final exam: 50 %.					
Teaching results: Students will be divided into max. two-person groups and each team chooses one of the topics to be addressed during the semester together with a practical example. In addition to the seminar, students will be given instructions on how to apply individual themes to the real application, and will then implement sample examples of each topic during the semester. The semester ends with a team project evaluation and a credit test.					
Indicative content:					
Support literature: Chimay J. Anumba – K. Ruikar: e-Business in Construction. Blackwell Publishing Ltd. 2008, ISBN 978-1-4051-8234-8. Jan Zimmerman: Web Marketing for Dummies. Wiley Publishing, Inc.. 2007, ISBN 978-0-470-04982-2. Steffano Korper – Juanita Ellis: e-Commerce Book. Academic Press, 2001, ISBN 987-0-12-421161-5.					
Language whose command is required to complete the course: English					
Notes:					
Assessment of courses Total number of evaluated students: 40					
A	B	C	D	E	FX
77.5	22.5	0.0	0.0	0.0	0.0
Lecturer: Ing. Jamal Hasan, PhD.					
Date of the latest change: 20.02.2019					

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KIOF OF/OOF15029/19	Title of course: Managerial Communication in Tourism (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: individual work project combined examination Active participation on seminars: 15 % Project carried out during the semester: 25 % Final exam: 60 %	
Teaching results: The aim of this course is to provide students with detailed information on management communication, principles of its functioning, specific forms and communication means, team-based communication and problem solving in respect to management in tourism. Knowledge and understanding: to understand managerial issues of communication, its importance and implementation in specific conditions, understand the principles of assertive communication and team communication. Practical skills: ability to use communication tools for specific conditions, the ability to solve problems in a team. Competence: The ability to work with information, to use proper means of communication for their mediation, the ability to choose the appropriate tools for adopting the audience.	
Indicative content: This course provides students with detailed information on management communication, principles of its functioning, specific forms and communication means, team-based communication and problem solving in respect to management in tourism. It teaches students to communicate effectively, to select assertive form of behavior, to communicate successfully, to cooperate within a team and to solve conflicts inevitably emerging in communication and to learn how to utilize the latest means of electronic, mobile and other communication.	
Support literature: MUNTER, M., HAMILTON, L. 2013. Guide to Managerial Communication (10th Edition). London: Pearson, 2014. 208 p. ISBN-13: 978-0132971331 GUFFEY, M. E., LOEWY, D. 2015. Essentials of Business Communication 10th Edition. Boston: Cengage Learning, 2015. 511 p. ISBN-13: 978-128585891	

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Ivan Hlavatý

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KIOF OF/OOF15020/16	Title of course: Managerial Simulation (Marketplace) (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: Making strategic decisions in the management of virtual company to achieve market leadership. Preparation for exercise 40 %. Activity on exercise 40 %. Teamwork ability 10 %. Final result of company 10 %.	
Teaching results: During this course, students will take part in the International Management Simulation, which takes place in the Internet environment. They will create 5-6 member teams that will be the top management of the company. In the virtual market, their goal will be to compete in the tough competition of foreign teams in the market position. The simulation puts emphasis on teamwork and allows you to verify theoretical knowledge gained during your studies. Students, as a leaders of virtual business gain knowledge on all aspects of business and by reevaluation of business decisions understand their interdependence.	
Indicative content: Team formation, developing the company mission and determine the long-term business strategy, market research, initial market analysis, production scheduling, tactical decisions on production capacity, sales office distribution, human resources, market position analysis (competitions, customers, market parameter analysis), opportunities, problems, preparation of the business plan, plan investments in research and development of new products, negotiations with competitors, final report, a summary of the final results of the company.	
Support literature: KRISTOVÁ, Gabriela - KÁČER, Tomáš. Marketplace : business competition. Bratislava : Vydavateľstvo EKONÓM, 2004. 123 s. ISBN 80-225-1891-3. Sekera, J: Anglicko-slovenský odborný slovník k simulácii, 2000	
Language whose command is required to complete the course: English	
Notes:	
Assessment of courses	

Total number of evaluated students: 29					
A	B	C	D	E	FX
96.55	0.0	0.0	0.0	0.0	3.45
Lecturer: Ing. Ingrid Potisková, PhD.					
Date of the latest change: 20.02.2019					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KOP OF/OOE15009/18	Title of course: Law of International Trade (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: written essay project preliminary tests combined examination Attendance of the lectures – 5 % Activity at the lectures including presentation and paper – 30 % Final exam – 65 %	
Teaching results: Teach students the theoretical and practical level to understand the logic and reason in terms of international trade law. Analyze legal institutes of international trade. Ability to use various tools to address institutional and preventing problems in business relationships in international trade. The ability to identify risks in the commercial obligations and instruments to address these risks.	
Indicative content: Law of International Trade is special subsystem of system of international law that covers from substantial point of view system of regulation of relations emerging in area of trade relations that include international element in private law area as well as institutional system of regulation of international trade in public law area that is sometimes called as international economic law. The complete understanding of the system of law of international trade requires dealing with the basic rules, methods and subject matter of the regulation of international private law as well as international public law related to commercial relations, world system of trade as institutional system of regulation of trade relations exceeding the areas of individual states and with the institutional system created by the international treaties and customs as sources of law in area of international public law. The subject Law of International Trade therefore comes out from these grounds and tries to briefly introduce the students into the issues of regulation of international trade relations as described above in order for them to be able to orientate themselves independently in the problematic in framework of understanding of the subject matter, methods and system of the regulation including the ability to search required additional information.	
Support literature:	

1. MERCURIO, B. - TRAKMAN, L. - LEWIS, M. K. – ZELLER, B.: International Business Law. Oxford: Oxford University Press, 2009, ISBN: 978-01-955-601-76.
2. VAN CALSTER, V.: European Private International Law. Oxford: Hart Publishing, 2016, 576 s., ISBN: 9781849466721.
3. TREBILCOCK, M.: Advanced Introduction to International Trade Law. London: E. Elgar Publishing, 2015, 232 s., ISBN: 978-1-78347-160-7.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: JUDr. Ing. Martin Winkler, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KAI FHI/IIA15332/15	Title of course: Artificial Intelligence and Expert Systems II
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: Mathematics, Programming	
Teaching results: Knowledge representation, architecture of expert and knowledge systems (basic, extended). Inference engine and reasoning of inference machine using various knowledge representations. Knowledge systems life cycle and introduction to the knowledge engineering. Programming languages and shells for creating expert systems. Usage of CLIPS and its modification in practice, self-activities by making projects. Fuzziness in knowledge and expert systems, and dealing with fuzziness. Knowledge management and ES in managerial decision. After completing the course, students should acquire: <ul style="list-style-type: none"> - Understanding of basic problems connecting with the creation of ES from the point of knowledge engineering - Ability to distinguish the position of expert systems from information systems in economic practice - Basic skills to acquire a knowledge through non-automated techniques and the ability to create the basic concept of acquired knowledge - Basic practical skills in analyzing the conditions of deployment ES and designing their functionality - First experience with the creation of the ES under the project (analysis, design, implementation, validation) - Skill in declarative programming in project - Understanding the techniques and tools that are used in designing and implementing knowledge-based expert systems and understand knowledge representation - Knowledge about knowledge technologies in relation to databases and web space 	
Indicative content: 1. Introduction to knowledge engineering, differences between designing the Information and Expert systems, the process of knowledge acquisition by designing the knowledge and expert systems and the techniques for knowledge acquisition. 2. Methodology CommonKADS as a basis for developing and implementing the Expert system, main principles, models and some chosen UML diagrams for designing the Expert system. 3. The relation of the knowledge systems	

and automatization of knowledge discovery in databases and in the web space. The new web technologies. 4. Excersis: introduction to knowledge representation and programming in CLIPS

Support literature:

Schreiber, G. et al.: Knowledge Engineering and Management. The MIT Press, Cambridge, Mass., 2000 Negnevitsky, M.: Artificial Intelligence, Addison Wesley, 2005 Giarratano, J., Riley, G.: Expert Systems: Principles and Programming. (4th ed.). Boston, MA: PWS Publishing Company. (Alternatively, 3rd ed., 1998) Awad, E.M. & Ghaziri, H. M. Knowledge Management. Upper Saddle River, NJ: Prentice Hall., 2004 Luger, G.F. Artificial Intelligence, 5th edition, Addison Wesley, 2005 Russell, S., Norvig, P. Artificial Intelligence, A modren approach, Prentice Hall, 2003

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: RNDr. Eva Rakovská, PhD.

Date of the latest change: 04.03.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KÚA FHI/MIE15021/16	Title of course: Accounting in Business Entities
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: In order to pass the EUBA course and gain EUBA study credits a student is required to meet the following criteria: Attendance – maximum of one absence. Exam – at least 50% of marks available Homework – 100% delivery of assigned tasks and gaining at least 50% of marks available in each of the assignments.	
Teaching results: Students will learn how to produce accounting records, extract a trial balance and make necessary adjustments to produce an extended trial balance and basic financial statements. The syllabus covers accounting for the business transactions of sole traders and partnerships. In addition the course will prepare students for successful passing of the FIA paper F2 – Maintaining Financial Records, which is one of the prerequisites for obtaining the Intermediate Certificate in Financial and Management Accounting. FIA – Foundation in Accountancy is the set of entry – level awards developed by ACCA (Association of Chartered Certified Accountants) and it is starting point towards the full ACCA membership and gives the university students a real competitive advantage in the labor market.	
Indicative content: Generally accepted accounting principles and concepts. The principle and process of basic bookkeeping. The preparation of journals and ledger accounts Recording transactions and events. Preparing a trial balance and errors. Reconciliation. The trial balance and the extended trial balance. Partnerships.	
Support literature: JACKLING, B., RAAR, J., WIGG, R., WILLIAMS, B., WINES, G.: Accounting- A Framework for Decision Making, Second Edition, McGraw-Hill Australia 2007, ISBN 978-0-074-71705-9 ALEXANDER, D., NOBES, Ch.: Financial Accounting - An International Introduction, Financial Time Press 2010, 4th Edition, ISBN 978-0-273-72164-2. MCLANEY, E. ATRILL, P.: Accounting An Introduction, FT Prentice Hall 2008, ISBN 978-0-273-71136-0. CENIGOVA, A.: Business Accounting (Double entry accounting). In Slovak. Bratislava: Ceniga, s.r.o., May 2009, ISBN 978-80-969946-1-8. IASCF: International Financial Reporting Standards. London: 2009. ISBN 978-1-90-559090-2. Act of the National Council of Slovak Republic no. 431/2002 on Accounting.	

Language whose command is required to complete the course:**Notes:**

This subject is offered in the form of lectures and seminars. The seminars follow lectures. Lectures provide students with the relevant theory. During seminars students solve accounting problems, interpret accounting statements and on their basis formulate relevant recommendations. They work on individual as well as groups assignments.

Assessment of courses

Total number of evaluated students: 12

A	B	C	D	E	FX
16.67	0.0	8.33	50.0	16.67	8.33

Lecturer: Ing. Daša Mokošová, PhD., prof. Ing. Miloš Tumpach, PhD.

Date of the latest change: 04.03.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Economic Informatics					
Course code: KMA FHI/IIC15001/15		Title of course: Mathematics			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 2.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course: 30% individual homework; 70% written exam					
Teaching results: The aim is to give the fundamental knowledge and main economical applications especially from the differential and integral calculus of a function of one variable and differential calculus of a function of two and more variables.					
Indicative content: Function of one real variable. Functions of economical analysis. Sequences. Limits and continuity of function. Differential calculus of function of one variable. Economical applications of differential calculus of function of one variable. Functions of two and more variables. Partial derivatives. Partial elasticity. Maxima and minima problems. Economical applications of differential calculus of function of more variables. Integral calculus of function of one variable. Definite and indefinite integral. Economical applications of integral calculus of function of one variable.					
Support literature: 1. Jana Dobráková, Ivan Janiga: Mathematics. Vol. I. 1. vyd. Bratislava : Slovenská technická univerzita v Bratislave, 2004. 113 s. :. - ISBN 80-227-2095-X. Strojnícka fakulta. 2. McGregor, C., Nimmo, J., Stothers, W.: Fundamentals of University Mathematics, 3rd Edition, 2010, Imprint: Woodhead Publishing, ISBN :9780857092236, eBook ISBN :9780857092243, Pages:568. 3. Ernest F. Haeussler, Jr. and Richard S. Paul: Introductory Mathematical Analysis, Eleventh Edition, Prentice Hall, 2010. ISBN 0-8359.3274-5.					
Language whose command is required to complete the course: English					
Notes:					
Assessment of courses Total number of evaluated students: 19					
A	B	C	D	E	FX
26.32	10.53	21.05	21.05	15.79	5.26

Lecturer: prof. RNDr. Katarína Sakálová, CSc.
Date of the latest change: 04.03.2019
Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KŠ FHI/MID15100/16	Title of course: Statistics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Active participation on exercises, working with Statgraphics, passing of tests (2 times) tests and exam. Obtaining more than 51 % of available points from excercises as well as at exam and totally obtaining 51 points minimum.	
Teaching results: Understanding the theory and principles, computational skills and knowing the statistical software Statgraphics plus. Introduction to statistics. Terms like population, mass phenomena, sampling, probability, independent events and randomness. Descriptive statistics using collected data, like central tendency measures, variability measures, skewness and kurtosis. Sampling and the function of statistical density distribution (CDF). Frequentist probability approach to statistical inference. Confidence internals for mean, variance, proportion as well as hypotheses testing using these parameters. Continued with correlation and regression analysis and times series analysis.	
Indicative content: Basic statistical terms. Frequency Tabulation and Frequency Histogram and Polygons. Descriptive statistics – measures of central tendency and quantiles. Descriptive statistics – measures of variability and shape. Defining of random variable and probability distribution, expected value, dispersion. Binomial and Normal Distribution, the Central limit theorem. Concepts of random sampling, statistical inference and sampling distribution. Confidence intervals for unknown parameters of one population. Hypothesis testing for parameters of one variable population. Covariance analysis, linear regression analysis and predicting. Time series analysis, linear and quadratic trend of time series. Seasonal decomposition in time series, simple moving average, seasonal indexes. Statistical comparison.	
Support literature: 1.Wonnacott, T. H., Wonnacott, R. J.:Introductory Statistics for Business and Economics. J. Wiley, New York, Fifth edition, 1990. 2.Kvanli, A.H., Pavur, R.A., Keeling, K.B.: Intorduction to Business Statistics: A Microsoft Excel Integrated Approach. West Publishing Company St. Paul. Sixth edition, 2002 3.Pacáková, V. a kol.: Štatistické metódy pre ekonómov. IURA	

EDITION, Bratislava, 2009. 4.Pacáková, V. a kol.: Štatistika pre ekonómov. Zbierka príkladov B. IURA EDITION, Bratislava, 2005.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 37

A	B	C	D	E	FX
29.73	37.84	18.92	13.51	0.0	0.0

Lecturer:

Date of the latest change: 04.03.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KOVE FHI/ IIB15006/15	Title of course: Econometrics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Homework, Analytics Presentation , Written Final Exam, Participation	
Teaching results: Aim of this class is make students acquainted with the nature of econometric approach to the analysis, modeling, and forecasting of economic phenomena and processes. One of objectives is to provide basic information about econometric methods and practices. Topics of this subject are presented by giving lectures together with seminars and practical assignments that enable students to obtain practical experience with the application of econometric methods by utilizing econometric software Gretl.	
Indicative content: Econometric expression of economic relations. Relation between theory and empirical evidence, Model and data. Single equation linear model, Standard assumptions. Parameter estimation, Least squares method. Hypothesis testing. Forecast with the help of linear model. Autocorrelation, Heteroskedasticity, Multi-collinearity. Functional forms off regression Models. Regression on dummy variables. Multi equation models, Two-stage least squares estimator. Application of single-equation and multi equation models.	
Support literature: WOOLDRIDGE, Jeffrey M. Introductory econometrics: A modern approach. Nelson Education, 2015. GUJARATI, Damodar N. Basic econometrics. Tata McGraw-Hill Education, 2009. Lecture notes and presentations.	
Language whose command is required to complete the course: English	
Notes:	
Assessment of courses Total number of evaluated students: 69	

A	B	C	D	E	FX
31.88	30.43	17.39	7.25	8.7	4.35
Lecturer:					
Date of the latest change: 04.03.2019					
Approved by: Guaranteedoc. Ing. Katarína Máziková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KAI FHI/ UMPIA15480/15	Title of course: Internet Marketing
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none">• sharing during class (30%),• individual written assignments (15%),• the web site project (25%),• your mid-term (15%),• final exams (15%).	
Teaching results: <p>The purpose of this course is to teach you the techniques used to launch a successful Internet Marketing Program. By the completion of the course you will be able to:</p> <ul style="list-style-type: none">• Analyze products and services and assess the best way to use Internet tools to market them• Critically examine and discuss how Internet marketing fits within a traditional marketing paradigm• Identify, understand and appreciate how technology and globalization affects a firm's overall marketing strategy• Read, analyze and discuss concepts surrounding studies about Internet Marketing using key online and offline marketing levers (product, price, communication, community, distribution and branding) and demonstrate an ability to evaluate and analyze various Internet Marketing scenarios.	
Indicative content: <p>The aim of the course is to create a comprehensive view of marketing in the Internet environment, in conjunction with marketing strategy. Topics will include web 2.0 and 3.0 tools, the advantages and disadvantages of internet marketing, social media; and how internet marketing resembles but also differs from traditional marketing and how to build a web site that will attract and retain your target market and effectively deliver your message. The course also covers Web hosting options, costs, site content, and site maintenance.</p> <ol style="list-style-type: none">1. Introduction to eMarketing2. The Internet and Social Media3. eMarketing Strategy4. Online Copywriting5. Blogs, Podcasts and SEO6. Online Reputation Management7. Web Public Relations	

- 8. E-mail marketing
- 9. Online Advertising
- 10. Pay per Click
- 11. Crowdsourcing
- 12. Viral Marketing

Support literature:

ROB CIAMPA, THERESA MOORE: YouTube Channels For Dummies 1st Edition , 2017
 ISBN-13: 978-1118958179
 KAR. 2011. The 4 P's of Marketing – The Marketing Mix strategies. In Business-fundas.com [online]. <<http://www.business-fundas.com/2011/the-4-ps-of-marketing-the-marketing-mix-strategies/>>
 FORTH, S. 2015. YOUR 3 PRICING STRATEGY CHOICES: PENETRATE, SKIM, OR FOLLOW. In Openviewpartners.com [online]. <<http://labs.openviewpartners.com/pricing-strategy-options-penetrate-skim-follow/#.WEWK6vnhDIU>>
 NetCraft and Internet Live Stats. 2017. Total number of Websites. In Internetlivestats.com [online]. [cit. 2017-01-14] Dostupné na internete: <<http://www.internetlivestats.com/total-number-of-websites/>>

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 68

A	B	C	D	E	FX
98.53	0.0	0.0	0.0	0.0	1.47

Lecturer: Ing. Mária Szivósová, PhD.

Date of the latest change: 04.03.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Economic Informatics	
Course code: KOVE FHI/ IIB15005/15	Title of course: Macroeconomic Analysis (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 20 % semestral work, 20 % mid-term exam, 60 % final-term exam	
Teaching results: We will teach to understand fundamental long-run and short-run macroeconomic relationships. Long-run macroeconomics helps to understand determinants of economic growth, so that we will be able to respond on questions like why in some countries the real GDP per capita has been growing by the rate of 2 % for more than 150 years; why South-Asian countries had experienced huge economic development in the period since 1960 till 2000 or why there are economies that do not grow. A complete microeconomic framework is more important for satisfactory analyses of economic fluctuations. Using microeconomic foundations we will form different static and dynamic business cycle equilibrium models. We will understand how consumers make decisions between consumption and leisure or between presence and future, we will present income and substitution effects. Dealing with joint interactions between consumers firms and government we will develop a general equilibrium and we will discuss its efficiency. We are going to develop short-run and long-run economic models that build on one another in a natural, comprehensible, and elegant way. One of the common features of these models is that they consider real economy. The exchange medium is not money but consumption units of a produced commodity. Economic subjects use these units to pay for labour, bonds and capital in the aggregate markets. Such simplification is suitable to analyse an economy integrated to the monetary union (such as the European Monetary Union) that do not dispose of its own monetary policy. Studying business cycle we will focus on the small open economy. We will explain short-run fluctuations of the trade balance and current account and effect of the changes in the terms of trade.	
Indicative content: Mesuring macroeconomics and national income and product accounts. Growth theory. Static equilibrium business cycle model. Dynamic equilibrium business cycle model. 1st week: Introduction (Williamson, 2014, 1st chapter) 2nd week: Measurment (Williamson, 2014, 2nd chapter and Dopeke et all, 1999, 1st chapter) 3rd week: Business Cycle Measurement (Williamson, 2014, 3rd chapter) 4th week: Introduction to Economic Growth (Barro, 2008, 3rd chapter and Williamson, 2014, 7th chapter) 5th week: Working with the Solow Model (Barro, 2008, 4th chapter and Williamson, 2014, 8th chapter) 6th week: Conditional Convergence and Long-Run	

Economic Growth (Barro, 2008, 5th chapter) 7th week: Consumer and Firm Behavior: The Work–Leisure Decision and Profit Maximization (Williamson, 2014, 4th chapter) 8th week: A Closed-Economy One-Period Macroeconomic Model (Williamson, 2014, 5th chapter) 9th week: A Two-Period Model: The Consumption–Savings Decision and Credit Markets (Williamson, 2014, 9th chapter) 10th week: Credit Market Imperfections: Credit Frictions, Financial Crises and Social Security (Williamson, 2014, 10th chapter) 11th week: Global Imbalances (Schmitt-Grohé et al, 2014, 1st chapter) 12th week: Current Account Sustainability (Schmitt-Grohé et al, 2014, 2nd chapter) 13th week: A Theory of Current Account Determination (Schmitt-Grohé et al, 2014, 3rd chapter)

Support literature:

Barro, R. J. (2007): Macroeconomics: A Modern Approach. Thomson South Western.
 Doepke, M. – Lehnert, A. – Sellgren, A.W. (1999): Macroeconomics. [Online], <http://faculty.wcas.northwestern.edu/~mdo738/book.htm>, (30th March, 2011). Schmitt-Grohé, S. – Uribe, M. (2014): International Macroeconomics. [Online], <http://www.columbia.edu/~mu2166/UIM/notes.pdf>, (11th June, 2014). Williamson, S.D. (2014): Macroeconomics. 5th edition, Pearson.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 45

A	B	C	D	E	FX	np	p
37.78	40.0	8.89	0.0	2.22	11.11	0.0	0.0

Lecturer:

Date of the latest change: 04.03.2019

Approved by: Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Mgr. Juraj Pekár, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPF FPM/MME15043/15	Title of course: Corporate Financial Analysis (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Midterm test (10%). Short tests and additional assignments as an active participation of the students during the lectures (10%). Project Presentation (10%). Written exam (70%)- A 90 minutes final class test will take place after the class ending, within the official exam sessions. It will include 5 open questions (8 points) and 3 practice questions (30 points, i.e. 10 points each). The class test will be in the form of a closed-book exam, and no textbooks or notes will be allowed. Participation on the seminars and lectures is mandatory.	
Teaching results: Teach students to "see behind the numbers," which speaks about the company's financial results. Provide knowledge allowing to identify and quantify the impact of the relevant factors, substantively interpret knowledge and evaluate the results. Students gain the ability to carry out financial analysis in enterprises drawing up financial statement in the different accounting regimes, therefore they are eligible to work in slovak and foreign enterprises.	
Indicative content: <ul style="list-style-type: none"> - Importance of Financial Analysis in general with focus on different types of Financial analysis used in Slovak and foreign enterprises. - Case studies with emphasis to understand financial results. Be able to draw conclusions of financial situation of company. - What the Horizontal Analysis explain, the importance between Financial and Operating leverage and difference between them. - The role of profitability ratio analysis focuse mainly on case studies and practice the interpretation of results in order to be able consider financial situation of company. - The role of efficiency ratio analysis focuse mainly on case studies and practice the interpretation of results in order to be able consider financial situation of company. - The Cash Flow financial analysis. What we can see under the numbers in CF financial statement. - How are the Balance Sheet, Income Statement nd Cash Flow Statement linked. 	
Support literature:	

ZALAI, K. a kol. Finančno-ekonomická analýza podniku. 8. vydanie. Bratislava : Sprint, 2013.
HARRINGTON, R. Diana. Corporate Financial Analysis. In a Global Environment. 6th edition.
South Western College Pub. 2009.
GEORGE, T. et.al. Essentials of Financial Analysis. John Wiley & Sons. 2003.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 61

A	B	C	D	E	FX
34.43	19.67	16.39	6.56	14.75	8.2

Lecturer: Ing. Daniela Tučníková, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15014/18	Title of course: Business Planning (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: written essay preliminary tests combined examination Activity on lecture and exercises: 5 % Elaborate on seminar work: 30 % Results of examination on term: 5 % Results of final examination 60 %	
Teaching results: The aim of the course is to familiarize students with significant sequential function of management - planning. The plan is for businesses and organization tool for preparing future. It focuses on adapting the organization to the conditions of the business environment, concentrated efforts to achieve the goals, promotes changes. Subject introduces students to the structure plans, the methods of plans, planned processes, procedures and criteria for the assessment of plans. Completion of the course students will gain knowledge on the status of planning in management, its role in the management of business processes, the structure of the plans, methods and practices of planning in companies and non-profit organizations. Recognize the meaning and form of business plans (business plan), strategic plans and operational plans and contingency planning principles. The skills that students acquire in studying the subject mainly include the ability to apply basic planning methods and procedures, such as balancing, use of time series, addressing whether produced at home, or buy, or outsource certain processes to assess the effectiveness of the investment project, prepare a financial plan business prepare a marketing plan and production plan and so on.	
Indicative content: 1. Introduction to planning. 2. Objectives and system of planning on firms. 3. Strategic business planning. 4. Business plan and annual planning. 5. Methods and technics of planning. 6. Marketing planning. 7. Supply management. 8. Manufacture planning. 9. Operation planning. 10. Human resources planning. 11. Investmen plannig. 12. Financial plannig. 13. Control in plannig.	
Support literature: Compulsory literature:	

Dollinger, M. J. (2008). Entrepreneurship: Strategies and resources (4th ed.).
 Covello, J. A., & Hazelgren, B. J. (2006). Complete book of business plans: simple steps to writing powerful business plans. Sourcebooks, Inc.
 Recommended literature:
 Bygrave, William D, and Andrew Zacharakis. (2011). Entrepreneurship. (2nd ed.).
 Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2015). Marketing: An Introduction.
 Osterwalder, A., & Pigneur, Y. (2013). Business model generation: a handbook for visionaries, game changers, and challengers.
 Stutely, R. (2012). The definitive business plan: the fast track to intelligent planning for executives and entrepreneurs. Pearson UK.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 7

A	B	C	D	E	FX
28.57	42.86	14.29	14.29	0.0	0.0

Lecturer: Ing. Branislav Zagoršek, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15242/15	Title of course: Project Management (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work project preliminary tests combined examination Seminar project, its presentation and team work participation: 40% Preparation for final exam: 60%	
Teaching results: Provide comprehensive acquisition of knowledge of Project Management in line with the latest development trends in PMI and IPMA methodology. The student will become familiar with the procedural understanding of Project Management and the use of specific methods, techniques and tools in all phases of the project life cycle. the level of knowledge and understanding: The ability to identify and understand the main concepts and methodologies for project management and evaluate their use in specific circumstances. on a practical level and responsibilities: Define the project objectives based on existing needs, to present specific methods (eg, logical framework) process solutions to effectively communicate and work effectively as an individual and a team member. Alpha	
Indicative content: Theoretical and methodological aspects of current main project management methodologies (PMI, IPMA, Prince2) from a procedural and competence point of view. Organizational and personal support of PM. Methods and techniques used in the different phases of the project life cycle. Project management in specific conditions.	
Support literature: Basic: 1. Eric Larson, Clifford Gray: Project Management, the Managerial Process, NY, 2011, ISBN 978-0-07-340334-2. Recommended: 2. Project Management Institute: Practise Standard for Work Breakdown Structure, PMI, 2006, ISBN 10-1-933890-13-4.	

3. Project Management Body of Knowledge: A guide to the project management body of knowledge (PMBOK® guide), 2000,ISBN 1-880410-22-2.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 74

A	B	C	D	E	FX
41.89	27.03	14.86	8.11	6.76	1.35

Lecturer: Ing. Natália Tarišková, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15252/15	Title of course: Development of Managerial Skills (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work project written examination Course evaluation: · Individual and team assignments 25% · Final research project 15% · Written exam 60% · Total: 100%	
Teaching results: <ul style="list-style-type: none"> • To identify the students' management skills level as the base for the discussion on their future development. • To present the basic knowledge on individual management skills, to generalise both, the theories and the results of research that were done in business organizations, • To teach the students how to analyse the skills and to develop them through interactive methods, for example through case studies, role playing, and experimental exercises for individual student and teams. • To confirm the right using of gained managerial knowledge and skills through practice and application in business organization. Knowledge: <ul style="list-style-type: none"> • On testing and evaluating the level of student's management skills. • On results of projects researching the management skills in three areas: 1. Personal skills - oral and written presentations, stress management, self-awareness and creative problem solving, 2. Interpersonal skills – communication, gaining and using power, motivating people and managing conflict, and 3. Special skills – conducting interview and meetings. • On analytical skills: how to analyse the skills in various situation. Skills: <ul style="list-style-type: none"> • First step development of the analytical skills: to develop the students' abilities to identify the management skills. • To identify the problems in the process of using management skills and to develop alternatives for their solving. 	

- Practicing the management skills in three areas: personal, interpersonal and special skills.
- The verification and application of the knowledge in solving the individual and team case studies and exercises and final research projects.

Indicative content:

1. Introduction. Management and managerial skills.
2. Personal skills (developing self-awareness)
3. Personal skills (managing personal stress)
4. Personal skills (solving problems analytically and creatively)
5. Interpersonal skills (building relationship)
6. Interpersonal skills (gaining power and influence)
7. Interpersonal skills (motivating others)
8. Interpersonal skills (managing conflicts)
9. Group skills (empowering and delegating)
10. Group skills (building effective teams and teamwork)
11. Group skills (leading positive change)
12. Specific communication skills – making presentation
13. Specific communication skills – conducting interviews and meetings

Support literature:

Basic literature:

Whetten David A. – Cameron Kim S. : Developing managerial skills. Eighth Edition. Prentice Hall; 8 edition (February 6, 2010). ISBN 978-0-13-612100-8

Recommended literature:

Whetten, D. A., and Cameron, K. S.: Developing Management Skills. Pearson Education, Inc. Upper Saddle River 2011. ISBN 978-0-13-510302-9.

Robbins, Stephen P. a Coulter, M.: Management. Grada Publishing. Praha 2004. ISBN: 80-247-0495-1

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 42

A	B	C	D	E	FX
78.57	9.52	4.76	7.14	0.0	0.0

Lecturer: Ing. Ivana Ljudvigová, PhD., Ing. Rudolf Gálik, CSc.

Date of the latest change: 15.02.2019

Approved by: Garanteprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KMVaL FPM/ MMD15032/15	Title of course: Logistics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: preliminary tests other (specify): záverečný test written examination <ul style="list-style-type: none"> • Participation and activity in lectures 5% • Active on exercises 5% • Final written test 20% • Exam 70% 	
Teaching results: Subject provides , ensures and comprehensive content unifies their knowledge and practical skills for students in the field of logistics system elements. such as material, control and information system, and use of information technology, with emphasis on the efficiency of logistics processes. Knowledge and understanding: After completing the subject, students should be able to understand the basic terms. know the basic methods, the concept development of logistics , to orientate in issues of process management. Skills and competencies: Ability to apply practical knowledge of exercise in practice, monitor and measure the performance of the logistics system, optimize and improve processes in logistics.	
Indicative content: The basic objectives and functions of logistics. Company logistics. Material management company - contract logistics, warehouse logistics, transportation in logistics chain. The logistics information system, modularity. Just In Time, logistics concepts. Methods and models in logistics. Efficiency of logistics processes.	
Support literature: Manners-Bell J. 2017. Introduction to Global Logistics, Delivering the Goods, Kogan Page. ISBN 074947825X. Gudehus T., Kotzab H. 2012. Comprehensive Logistics. Springer-Verlag Berlin Heidelberg. ISBN 978-3-642-24366-0. Lun Y.H.V., Lai K.-H., Cheng T.C.E. 2010. Shipping and Logistics Management. Springer-Verlag London Limited. ISBN 978-1-84882-996-1.	

Wood D., Barone A., Murphy, P.R., Wardlow D.L. 2002. International logistics. 2nd ed. New York : AMACOM, 2002. ISBN 0-8144-0666-1.
Schroeder R., Goldstein S. M. 2018. Operations Management in the Supply Chain. McGraw-Hill Education. ISBN 9781260083460.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 77

A	B	C	D	E	FX
33.77	24.68	28.57	9.09	2.6	1.3

Lecturer: Ing. Martina Džubáková, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KM FPM/ MMB15192/15	Title of course: Organisational Behaviour (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: written essay written examination Active participation in the seminar - presentation of seminar assignments - 20% Final test - 80%	
Teaching results: The aim is to teach students about the nature of behavior within the organization at all levels of the organizational structure. It draws on the analysis of knowledge about personality dispositions, motivational profile, value orientation, career aspirations and dynamics of relationships. The goal is to effectively manage and lead people in a work process. The outcome of this course is to teach students as future managers to manage and lead people in a work process based on understanding employee behavior and working groups. Development of management skills and knowledge of students.	
Indicative content: <ol style="list-style-type: none">1. Introduction to the theory of organizational behavior.2. Individual dispositions and differences within the organization.3. Values of employees, groups and organizations.4. Achievement motivation in the organization.5. Career development of employees.6. The working group within the organization.7. Conflicts in the organization.8. Social and psychological atmosphere in the organization as a component of organizational behavior.9. Leader of the organization.10. Leadership in the organization.11. Power relations and roles in the organization.12. Communication in the organization.13. Ethics in the organization	
Support literature: Basic literature:	

Morley, M.: Principles of Organisational Behaviour 3rd edition Edition, 2013, ISBN-13: 978-0717143733

Recommended literature:

King, D., Scott, L.,: Organisational Behaviour, 2013, ISBN-13: 978-0199603091

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 59

A	B	C	D	E	FX
16.95	16.95	25.42	16.95	15.25	8.47

Lecturer: Ing. Rudolf Gálik, CSc., doc. Ing. Jana Blštáková, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPH FPM/ MMC15022/15	Title of course: Microeconomics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work preliminary tests written examination Final exam 100%: 40 % Mid-term test (25 % theoretical questions, 75 % examples and case study solutions). 60 % Final test (67 % theoretical questions, 33 % examples and case study solutions).	
Teaching results: The main objective of the course is to make available knowledge to students about market subject's behaviour (firms and consumers) in the microeconomic market under various types conditions of the market structures. After this course graduation the students will have knowledge and crafts: 1. Knowledge: <ul style="list-style-type: none"> • Knowledge and understanding of market operation and market equilibrium with focus on microeconomic market. • Knowledge and understanding of behaviour of the market subjects in the market of perfect competition and the various market types of imperfect competition. • Knowledge and understanding of consumer behaviour and utility theory, behaviour of the firm and efficiency in the production. • Knowledge and understanding of an achievement of the general equilibrium. 2. Crafts: <ul style="list-style-type: none"> • Identify and established an effective consumer's strategy yielding maximum utility. • Identify and established an individual demand and determine its sensitivity to the changing parameters of external surrounding. • Identify and established an effective firm's strategy yielding maximum profit. • Identify and established an economic equilibrium in national and international markets. 	
Indicative content: Market demand and supply analysis, theory of consumer behaviour, the measurements of elasticity, the market of production factors, firm and its technologies, production functions, firm's costs, firm's output decision under perfect competition, the forms of imperfect competition, price and	

output determination under monopoly, firm's equilibrium under monopoly, oligopoly models, firm's output and price decision under monopolistic competition, the market of inputs, labour and capital market, general equilibrium, competition policy and microeconomic policy of the state.

Support literature:

ZÁKLADNÁ LITERATÚRA:

FENDEKOVÁ, E.: Oligopoly a regulované monopoly. Bratislava : IURA EDITION, 2006.

FENDEK, M. – FENDEKOVÁ, E.: Mikroekonomická analýza. Bratislava : IURA EDITION, 2008. FENDEKOVÁ, E. a kol.: Zbierka úloh z mikroekonomie. Bratislava: IURA Edition, 2009.

ODPORÚČANÁ LITERATÚRA

VARIAN, H.R.: Mikroekonomie. Praha : Victoria Publishing, 1995. GRAVELL, H. – REES, R.: Microeconomics. London : Longman, 1992.

Besanko, D. - Brauetigam R. R.: Microeconomics (2011), Wiley & Sons

Varian H. R., Intermediate Microeconomics, A Modern Approach (2010), W. W. Norton & Company

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 18

A	B	C	D	E	FX
5.56	16.67	22.22	22.22	22.22	11.11

Lecturer: doc. Ing. Nora Grisáková, PhD., Ing. Jakub Kintler, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KIM FPM/ MMA15022/15	Title of course: E-business (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work project written examination • 10 % - DTP publications project • 20 % - website project, presentation of the project • 70 % - written Exam	
Teaching results: The aim of this course is to expand students` knowledge in ICT area with focus on e-business and other current trends in the field of computerization of internal business processes, as well as in the field of electronic communication with the external environment, with an emphasis on their safety. Another aim of this course is to get practical skills in the field of Desktop Publishing applications, creating of website with Content Management System with a link to e-commerce and electronic auctions. Students expand knowledge in ICT area with focus on e-business and other current trends in the field of computerization of internal business processes, acquire practical skills in the field of Desktop Publishing applications, creating of website with Content Management System with a link to e-commerce and electronic auctions.	
Indicative content: Lectures Business management and e-business, processes affected by e-business. The traditional business model versus new business models. E-business and e-commerce, electronic data interchange standards. Types of business relationships. Transaction supply, e-supply, metrics of transaction supply, costs and benefits. E-marketplace. E-business, definition, trends, types of e-commerce. Electronic signatures, encryption, certification authority, public key certificate. Legislative regulation. Analysis of web sites and SEO. Safety in IS/IT, security policy. Videoconference as a tool of modern interactive e-communication tool in business. Practice lessons Use of DTP application in corporate practice, creating and using of print documents for the presentation of an enterprise. Creating of websites through HTML. Design of website project using Content Management System Wordpress. Website map design. Working with the various	

components of the site. Working with graphics template and its functionality. Design of the navigation panel structure. Adding of e-commerce to the website. Creating an offer of products in e-shop, configuration and functional testing. Electronic auctions - simulation of the electronic auction. Presentation of projects.

Support literature:

SCHNEIDER, P. Gary. E-Business. USA: Cengage South-Western, 2012. 680 p. ISBN 978-1133-526-84-1

WILLIAMS, Brad et al. Professional WordPress Plugin Development. USA, John Wiley & Sons, 2011. 552 p. ISBN: 978-0-470-91622-3

MEIER, Andreas - STROMER, Henrik. eBusiness & eCommerce. Germany: Springer, 2009. 222 p. ISBN 978-35-408-93-28-8

TONDR, L. 2002. Podnikáme s Internetem. Praha: Computer Press, 2002.

SEDLÁČEK, J. E-komerce, internetový a mobil marketing od A po Z. Praha: BEN – technická literatura, 2006. 351 s. ISBN 80-7300-195-

DOMES, M. 2008. Tvorba WWW stránek pro úplné začátečníky . Brno. Computer Press 2008. 246 s.

ISBN 9788025121603

PEACOCK, M. 2011. Programujeme vlastní e-shop. Brno. Computer Press 2011. 336 s. ISBN 9788025131817

KAPLAN, M. - ZRNIK, J. 2007. Firemní nákup a e-aukce. Praha. Grada 2007. 212 s. ISBN 8024720029

BEDNÁŘ, V. 2007. Internetová publikace a elektronické publikací systémy. Olomouc. Univerzita

Palackého v Olomouci. 2007. 68 s. ISBN 9788024417073

STEJSKAL, J. 2004. Vytváříme WWW stránky pomocí HTML, CSS a JavaScriptu . Brno. Computer

Press 2004. 256 s. ISBN 8025101673

BEDNÁŘ, M. 2010. Programujeme internetový obchod. Kosice. Vydavatelstvo Milan Bednár 2010.

208 s. ISBN 9788097048464

SUN, Z. - FINNIE, G. R. 2004. Intelligent techniques in E-Commerce. New York: Springer, 2004.

ISBN 3-540-20518-7.

KOLEKTIV AUTOROV.2002. Vytváříme www stránky – 6. Aktualizované vydání. .Brno. Computer

Press 2002. 372 s. ISBN 8072267485

DTP program scribus: <http://www.scribus.net/canvas/Scribus>

HTML tutoriál: <http://www.w3schools.com/html/>

Redakční systém Wordpress: <http://sk.wordpress.org/>

FTP klient - FileZilla: <http://filezilla-project.org/>

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 17

A	B	C	D	E	FX
47.06	41.18	11.76	0.0	0.0	0.0

Lecturer: Ing. Matej Černý, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KIM FPM/ MMA15042/15	Title of course: Informatics II. (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 4 Per course: 0 / 52 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work preliminary tests credit Credit, tests - 100% (theoretical test - 10%, practical input from databases - 60%, practical work with presentational software - 30%)	
Teaching results: Students learn in a relational database environment to create complex economic applications using MS ACCESS software, including an understanding of internal relations and relational context of their impact on other database objects, database objects functionality. The student learns in a relational database environment to create complex economic applications using MS ACCESS software product, including an understanding of internal relations and relational context of their impact on other database objects, database objects functionality.	
Indicative content: Database technologies and tools; design of database application (tasks identification and workflow design, data elements identifying, data layout, design of prototype and user interface, applications creating, testing, processing, refinement); strategy of database design, data analysis, database design concept; creation of basic database in MS Access, relational model (relational database terminology) data model (entities, attributes, domains, relationships, diagram of entities and relationships); tables, forms, subforms, queries, reports, labor efficiency increase by using macros.	
Support literature: JELEN, Bill. Microsoft Excel 2019 Inside Out. USA: Microsoft Press, 2018. 864 p. ISBN 978-1-5093-0769-2 CONRAD, Jeff. Microsoft Access 2013 Inside Out. USA: Microsoft Press, 2013. 850 p. ISBN 978-0-7356-7121-8 KOKLES, Mojmír - ROMANOVA', Anita. Informatika. 6. vyd. Bratislava : Sprint dva, 2010. 302 s. ISBN 978-80-89393-14-5. JURIKOVA', Benita. Informatika II : praktikum. Bratislava : Vydavatel'stvo EKONÓM, 2010. 172 s. ISBN 978-80-225-3050-7.	

Language whose command is required to complete the course:		
Notes:		
Assessment of courses		
Total number of evaluated students: 34		
A	NZ	Z
2.94	5.88	91.18
Lecturer: Ing. Michal Zelina, PhD.		
Date of the latest change: 15.02.2019		
Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.		

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPF FPM/MME15013/15	Title of course: Analysis of Financial Markets (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 40 % Interim exam (practical part; written); 60 % Final exam (theoretical part; written) Students need to pass the Interim exam first to be eligible to take the Final exam. Attendance on seminars is mandatory. Students can miss max. 25 % of seminars.	
Teaching results: The main aim of the course is to provide informtions of the future financial managers about financial markets, and their segments, financial instruments, their valuation of intrinsic value, returns and risk, institutions which are intermeidiaqres in their entrance on financial markets.. Provide students (future financial managers) orientation in financial markets, instruments and institutions that will be needed for the performance of functions of financial management company. Further assess the ability of financial instruments in terms of intrinsic value, earnings and risk, assessment are determined by the market price, which is a prerequisite for qualified orientation in investing in financial markets and assessing the most appropriate options for obtaining funds to finance corporate business needs.	
Indicative content: The content of the AFM course is the Financial market and its individual segments, functions, instruments etc. The main task of the course is to teach students how to properly evaluate selected financial instruments, especially with the focuse on the money and capital market instruments. Therefore, the course mainly deals with the time value of money and moving on the timeline, interest rates, single payments or annuities, certificates of deposits, treasury bills, various types of bonds and shares. For successful completion of the course is required to pass the practical part with calculations and financial problems solving (Interim exam: 40 %) and verification of theoretical knowledge learned on the course (Final exam: 60 %).	
Support literature: Hrvol#ová, B. a kol. 2009. Analýza financ#ných trhov. Bratislava : Sprint, 2009. Blake, D.: Financial Market Analysis. 2nd Edition in John Wiley and Sons, UK 1999 Eakins, S. g.: Finance. Institution, Management. Addison-Wesley Education Publishers Inc., East Carolina, USA 1999 Fabozzi, T.: Bond Markets, Analyses and Strategies. Premitice Hall, USA 1996 Koller, T. – Goedhart, M. – Wessels, D.: Valuation Measuring and managing value of Company. Forth edition, WILEY John Wiley and sons, INC,	

Ross, S. A. – Westerfield, D. R. – Jaffe, J.: Corporate Finance . IRVIN, USA 1996					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses					
Total number of evaluated students: 22					
A	B	C	D	E	FX
13.64	13.64	13.64	13.64	36.36	9.09
Lecturer: Ing. Peter Badura, PhD.					
Date of the latest change: 15.02.2019					
Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPH FPM/ MMC15092/15	Title of course: Business Economics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Individual work Preliminary tests Written examination 20 % solving exercises, examples and case studies individual or in groups 40 % (min. 20 %) – 1st part of exam – intermediate test – evaluation of knowledge about entrepreneurship, short case study solution. 40 % (min. 20 %) 2nd part of exam – final test	
Teaching results: To provide basic knowledge about factors of production, transformation process, cost and expenses and business results. Knowledge and understanding: <ul style="list-style-type: none"> • To recognize enterprise transformation process, enterprise production factors and enterprise value process. • To create basic business analysis in the area of human resources, enterprise assets, cost and enterprise activities. • To propose solutions and promote deductions or proposals for increase of effectiveness of business activities. Skills, features and attributes: <ul style="list-style-type: none"> • To select suitable indicators for the measurement of enterprise activity effectiveness • To interpret achieved results • Critically evaluate enterprise processes and propose solutions for its improvement 	
Indicative content: Content of the subject is focused on: production and production factors, labour as an elementary production factor, property, short-term assets, usage of investment property, origin of cost, costs and expenses, transformation process within the enterprise, material economy, production economy, sales economy and business results mainly (within individual weeks): <ol style="list-style-type: none"> 1. The background of business, the concept and the role of an entrepreneur. 2. The position of a company in a market economy. 3. Business environment, its nature and structure. 	

4. Corporate objectives, factors and nature of their formation, classification of targets based on the selected criteria.
5. Business typology and its basic criteria for the classification. The legal forms of enterprises.
6. The life cycle of a company and its phases.
7. The role of human resources and system of their remuneration. Labor productivity.
8. Business assets. Non-current assets of a company, their types, depreciation and valuation.
9. Current assets of a company, their life cycle and turnover.
10. Business costs and their classification based on the selected criteria and importance of their controlling.
11. Business finance. Financial objectives and financial planning.
12. The financial results of a company and their allocation.
13. Cash flow of a company.

Support literature:

BAYE, Michael, PRINCE, Jeff 2017: Managerial Economics & Business Strategy (Mcgraw-hill Series Economics)

GAJDOVÁ, Denisa - KRÍŽAN, Martin, 2016: Enterprise and Business Economics (textbook +exercises). Ekonóm. ISBN 978-80-225-433-0.

LIRAZ, Meir, 2017: Business Management: Essential Ingredients for Success (Best Business Books) (Starting A Business Book 1) Kindle Edition

MAJDÚCHOVÁ, Helena, 2018: Podnikové hospodárstvo (praktické príklady a kontrolné testy). Wolters Kluwer. ISBN 9788081688041

MAJDÚCHOVÁ, Helena, 2018: Podnikové hospodárstvo. Wolters Kluwer. ISBN 9788081688065

MAJDÚCHOVÁ, Helena - NEUMANNOVÁ, Anna, 2014: Podnik a podnikanie. Wolters Kluwer. ISBN 9788089710041

SALWAN, Prashant 2018: Business Economics – Business Economics, Business and Commercial. CA – Foundation.

ACT 513/1991 COMMERCIAL CODE

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 57

A	B	C	D	E	FX
7.02	38.6	29.82	19.3	5.26	0.0

Lecturer: Ing. Denisa Gajdová, PhD., Ing. Peter Štetka, PhD.

Date of the latest change: 15.02.2019

Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc. Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Management	
Course code: KPH FPM/ MMC15163/15	Title of course: Strategy of Sale (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: written essay preliminary tests written examination Final exam 100%: 40 % Mid-term project (30 % business case, 10 % presentation), 60 % Final test (written theoretical test).	
Teaching results: Successful graduate of this course should be able to: recognize basic types of sales strategies; set SMART strategic goals; create alternative strategies to achieve these goals; apply SOSTAC process of sales strategy implementation and evaluation; handle all basic market response models; extend and apply these models in real business situations.	
Indicative content: 1. Introduction to Sales Strategies; 2. Sales Engineering and Analytics; 3. Customer Value Assesment and Valuing Customers; 4. Segmentation and Targeting; 5. Brand Positioning; 6. Sales Forecasting; 7. New Product and Service Design; 8. The Marketing Mix; 9. The Digital, Online Revolution in Selling; 10. Harvesting Value from Sales Engineering; 11. Globalization vs. Local Customization; 12. International Sales Strategy.	
Support literature: Základná: Gary L. Lilien, Arvind Rangaswamy, Arnaud De Bruyn (April 21, 2017). Principles of Marketing Engineering and Analytics, 3rd edition. DecisionPro, Inc. 328 pages. ISBN-13: 978-0985764821 Gary L. Lilien, Arvind Rangaswamy (July 6, 2006). Marketing Engineering, Revised 2nd Edition. CreateSpace Independent Publishing Platform. 544 pages. ISBN-13: 978-1412022521 MAJTÁN, S#. a kol.: Odbytová stratégia. Bratislava 2013, Sprint 2, ISBN 978-80-89393-92-3 GRANC#IC#OVÁ, K. a kol.: Odbytová stratégia. Praktikum. Bratislava 2013, Vydavatel#stvo EKONÓM, ISBN 978-80-225-3592-2 Odporúčaná: HANZELKOVÁ, A. – KAR#KOVSKÝ, M. – ODEHNALOVÁ, D. – VYKYPE#L, O.: Strategický marketing. Teorie pro praxi. Praha 2009. C. H. BECK. ISBN 978-80-7400-120-8	

JAKUBÍKOVÁ, D.: Strategický marketing. Strategie a trendy. Praha 2009. Grada Publishing. ISBN 978-80-247-2690-8
LESAKOVÁ, D. a kol.: Strategický marketing. Bratislava 2007. Sprint vfra. ISBN 978-80-890-85-92-7

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 81

A	B	C	D	E	FX
65.43	22.22	11.11	1.23	0.0	0.0

Lecturer: Ing. Peter Štetka, PhD.

Date of the latest change: 15.02.2019

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMEVaHD FMV/ VVA15030/19	Title of course: Economy of the European Union
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: The student will have knowledge of the economic structure of the Member States of the European Union and the status of their economies within the EU.	
Indicative content: Lectures 1. Germany 2. France 3. Italy 4. Belgium, Netherlands, Luxembourg 5. Denmark, Ireland, United Kingdom 6. Sweden, Finland, Austria 7. Spain, Portugal 8. Greece, Cyprus, Malta 9. Slovakia, Czechia, Poland, Hungary 10. Slovenia, Croatia 11. Estonia, Latvia, Lithuania 12. Romania, Bulgaria Seminars 1. Introduction 2. Industrial sector 3. Labour market 4. Inequalities 5. Services 6. Research and development 7. Energy sector and environment 8. Competitiveness 9. Debt and deficit 10. Business environment 11. Agriculture	

12. Infrastructure

Support literature:

Lipková, Ľ. a kol.: Európska únia. Ekonomika krajín. Bratislava, Ekonóm, 2004. 140 s. ISBN 80-225-1807-7

Zeff, Eleanor E. & Pirro, Ellen B. (2015): The European Union and Member States

Neal, Larry (2014): The Economics of Europe and the European Union

Eurostat (2018): Europe in figures — Eurostat yearbook

Eurostat (2018): Eurostat regional yearbook

Current documents and materials of analytical and conceptual nature - central banks, statistical offices, economic ministries of individual Member States of the European Union, EUROSTAT, European Commission, international institutions and organizations (OECD, IMF, WB, etc.).

Language whose command is required to complete the course:

english

Notes:

Assessment of courses

Total number of evaluated students: 110

A	B	C	D	E	FX
28.18	40.91	23.64	4.55	2.73	0.0

Lecturer: Ing. Natália Zagoršková, PhD.

Date of the latest change: 19.02.2019

Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMP FMV/ VVC150033/19	Title of course: Law in International Economic Relations
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work, written exam <ul style="list-style-type: none">• Active participation 10 points• student presentation (case study) 20 points• final written exam 70 points	
Teaching results: The main objective of this subject is to explain the main principles of international economic law with an emphasis on the institutional and legal aspect of international economic relations. The aim is to acquaint students with general approaches and institutions in international economic law, to explain the basic principles and composition of international economic law as a whole, to clarify the law of international financial institutions and its specifics, to familiarize students with the rules of the international trade system and practice of the WTO, to explain the legal framework for the protection of international investment. Knowledge and understanding: Understanding the entire complex of international economic relations from a legal point of view. Practical skills: ability to navigate and work with relevant sources (adopted within the IMF, World Bank Group, WTO, etc.), analysis of decisions of competent authorities (in particular WTO dispute settlement decisions), argumentation skills. Competence: Understanding legal relationships in international economic relations with possible application of acquired theoretical experience in practice.	
Indicative content: The subject focuses on a wide range of knowledge in the areas of international financial and monetary law, international trade system law, international trade and investment dispute resolution, and international investment law. <ol style="list-style-type: none">1. Introduction to International Economic Law2. The Law of the International Monetary Fund3. The Law of the World Bank Group4. The role of the IMF and WB in the international financial system	

5. The European Monetary Union and the Euro
6. WTO - Basic legal framework
7. Dispute resolution within the WTO
8. Principles and rules of the multilateral trading system
9. Liberalization of the world trade vs. other social values and interests
10. Rules of the international trading system and unfair competition
11. The legal framework for the protection of international investment
12. International investment protection standards
13. Settlement of international investment disputes

Support literature:

LOWENFELD, A.F. 2008. International Economic Law. New York: Oxford University Press, 2008. ISBN 978-0-19-922694-8.

ZIEGLER, A.R. – QURESHI, A.H. 2007. International Economic Law. London: Sweet and Maxwell, 2007. ISBN 978-0-421-94720-7.

DOLZER, R. – SCHREUER, C. 2008. Principles of International Investment Law. New York: Oxford University Press, 2008. ISBN 978-0-19-921176-0.

VAN DER BOSSCHE, P. 2008. The Law and Policy of the World Trade Organization. New York: Cambridge University Press, 2008. ISBN 978-0-521-72759-4

SEIDL-HOHENVELDERN, I. 1999. International Economic Law. Hague: Kluwer Law International, 1999. ISBN 978-9041112194.

Language whose command is required to complete the course:

Slovak, English, Russian

Notes:

Assessment of courses

Total number of evaluated students: 193

A	B	C	D	E	FX
16.58	33.16	31.09	14.51	3.63	1.04

Lecturer: doc. JUDr. Ing. Katarína Brocková, PhD.

Date of the latest change: 19.02.2019

Approved by: Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMEVaHD FMV/ MVA150292/16	Title of course: World Economy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: On completion of this course, and having completed the Essential reading and activities, you should be able to: <ul style="list-style-type: none"> ● explain the importance of world economy in analysing the ways societies and economies work ● explain and apply key concepts and theoretical approaches in world economy ● discuss and critically evaluate these concepts and theoretical approaches ● apply these concepts and theoretical approaches to key social and economic issues in the context of economic globalisation ● discuss policy options for overcoming inequality and uneven development in the globalising world. 	
Indicative content: <ol style="list-style-type: none"> 1. Historical development of the world economy 2. Current state of the world economy 3. Population 4. Resources and environment 5. Agriculture 6. Manufacturing 7. Midterm 1 8. Services 9. Transportation and communications 10. Cities and urban economies 11. International trade and investment, international trade patterns 12. Development and underdevelopment in the developing world 13. Recap, preparation for final exam 14. Final exam 	
Support literature: STUTZ, Frederick P. and WARF, Barney, 2012, The world economy: geography, business, development. Boston : Prentice Hall.	

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 25

A	B	C	D	E	FX
84.0	8.0	4.0	0.0	0.0	4.0

Lecturer: doc. Ing. Martin Grešš, PhD.

Date of the latest change: 12.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of International Relations					
Course code: KMEVaHD FMV/ VVA20203/18		Title of course: Diplomacy in Practice			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 2.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results: Students acquire theoretical, but mainly practical knowledge of international economic and political relations and diplomatic practice in various states of the world, focusing on current economic and political developments.					
Indicative content: The Diplomacy in Practice course provides the structural information about the objectives, instruments and rules of diplomacy in practice in accordance with the foreign economic policies of selected countries and international organizations.					
Support literature: BERRIDGE, G. R.: Diplomacy. Theory and Practice. London: Palgrave Macmillan, 2015. ISBN 978-1-137-44552-0. BERRIDGE, G. R. – James, A.: Dictionary of Diplomacy. London: Palgrave Macmillan, 2003. ISBN 978-1403915368. KISSINGER, H.: Diplomacy. New York: Simon & Schuster, 1994. ISBN 978-0671510992. MELISSEN, J. (Ed.): The New Public Diplomacy (Soft Power in International Relations). London: Palgrave Macmillan, 2005. ISBN 978-1-4039-4516-7.					
Language whose command is required to complete the course: English					
Notes:					
Assessment of courses Total number of evaluated students: 1					
A	B	C	D	E	FX
0.0	100.0	0.0	0.0	0.0	0.0
Lecturer: doc. Mgr. Boris Mattoš, PhD.					
Date of the latest change: 12.02.2019					

Approved by: Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava							
Faculty: Faculty of National Economy							
Course code: KET NHF/ONE15007/15		Title of course: Economic Theory 2 (in French)					
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present							
Number of credits: 5							
Recommended semester/trimester of study: 2.							
Degree of study: I., N							
Prerequisites:							
Requirements to complete the course:							
Teaching results:							
Indicative content:							
Support literature:							
Language whose command is required to complete the course:							
Notes:							
Assessment of courses Total number of evaluated students: 45							
A	B	C	D	E	FX	np	p
22.22	24.44	15.56	20.0	15.56	2.22	0.0	0.0
Lecturer: prof. Ing. Magdaléna Přívarová, CSc.							
Date of the latest change: 19.02.2019							
Approved by: Co-guaranteeprof. Ing. Ján Lisý, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteeprof. Ing. Anna Majtánová, PhD.Co-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteeprof. Ing. Eva Muchová, PhD.Co-guaranteedoc. Ing. Erika Neubauerová, PhD.Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.Co-guaranteeprof. Ing. Magdaléna Přívarová, CSc.Co-guaranteeprof. Ing. Eva Rievajová, PhD.Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.Co-guaranteedoc. RNDr. Viera Vlčková, CSc.Co-guaranteeprof. Ing. Elena Žárska, CSc.Guaranteeprof. PhDr. Lívia Adamcová, PhD.Guaranteedoc. PhDr. Mária Antalová, PhD.Guaranteeprof. Ing. Vladimír Gonda, PhD.GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.Guaranteeprof. Ing. Erika Pastoráková, PhD.Guaranteedoc. Ing. Veronika Piovarčiová, PhD.Guaranteedoc. Ing. Štefan Rehák, PhD.Guaranteedoc. Ing. Mária Tokárová, PhD.Guaranteedoc. Ing. Alena Zubaľová, PhD.							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15100/15	Title of course: Price Decision-making in Marketing (in French)
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work; written essay; written examination. Active participation in lectures 20 %. Final test 80 %.	
Teaching results: Knowledge and understanding: Students will extend existing knowledge in marketing by the topic of pricing as an important part of the marketing mix, including the different aspects of understanding the topic and approaches to the pricing strategies. Practical skills: Students will acquire practical skills in the area of pricing strategies and price mix, and will be able to understand the relationship between price, cost, demand and competition. Competencies: After completing the course students will be able to apply knowledge in pricing in specific areas of the economy and formulate pricing strategies using basic methods of fixation rates.	
Indicative content: Price as a marketing tool, which is involved in the economic situation of the company. Price as part of an overall marketing strategy.	
Support literature: URBAIN, C. – LE GALL-ELLY, M. 2009. Prix et stratégie marketing. 1ère édition, Dunod. 2009. 118p. ISBN: 978-2-10-052918-6. JACQUET, F.- BRAULT , F.- SIMON, H. 2011. La stratégie prix - 3ème édition - Le pricing, levier indispensable pour augmenter votre rentabilité. Dunod. 2011. 387p. ISBN 9782100567034. LAMBIN J.J.- MOERLOOSE, CH. 2009. Maketing stratégique et opérationnel.	
Language whose command is required to complete the course: French	
Notes:	
Assessment of courses Total number of evaluated students: 20	

A	B	C	D	E	FX
50.0	25.0	10.0	5.0	10.0	0.0
Lecturer: Ing. Zuzana Okasová, PhD.					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA15007/17	Title of course: Information Systems in Marketing (in French)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: individual work; written exam; project Active work in seminars 20 %. Essay 20 %. Final test 60 %.	
Teaching results: Knowledge and understanding: Students will gain knowledge about the content and importance of information systems in the company, about the structure of marketing information system (MIS) and its specifics in retail and wholesale. Practical skills: Students will acquire practical skills in the field of marketing research and in the work with marketing data. Competencies: After completing the course, students will know the basic forms and elements of MIS procedures and methods of marketing research implementation using the MIS. They will be able to design simple MIS.	
Indicative content: Creation and rationalization of marketing information systems. Management of data - gathering and analysis. Students get the information on the need to use the information systems for strategic control of business. The subject informs on the use of information and communication technologies to realize the marketing and business activities. It shows the possibilities of the most widely used information systems for marketing and business activities. It highlights the utilization of the Internet in marketing and e-commerce and for the development of knowledge economy.	
Support literature: Calmé I – Hamelin, J. – Lafontaine JP. - Ducroux, S.- Gerbaux, F. 2003. Introduction à la gestion. 2e édition Dunod, Coll Gestion Sup, 2003, 416 p. ISBN : 2100508261. MONACO, L. 2012. Systèmes d'information de gestion - 34 fiches de cours avec applications corrigées pour réussir votre épreuve édition 2012-2013. Gualino Editeur. 2012. 218p. ISBN : 978-2-297-03038-0.	

Lorino, P.: Méthodes et pratiques de la performance, Le guide du pilotage. Paris: Les Editions d'organisations 1998. ISBN 2-7081-1977-X.

ANKRI C.- LANNOO P. 2007. E-marketing & e-commerce. 2e édition. VUIBERT, 2007, 347 p. ISBN: 9782711787210.

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 7

A	B	C	D	E	FX
57.14	28.57	14.29	0.0	0.0	0.0

Lecturer: Ing. Patrícia Kollár

Date of the latest change: 20.02.2019

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KMr OF/OOA15136/16		Title of course: Cognitive Psychology (in French)			
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 2.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: individual work; written essay; written examination Activity in seminars 30 %. Project preparation and presentation 30 %. Exam: 40 %.					
Teaching results: Comprehension of the concept of cognitive psychology and its place within psychology as a scientific discipline. Ability to apply the principles of cognitive psychology as an effective tool of sales and marketing.					
Indicative content: Creating a linkage between theoretical and practical aspects of cognitive psychology and marketing practice.					
Support literature: LIEURY, A. 2013. Manuel visuel de la psychologie cognitive. 3eme édition, Dunod. 2013. 448 p. ISBN: 9782100587773. LEGER, L. 2012. Mini manuel de psychologie cognitive. 1ere édition, Dunod. 2012. 184 p. ISBN: 9782100572786. LIEURY, A. 2011. Psychologie cognitive – en 35 fiches. 1ere édition, Dunod. 2009. 176 p. ISBN: 9782100566570. FENOUILLET, F. 2012. Les théories de la motivation. 1ere édition, Dunod. 2012. 238 p. ISBN: 9782100570768.					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 15					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Zuzana Okasová, PhD.

Date of the latest change: 20.02.2019

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KMr OF/OOA15109/15		Title of course: Commercial Project Management (in French)			
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 4.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: individual work; combined examination. 30 % students' presentations, 70 % exam.					
Teaching results: Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and tools making business projects in different types of markets, enabling them to develop skills for domestic and international employers.					
Indicative content: Theoretical and practical aspects of a structured approach to the market. Creating a business project.					
Support literature: Des Lauriers, T., Chéreau, F. 2009. Manager un projet. Paris: Consulting, 2009, 47 s. ISBN 291460690X. Chapus – Gilbert, V., Gautier, E., Cousin – Bernard, M. 2010. Manager par projet. Paris: Nathan-scolaire, 2010, 216s. ISBN 10-2091610178. Moine, J.-Y. 2010. Le pilotage de portefeuille de projets. Paris: Afnor, 2010, 96 s. ISBN 978-2-12-465253-2					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 25					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Lecturer: prof. Ing. Jaroslav Kita, CSc.					
Date of the latest change: 20.02.2019					

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská,
PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KMr OF/OOA15103/15		Title of course: Distributor Implantation Tools (in French)			
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 4.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: individual work; written essay; written examination. 70 % exam; 30 % student presentations.					
Teaching results: Knowledge and understanding: After completing this module, students should be able to: apply the knowledge, skills and modeling approaches to implantation of operating retail units to enable them to develop skills for national and international employers.					
Indicative content: Concepts of implantation retail units and applications geomarketing on operated distributor.					
Support literature: Latour, P., Le Floc'h, J. 2001. Géomarketing. Paris: Editions d'organisations, 2001, 271s. ISBN 2-7081-2526-5. Douard, J. P. - Heitz, M. 2004. Le géomarketing. Paris: Dunod, 2004, 238s. ISBN 2-10-006906-3.					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 20					
A	B	C	D	E	FX
55.0	25.0	15.0	5.0	0.0	0.0
Lecturer: Ing. Patrícia Kollár					
Date of the latest change: 20.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KMr OF/OOA15104/15		Title of course: Commercial action plan (in French)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 4.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: individual work; written essay; written examination. 60 % solution of case studies, 20 % presentations, 20 % argumentation of selected merchandising techniques, respectively developing a business plan.					
Teaching results: Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and techniques of prepare a business plan and marketing, students will be asked to demonstrate the use merchandising techniques that enable them to develop skills for national and international employers.					
Indicative content: New knowledge and tools sales planning in the context of a customer-focused marketing. Merchandising application in practice.					
Support literature: Camus, B. 2005. Plan d'actions commerciales. Paris : Editions d'organisation, 2005, 146 s. ISBN 2 -7081-3223-7. Py, P. 2006. Le plan d'actions commerciales du vendeur. Paris: Editions d'organisation, 2006, 254s. ISBN 2-7081-3628-3. Fady, A., Renaudin, V., Vyt, D. 2007. Le merchandising. Paris: Vuibert. 2007, 209s. ISBN 978-2-7117-7542-2. Wellhoff, A., Masson, J.-M. 2005 Le merchandising. Paris: Dunod. 2005, 341 s. ISBN 978-2-10-048902-2.					
Language whose command is required to complete the course: French					
Notes:					
Assessment of courses Total number of evaluated students: 24					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: prof. Ing. Jaroslav Kita, CSc., doc. Ing. Pavol Kita, PhD.

Date of the latest change: 20.02.2019

Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA15133/16	Title of course: Case Studies in Marketing (in French)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: project; combined exam. Seminars: 100 % of which: - activity on seminars: 70 %; - interim verification of knowledge: 10 %; - semester test result: 20 %.Result of the final written examination: 60 %.	
Teaching results: The subject consists of marketing case studies of different sized companies which are established on the B to C as well as the B to B market. Their solutions lead to creation of marketing strategies and formulating marketing policies. Case studies concern application of marketing terminology, marketing tool which are used in various stages of a marketing approach, relation of strategy and policy, analysis of needs, marketing mix tools and budget creation. They require oral presentation of solution results, elaboration of a written report, critical analysis of strategic and operative marketing tools. Knowledge and understanding: Basic knowledge of marketing solutions market situations BtoC and BtoB. Engine. Understand the principles of marketing approach. Understand the factors affecting the marketing process in the company. Practical skills: Ability to apply theoretical knowledge to specific examples. Baseline analysis, devise a strategy and solution marketing problems. Competences: Control terminology. Ability and capacity to participate actively in the work of the team solving the marketing problem. Find creative solutions posed problems. To understand the marketing issues and current trends in the marketplace.	
Indicative content: Methodology the case study of marketing. Specifics of the French marketing. Terminology. Environment and market. Market analysis. Enterprise and market. Analysis of the situation on the market. Market segmentation study B to C. Politics product. New product. Distribution policy. Communication policy. Market share. Analysis of the marketing mix. Change strategy.	
Support literature:	

KOTLER, P., KELLER, K, MANCEAU, D. Marketing Management. 14e édition. Pearson: Paris, 2012. 912 s. 978-2744076237.
Moinet, F. 2010. Vente directe&circuits courts. Paris: France Agricole, 2010, 404 s. ISBN 978-285557-174-4.
DARPY, D. 2012. Comportements du consommateur. Paris: Dunod, 2012, 372 s. ISBN 987-2-10-057724.

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 38

A	B	C	D	E	FX
92.11	0.0	5.26	2.63	0.0	0.0

Lecturer: prof. Ing. Jaroslav Kita, CSc.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of International Relations	
Course code: KMEVaHD FMV/ MVA150292/16	Title of course: World Economy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: On completion of this course, and having completed the Essential reading and activities, you should be able to: <ul style="list-style-type: none"> ● explain the importance of world economy in analysing the ways societies and economies work ● explain and apply key concepts and theoretical approaches in world economy ● discuss and critically evaluate these concepts and theoretical approaches ● apply these concepts and theoretical approaches to key social and economic issues in the context of economic globalisation ● discuss policy options for overcoming inequality and uneven development in the globalising world. 	
Indicative content: <ol style="list-style-type: none"> 1. Historical development of the world economy 2. Current state of the world economy 3. Population 4. Resources and environment 5. Agriculture 6. Manufacturing 7. Midterm 1 8. Services 9. Transportation and communications 10. Cities and urban economies 11. International trade and investment, international trade patterns 12. Development and underdevelopment in the developing world 13. Recap, preparation for final exam 14. Final exam 	
Support literature: STUTZ, Frederick P. and WARF, Barney, 2012, The world economy: geography, business, development. Boston : Prentice Hall.	

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 25

A	B	C	D	E	FX
84.0	8.0	4.0	0.0	0.0	4.0

Lecturer: doc. Ing. Martin Grešš, PhD.

Date of the latest change: 12.02.2019

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of International Relations					
Course code: KMPV FMV/ OV15002/18		Title of course: Distributor Deployment Strategy (in French)			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 6					
Recommended semester/trimester of study: 4.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 5					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Lecturer: PhDr. Rudolf Kucharčík, PhD.					
Date of the latest change: 12.02.2019					
Approved by: Co-guaranteedoc. Ing. Pavol Kita, PhD.Co-guaranteeprof. Ing. Viera Čihovská, PhD.Guaranteeprof. Ing. Jaroslav Kita, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava							
Faculty: Faculty of National Economy							
Course code: KF NHF/NNB15807/17		Title of course: Kapitálová štruktúra podnikateľských subjektov (v nemeckom jazyku)					
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present							
Number of credits: 6							
Recommended semester/trimester of study: 2.							
Degree of study: II., N							
Prerequisites:							
Requirements to complete the course:							
Teaching results:							
Indicative content:							
Support literature:							
Language whose command is required to complete the course:							
Notes:							
Assessment of courses Total number of evaluated students: 1							
A	B	C	D	E	FX	np	p
0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Kristína Jančovičová Bognárová, PhD.							
Date of the latest change: 27.02.2019							
Approved by: Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeprof. Ing. Pavol Ochoťnický, CSc.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Pavol Ochoťnický, CSc.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC15075/18	Title of course: Regional Tourism (in German)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: individual work written examination 30 % presentation and defense of seminar work; 70 % final exam	
Teaching results: The main educational goal is complex to understand the issue of tourism development in the region, the process and conditions for development of tourism in the region. Partial goals are: - be able to identify problems of regional tourism development in their complex expressions and contexts, - be able to analyze these issues in terms from organizational, programming and financial point of view and propose appropriate solutions. After completing the course the student should be able to (knowledge and understanding): - critically discuss the identified problems of tourism development in the region in its organizational, program and financial context, - demonstrate the ability of critical assessment of the different approaches to regional development and be able to consider different options for supporting the tourism development in the region, - formulate the impact of the use of different tools of support the development of tourism in the region. After completing the course the student should be able to (skills and competences): - demonstrate the skills of designing the toolkit of supporting the tourism development depending of the regional specifics and depending of the analyzed problems, - the ability to design the organizational support of regional tourism activities and possible financial resources available to implement them, - ability to apply knowledge in practical situations (workshop simulation of the solution of the case studies).	
Indicative content: Main analyzed topics are the specifics of regional tourism management from an organizational, program and financial view of point. The course also includes the issue of regional cooperation in	

tourism in its various forms, cross-border and interregional cooperation. A great emphasis is put on regional policy in tourism and support the development of tourism in the regions, including the funding of tourism development in the regions and the use of public resources to support the regional development. Subject introduces the conditions of regional tourism development in Slovakia and in advanced countries.

Support literature:

Bieger, T.: Management von Destinationen. R. Oldenbourg Verlag Munchen Wien.
Bieger, T., Beritelli, P.: Management von Destinationen, Oldenbourg Verlag Muenchen Wien, 2017.
Freyer, W.: Tourismus. De Gruyter, 2015.
Mundt, J. W.: Tourismus. Oldenbourg Verlag, 2013.

Language whose command is required to complete the course:

Deutsch

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Anna Micháľková, PhD.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KOP OF/OOE15001/17	Title of course: Fundamentals of Law for Economists (in German)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: N	
Prerequisites:	
Requirements to complete the course: individual work written essay others: active participation in lessons exam Seminars : 20 % - Activity in seminars: 4 % - Semester test result: 10 % - Interim verification of knowledge: 6 % Result of final written examination: 80 %	
Teaching results: Knowledge and understanding: understand the importance of legal regulation of economic relations in their entirety. To acquire a basic knowledge of the theory of law, constitutional law, criminal law and its institutional security. Also selected parts of civil, labor and administrative law, private international law and European Union law. Practical skills: ability to navigate the legal system of the Slovak Republic and partly in European law character .. the interpretation of the new legislation adopted during the lifetime of practice graduate. Competence: The ability to apply the rules for normal legal acts university educated economist in the economic field.	
Indicative content: Subject enables prospective college education economist acquire knowledge of jurisprudence, constitutional right SR versed in criminal law protection of the most important economic interests, provides knowledge of the courts and the prosecution and proceedings before them. Given the different content and the inclusion of items on the faculties of the EU. The content is also selected issues of professional, administrative and civil law. Another issue of the subject is a public procurement legislation, private international law and European Union law.	
Support literature: Basic literature: SABO, M. - HOLUB, D.: (2010) Základy práva pre ekonómov, Bratislava, IURA EDITION, 2010. 422 s., ISBN 978 8078-359-4,	

Recommended literature:

KNAPP, V.: (1995) Teórie práva, Praha C.H. Beck, 1995, 247 s., ISBN 8071790281

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: JUDr. Andrea Slezáková, PhD., LL.M.

Date of the latest change: 20.02.2019

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Economic Informatics					
Course code: KOVE FHI/ IIB15002/15		Title of course: Financial Mathematics (in German)			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study:					
Degree of study: N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 15					
A	B	C	D	E	FX
40.0	6.67	33.33	13.33	0.0	6.67
Lecturer:					
Date of the latest change: 04.03.2019					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Economic Informatics					
Course code: KOVE FHI/ IIB15001/15		Title of course: Management Decision Support Systems (in German)			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 2.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 16					
A	B	C	D	E	FX
0.0	31.25	37.5	25.0	0.0	6.25
Lecturer: Prof. Dr. Rolf Rogge					
Date of the latest change: 04.03.2019					
Approved by: Co-guarantee Dr.h.c.prof. Ralf Michael Ebeling					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Business Management					
Course code: KPF FPM/MME15161/16		Title of course: International Management (in German)			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 2.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 17					
A	B	C	D	E	FX
58.82	29.41	11.76	0.0	0.0	0.0
Lecturer: Ing. Katarína Vavrová, PhD.					
Date of the latest change: 15.02.2019					
Approved by: Co-guaranteeDr.h.c.prof. Ralf Michael Ebeling					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of National Economy	
Course code: KSRaP NHF/ NNF15535/17	Title of course: Zelená ekonomika (v španielskom jazyku)
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Individual task 40% Exam 60%	
Teaching results: Knowledge and Understanding: After completing the course, participants will be able to: <ul style="list-style-type: none"> • Define the concept of a green economy and explain its value • Describe social, environmental and economic benefits of advancing a green economy • Identify enabling conditions for greening national economies • Provide examples of successful green economy investments, initiatives and projects Describe national planning processes in support of a green transformation Skills and Competencies: After completing the course, participants will be able to: <ul style="list-style-type: none"> • Identify principal challenges and opportunities for greening key economic sectors • Recognize the range of international and regional green initiatives and support services to foster green development • Apply the green economy concept to a real world economic, policy and/or personal context 	
Indicative content: The course is focused on different concepts and facets of the green economy, as well as global, national and sector-specific challenges and opportunities to advance low-carbon, resource efficient and socially inclusive development. Students will be provided with practical insights on how to go about developing more sustainable products, using objective and scientific criteria and with examples of success and failure.	
Support literature: CATO, M. S. 2009. Green Economics: An Introduction to Theory, Policy and Practice. London: Earthscan. ISBN: 978-1-84407-571-3 EUROPEAN COMMISSION. 2013. Promoting green jobs throughout the crisis: a handbook of best practices in Europe. Luxembourg: Publications Office of the European Union. ISBN 978-92-79-29393-1 UNEP. 2008. Green Jobs: Towards decent work in a sustainable, low-carbon world. Nairobi: United Nations Office. ISBN: 978-92-807-2940-5 OECD. 2012. The jobs potential of a shift towards a low-carbon economy, http://www.oecd.org/employment/emp/50503551.pdf UNCTAD. 2012. The Road to Rio+20: For a development#led green economy. Issue 3, June 2012	
Language whose command is required to complete the course:	

Spanish							
Notes:							
Assessment of courses							
Total number of evaluated students: 0							
A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Roman Klimko, PhD.							
Date of the latest change: 13.02.2019							
<p>Approved by: Co-guaranteedoc. PhDr. Mária Antalová, PhD.Co-guaranteeprof. Ing. Vladimír Gonda, PhD.Co-guaranteeprof. Ing. Eva Horvátová, CSc.Co-guaranteedoc. Ing. Jana Kubicová, PhD.Co-guaranteeUniv. prof. i. R. Dipl. Ing. Dr. Mikuláš LuptáčíkCo-guaranteedoc. Ing. Marta Martincová, CSc.Co-guaranteedoc. RNDr. Ema Mišúnová, CSc.Co-guaranteeprof. Ing. Pavol Ochotnický, CSc.Co-guaranteeprof. Ing. Erika Pastoráková, PhD.Co-guaranteedoc. Ing. Peter Sika, PhD.Co-guaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Co-guaranteeprof. Ing. Jozef Tvrdoň, PhD.Co-guaranteedoc. Ing. Alena Zubaľová, PhD.Co-guaranteeprof. Ing. Anetta Čaplánová, PhD.Guaranteeprof. Ing. Božena Chovancová, PhD.Guaranteeprof. Ing. Ján Lisý, PhD.Guaranteeprof. Ing. Anna Majtánová, PhD.Guaranteeprof. Ing. Pavol Ochotnický, CSc.Guaranteeprof. Ing. Magdaléna Příkladová, CSc.Guaranteeprof. Ing. Eva Rievajová, PhD.Guaranteeprof. Ing. Anna Schultzová, PhD.GuaranteeDr. h. c. prof. Ing. Rudolf Sivák, PhD.Guaranteeprof. Ing. Elena Žárska, CSc.</p>							

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KRASJ FAJ/ MVJJ6153010B/15		Title of course: FL 2 - Culture and Communication in Spanish (20)			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 1					
Recommended semester/trimester of study: 6.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 11					
A	B	C	D	E	FX
72.73	0.0	27.27	0.0	0.0	0.0
Lecturer: Mgr. Diana Patricia Varela Cano, PhD., Mgr. Iveta Maarová, PhD.					
Date of the latest change: 05.03.2019					
Approved by: Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KIK FAJ/JJ315280M/15		Title of course: Discussion Forum in Spanish II.			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 4.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature: López Llebot, María Rosa. Hablemos en clase. Madrid : Edinumen, 2008. Aktuálna tlač v slovenskom a španielskom jazyku, internet					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 25					
A	B	C	D	E	FX
24.0	56.0	12.0	0.0	8.0	0.0
Lecturer: Ing. Allan Jose Sequeira Lopez					
Date of the latest change: 06.03.2019					
Approved by: Guaranteeprof. PhDr. Livia Adamcová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KRasJ FAJ/ JJ615310M/15		Title of course: Legal Spanish II.			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 2.					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 32					
A	B	C	D	E	FX
40.63	34.38	21.88	0.0	0.0	3.13
Lecturer:					
Date of the latest change: 05.03.2019					
Approved by: Guaranteeprof. PhDr. Lívia Adamcová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KIK FAJ/ KIKJJ315300B/15	Title of course: Business Negotiations in Spanish II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Active participation in seminars – 10% Project – 30% Preliminary test – 20% Combined exam – 40%	
Teaching results: Types of communication and a specific place of business negotiations among them. Complexity of business negotiations in their individual phases. Basic strategies, tactics and techniques of successful achieving of goals. Factors causing occurrence of problems and possibilities of dealing with them. Intercultural aspect of business negotiations, cultural standards, Critical Incidents. Acquiring specific vocabulary related to the subject-matter of negotiations. Practising of various types of business negotiations. Evaluation criteria for assessing the level of language, content and professional expertise in business negotiations.	
Indicative content: Types of communication and a specific place of business negotiations among them. Complexity of business negotiations in their individual phases. Basic strategies, tactics and techniques of successful achieving of goals. Factors causing occurrence of problems and possibilities of dealing with them. Intercultural aspect of business negotiations, cultural standards, Critical Incidents. Acquiring specific vocabulary related to the subject-matter of negotiations. Practising of various types of business negotiations. Evaluation criteria for assessing the level of language, content and professional expertise in business negotiations.	
Support literature: Povinná: vybrané kapitoly z: Mlýnková, L. - Macíková, O.: Obchodní španělština, Brno : CP Books, 2005 Felices, Á et al.: Cultura y negocios. Madrid : Edinumen, 2010	

Prost, G. - Noriega Fernández, A.: Al día. Curso superior de español para los negocios, Madrid : SGEL, 2009
Prada (de) M. - Bovet, M. – Marcé, P.: Entorno empresarial, Madrid : Edelsa 2008
Odporúčaná:
Ponti, F: Los caminos de la negociación, Barcelona : Verticales de bolsillo, 2008
Helmová, M.: Účinné stratégie a taktiky pre obchodné rokovanie, Ekonóm, 2012
Aktuálne študijné materiály z odborných publikácií, tlače a internetu

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 25

A	B	C	D	E	FX
20.0	56.0	12.0	0.0	12.0	0.0

Lecturer: Mgr. Diana Patricia Varela Cano, PhD.

Date of the latest change: 06.03.2019

Approved by: Guaranteeprof. PhDr. Livia Adamcová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Applied Languages					
Course code: KRAsJ FAJ/ JJ615008B/17		Title of course: Selected Chapters from Hispanic American Literature I.			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 6.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 12					
A	B	C	D	E	FX
91.67	8.33	0.0	0.0	0.0	0.0
Lecturer: Mgr. Soňa Tužinská, PhD.					
Date of the latest change: 05.03.2019					
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