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<th><strong>University:</strong></th>
<th>University of Economics in Bratislava</th>
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<tr>
<td><strong>Faculty:</strong></td>
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<tr>
<td><strong>Course code:</strong></td>
<td>KBaMF NHF/ NNC15150/15</td>
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<tr>
<td><strong>Title of course:</strong></td>
<td>International financial centers</td>
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**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:**

- 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 differenciate among various phases achieved in economic integration of different regions of the world
- c) to differenciate 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 differenciation 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:**

**Support literature:**

**Language whose command is required to complete the course:**
Slovak, English

**Notes:**

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<th>Assessment of courses</th>
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**Lecturer:** doc. Ing. Jana Kotlebová, PhD.

**Date of the latest change:** 12.02.2020

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of National Economy  
**Course code:** KBaMF NHF/NNC15202/15  
**Title of course:** Operations of commercial banks  

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**Number of credits:** 6  
**Recommended semester/trimester of study:** 1.  
**Degree of study:** II., N  

**Prerequisites:**

- 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: 87

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Lecturer: prof. Ing. Eva Horvátová, CSc.

Date of the latest change: 12.02.2020

**DESCRIPTION OF COURSE**

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<td>Faculty: Faculty of Applied Languages</td>
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<td><strong>Course code:</strong> KET NHF/NNE1591/15</td>
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<td><strong>Form of course:</strong> Lecture / Practical</td>
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<td><strong>Prerequisites:</strong></td>
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<td>individual work</td>
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<td>written essay</td>
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<td>other (specify): vypracovanie a prezentácia seminárnej práce</td>
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<tr>
<td>written examination</td>
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<tr>
<td>Elaboration case studies, tasks and activity in seminars 10%</td>
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<td>Elaboration and presentation of seminary work 10%</td>
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<td>Results semester test 10%</td>
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<td>Written tests of quantitative and graphical tasks 10%</td>
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<tr>
<td>Result of final written exam 60%</td>
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<td><strong>Teaching results:</strong></td>
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<td>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.</td>
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<tr>
<td><strong>Indicative content:</strong></td>
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Support literature:
Základná:
Odporúčaná:

Language whose command is required to complete the course:

Notes:
Assessment of courses
Total number of evaluated students: 25

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Lecturer: doc. Ing. Daniel Dujava, PhD.

Date of the latest change: 10.02.2020

**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

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Lecturer: Ing. Lucia Lacko-Bartošová, PhD.

Date of the latest change: 12.02.2020

### UNIVERSITY OF ECONOMICS IN BRATISLAVA

**Faculty:** Faculty of National Economy

**Course code:** KHP

**Title of course:** Microeconomic policies seminar I.

**NHF/NND15014/20**

<table>
<thead>
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<th>Type, load and method of teaching activities:</th>
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<td><strong>Form of course:</strong> Lecture / Practical</td>
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<tr>
<td><strong>Recommended load of course (number of lessons):</strong></td>
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<td><strong>Per week:</strong> 2 / 2 <strong>Per course:</strong> 26 / 26</td>
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<tr>
<td><strong>Method of study:</strong> present</td>
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**Number of credits:** 5

**Recommended semester/trimester of study:** 3.

**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

**Teaching results:**
After completing this module student should
a) understand basic concepts of regulation and competition within imperfect markets
b) critically analyse regulation and competition policy

**Indicative content:**
Introduction to economics of regulation a konkurencie. Basic principles and problems of regulations and competition. Price and non-price forms of regulation and competition.

**Support literature:**

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

**Notes:**
Lectures:
1. week
Basic principles from microeconomics. Competitive markets and monopoly. Different preferences of consumer and demand functions.

2. week

3. week
Modern approach in understanding strategic interactions. Basic principles of game theory. Prisoner’s dilemma and other basic applications. Economic and non-economic applications of game theory.

4. week
Basic models of oligopoly markets. Applications of game theory within oligopoly markets. Non-collusive outcome and comparison to competitive markets and monopoly market.

5. week
Collusive outcome in oligopoly market. Cartels and mergers application in case of strategic substitutions.

6. week
Price competition and Bertrand paradox. Non-collusive outcome in case of price competition.

7. week
Price competition and real application. Easiness of assumptions on capacity or product homogeneity. Product differentiation and hoteling game.

8. week

9. week
Stackelberg model and comparison with static and other dynamic games.

10. week
Entry deterrence on market, predatory strategies and dynamic games. Importance of capacity in entry deterrence strategies.

11. week
Repeated games with final and infinite number of turns. Bertrand and Cournot competition in case of repeated games. Importance of discount factor in case of cartel stability.

12. week
Dynamic models with repeated games and collusive outcome. Price and quantity competition in case of dynamic games with collusive outcome.

13. week
Importance of fine in cartel agreements. Cartel deterrence and stability.

Seminars:
1. week
Understanding of basic principles from microeconomics. Solving classical problems on profit maximization in case of competitive markets and monopoly market.

2. week
Comparison of different principles of regulation and competition. Discussion on SCP approach. Solving of simple problems on elasticity of demand and market shares.

3. week
Game theory problem solving with economic and non-economic application.

4. week
Examples and problems for oligopoly markets with quantity competition. Profit maximization examples for oligopoly markets.

5. week
Problems and solutions for cartel agreements examples. Discussion about conditions enforcing and weakening stability of cartel in case of static games.

6. week
Profit maximization problems for price competition. Discussion about assumptions of Bertrand basic game.

7. week
Problems and solutions for Bertrand game with differentiated products. Profit maximalization examples.

8. week
Game theory examples for dynamic games. Application in economic and non-economic cases.

9. week
Problems and examples with solution for profit maximization in case of Stochastic game. Comparison to other models, discussion on possibilities of regulation.

10. week
Industrial organization and competition policy. Discussion on predatory strategy and pricing and application of such strategies to deter entry of competition.

11. week
Repeated games with final and infinite number of turns. Application in case of Cournot and Bertrand game. Problems and solutions to compare dynamic, sequential and static games.

12. week
Cartel stability and deterrence in case of competition policy. Application of dynamic game theories.

13. week
Importance of fine for cartel agreements. Problems and solutions for collusions with probability of detection.

Assessment of courses
Total number of evaluated students: 0

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Lecturer: Mgr. Ing. Peter Silanič, PhD., Ing. Richard Kališ, PhD.

Date of the latest change: 17.02.2020

**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 (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., 5.  
**Degree of study:** 1., N  
**Prerequisites:**  
**Requirements to complete the course:**  
Individual activity 10%  
Mid-term test 30%  
Final written exam 60%  
**Teaching results:**  
Teaching results:  
• 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:  
• 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:  
• 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:  
Language whose command is required to complete the course:
English
Slovak

Notes:

Assessment of courses
Total number of evaluated students: 24

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Lecturer: doc. Ing. Jana Péliová, PhD.

Date of the latest change: 04.02.2020

Approved by: Co-guarantee Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik Co-guaranteed doc.
## Course Description

### 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:

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<th>Lecture / Practical</th>
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<td>Per week: 2 / 2 Per course: 26 / 26</td>
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<td>Method of study:</td>
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### Number of credits:
6

### Recommended semester/trimester of study:
3.

### 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:
Odporúčaná:
Language whose command is required to complete the course:
- English
- Slovak

Notes:

Assessment of courses
Total number of evaluated students: 99

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Lecturer: doc. Ing. Lubomíra Gertler, PhD., Ing. František Hocman, PhD., Ing. Kristína Jančovičová Bognárová, PhD.

Date of the latest change: 04.02.2020

**DESCRIPTION OF COURSE**

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<td><strong>Number of credits:</strong> 6</td>
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<td><strong>Recommended semester/trimester of study:</strong> 5.</td>
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<td><strong>Prerequisites:</strong></td>
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<td><strong>Requirements to complete the course:</strong></td>
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<td>Requirements to complete the course: written project</td>
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<td>Activity at seminars and elaboration of term project 10%</td>
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<td>Results of term test 20%</td>
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<td><strong>Teaching results:</strong></td>
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<td>Teaching results:</td>
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<tr>
<td>• To analyze the basic factors influencing the corporate finance</td>
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<tr>
<td>• To syntetize the knowledge generally true in selected areas of corporate finance (sources of finance, allocation of capital to tangible and intangible assets, financial planning)</td>
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<td>• To apply the theoretical knowledge by the solving of case studies and practical examples</td>
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<td>• To develop analytical skills of the students, support of the team work</td>
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<tr>
<td>I. Knowledge and understanding</td>
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<td>After passing the subject students should be able to:</td>
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<tr>
<td>• Characterize the knowledge generally true in selected areas of corporate finance</td>
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<td>• Understand the influence of the factors influencing the corporate finance</td>
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<td>• To have the overview on current techniques, methods and procedures from financial management</td>
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<td><strong>Indicative content:</strong></td>
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<td>Indicative content:</td>
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<tr>
<td>1. Introduction of the course, its basis and aims</td>
</tr>
<tr>
<td>2. Corporate assets and their structure</td>
</tr>
<tr>
<td>3. Financial analysis</td>
</tr>
<tr>
<td>4. Allocation to the tangible assets</td>
</tr>
<tr>
<td>5. Allocation to intangible assets</td>
</tr>
<tr>
<td>6. Financial investments</td>
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<tr>
<td>7. Corporate financial planning</td>
</tr>
<tr>
<td>8. Corporate surroundings and its influence on corporate finance</td>
</tr>
<tr>
<td>9. Legal form of a company</td>
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<td>10. Small and medium sized companies</td>
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<td>11. Non – profit organizations</td>
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Support literature:

Language whose command is required to complete the course:
Slovak, English

Notes:

Assessment of courses
Total number of evaluated students: 25

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Lecturer: doc. Ing. Katarína Belanová, PhD.

Date of the latest change: 04.02.2020

## 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

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<tr>
<td><strong>Recommended load of course (number of lessons):</strong></td>
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| **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:


### Support literature:


Language whose command is required to complete the course:

Notes:

### Assessment of courses
Total number of evaluated students: 69

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**Lecturer:** Ing. Martin Hudcovský, PhD.

**Date of the latest change:** 17.02.2020

**Approved by:**
Co-guarantee
Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik
Ing. Marta Martincová, CSc.
Co-guarantee
prof. Ing. Eva Muchová, PhD.
Co-guarantee
Ing. Erika Neubauerová, PhD.
Co-guarantee
Ing. Veronika Piovarčiová, PhD.
Co-guarantee
Ing. Magdaléna Přívarová, CSc.
Co-guarantee
Ing. Eva Rievajová, PhD.
Co-guarantee
Ing. Daniela Tkáčová, CSc.
Co-guarantee
Ing. Elena Žárska, CSc.
Guarantee
doc. PhDr. Mária Antalová, PhD.
Guarantee
doc. Ing. Vladimír Gonda, PhD.
Guarantee
doc. Ing. Martin Lábaj, PhD.
Guarantee
doc. Ing. Érika Pastoráková, PhD.
Guarantee
doc. Ing. Veronika Piovarčiová, PhD.
Guarantee
doc. Ing. Štefan Rehák, PhD.
Guarantee
doc. Ing. Alena Zubaľová, PhD.
### 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:** | 1., 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 main goal of this course (subject) is to mediate the professional competencies (knowledge, skills and attitudes) of students in the area of the personnel management and the human resource management and to learn them to respect the main principles and connections on various levels of society: mega – European Union, macro – national, mezzo - organization, and micro – individual. Also to deepen their abilities in the area of self-management and individual development with the goal to achieve progress in organization.

#### Indicative content:

Students obtain the abilities demanded for human resource managers, leaders and experts in the area of human resources. Professional competencies are implemented into perform roles as: role of communicator, role of manager, role of leader, role of coach, role of mediator, role of evaluator, role of motivator, role of negotiator, role of strategist, role of actor of change and role of project manager. The students solve the concrete practical problems during the seminars by using the new methods of education for instance case study, playing role, exercises with problem solving or they can create and develop the project according to own selection.

#### Support literature:
Materials from the lectures and seminars.

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 142

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**Lecturer:** doc. PhDr. Mária Antalová, PhD.

**Date of the latest change:** 10.02.2020

**Approved by:** Co-guarantee
Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik
Co-guaranteed Ing. Marta Martinová, CSc.
Co-guaranteed Ing. Eva Muchová, PhD.
Co-guaranteed Ing. Erika Neubauerová, PhD.
Co-guaranteed Ing. Veronika Piovarčiová, PhD.
Co-guaranteed Ing. Magdaléna Přívarová, CSc.
Co-guaranteed Ing. Eva Rievajová, PhD.
Co-guaranteed Ing. Daniela Tkáčová, CSc.
Co-guaranteed Ing. Elena Žárska, CSc.
Guaranteed PhDr. Mária Antalová, PhD.
Guaranteed Ing. Vladimír Gonda, PhD.
Guaranteed Ing. Martin Lábaj, PhD.
Guaranteed Ing. Erika Pastoráková, PhD.
Guaranteed Ing. Veronika Piovarčiová, PhD.
Guaranteed Ing. Štefan Rehák, PhD.
Guaranteed Ing. Alena Zubaľová, PhD.
# DESCRIPTION OF COURSE

| University: | University of Economics in Bratislava |
| Faculty: | Faculty of National Economy |
| Course code: | Title of course: Regional Economy and Policy 1 |
| KVSR NHR | KVSaRR NHR/ NNG15805/16 |

**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., 5.

**Degree of study:** I., N

**Prerequisites:**

- 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:
- 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:
London.

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 63

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

Date of the latest change: 18.02.2020

Approved by: Co-guarantee
Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik
Co-guaranteedoc. Ing. Marta Martincová, CSc.
Co-guaranteedoc. Ing. Eva Muchová, PhD.
Co-guaranteedoc. Ing. Erika Neubauerová, PhD.
Co-guaranteedoc. Ing. Magdaléna Přívarová, CSc.
Co-guaranteedoc. Ing. Eva Rievajová, PhD.
Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.
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Guaranteedoc. PhDr. Mária Antalová, PhD.
Guaranteedoc. Ing. Martin Lábaj, PhD.
Guaranteedoc. Ing. Erika Pastoráková, PhD.
Guaranteedoc. Ing. Veronika Piovarčiová, PhD.
Guaranteedoc. Ing. Štefan Rehák, PhD.
Guaranteedoc. Ing. Alena Zubaľová, PhD.
### UNIVERSITY OF ECONOMICS IN BRATISLAVA

#### FACULTY OF NATIONAL ECONOMY

**Course code:** KVSaRR NHF/
NNG15811/20

**Title of course:** EU Regional Policy

**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:**

**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

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**Lecturer:** Ing. Valéria Némethová, PhD., Mgr. Igor Jašurek, M.A.

**Date of the latest change:** 20.02.2020

**Approved by:** Guaranteeprof. Ing. Elena Žárska, CSc.
**DESCRIPTION OF COURSE**

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<td>Course code:</td>
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<td>Title of course:</td>
<td>International Finance I (in English)</td>
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**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:**
Interné materiál MMF
Odporúčaná literatúra:
Eichengreen, B.: European Monetary Unification, Theory, Practice and analysis, Massachusetts, 1997
Marková, J.: Mezinárodní měnová spolupráce, Oeconomia, 2006
Nemeček, E.: Mezinárodní měnový systém, Praha, Karolinum, 2000
1048
8. Zbierka zákonov č. 500/1992: Dohoda o Medzinárodnom mienom fonde, Dohoda o Medzinárodnnej bane 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: 102

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Lecturer: Ing. Mária Širaňová, PhD., Ing. Boris Fišera
### DESCRIPTION OF COURSE

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<td>Title of course:</td>
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<td>Method of study:</td>
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<td>Degree of study:</td>
<td>II., N</td>
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<td>project</td>
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<td>1. Individual written work - 30%</td>
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<td>The aims of the course are for the students to:</td>
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<tr>
<td>• Understand and apply financial programming theory and tools</td>
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<td>• Enable them to integrate theory and practice to demonstrate creativity in problem solution</td>
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<td>• Enable students to familiarize with a complex, real project of a financial program as a case study of specific country</td>
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<td>• 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</td>
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<td>Knowledge and understanding.</td>
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<td>After studying this course the students should be able to:</td>
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<tr>
<td>• Articulate a critical understanding of the contemporary issues, theories and conceptual frameworks related to the financial programming</td>
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<td>• Critically discuss a variety of procedures of financial programming used in diverse contexts of countries being in need to stabilise their economies</td>
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<td>• 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</td>
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<td>• Develop a critical understanding of the role of financial programming in stabilising the developments of the world economy within the context of financial crises</td>
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<tr>
<td>Skills, competences.</td>
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<tr>
<td>After studying this module the students should be able to:</td>
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<td>• Design, justify and apply research methods appropriate to the program requirements</td>
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<td>• Demonstrate the ability to communicate key issues and arguments concerning financial programs of various countries and critically analyse the projects findings</td>
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- 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:**

**Support literature:**
Nemec, M.: Finančné programovanie a politiky, vysokoškolské skriptá, ES EÚ 2010
Odporúčaná:
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: 40

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**Lecturer:** Ing. Mária Širaňová, PhD.

**Date of the latest change:** 12.02.2020

## Description of Course

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| Course code: | KET  
NHF/MNE15006/16 | Title of course: Principles of Economics 1 (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., 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:

### Support literature:
- **BASIC:**
RECOMMENDED:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 73

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

Date of the latest change: 10.02.2020

**DESCRIPTION OF COURSE**

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<td><strong>Title of course:</strong></td>
<td>Public Finance II (in English)</td>
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**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 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.
- 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.
- 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:
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: 43

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Lecturer: doc. Ing. Jana Péliová, PhD., Ing. Matej Lorko

Date of the latest change: 04.02.2020

# 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:**
- Individual project
- Written exam

1. Individual work on seminars 10%
2. Individual project 20%
3. Final Written Exam 70%

**Teaching results:**

**Education Outcomes:**  
- 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:**  
- 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:**  
- 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:


**Support literature:**

Support literature:

P.M. Jackson, C.V. Brown: Ekonomie veřejného sektoru, Eurolex Bohemia 2003;
Široký J.: Daňové teorie s praktickou aplikací, 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;
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: 61

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**Lecturer:** Ing. Martin Geško, PhD.

**Date of the latest change:** 04.02.2020

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<td><strong>Course code</strong></td>
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<td><strong>Title of course</strong></td>
<td>Analysis and prognosis in finance</td>
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**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:
D'Auria et al. (2010). The production function methodology for calculating potential growth rates and output gaps

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 86

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

Date of the latest change: 04.02.2020

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:

Support literature:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 48

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Lecturer: Ing. Eduard Nežinský, PhD.

Date of the latest change: 17.02.2020
### 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:**

**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:  
• 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:
Supplementary study literature:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 83

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Lecturer: Ing. Stanislav Zábojník, PhD.

Date of the latest change: 19.02.2020

Approved by:
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
<td>Managerial Simulation (Marketplace) (in English)</td>
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**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

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**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:**
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: 73

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**Lecturer:** Ing. Ingrid Potisková, PhD.

**Date of the latest change:** 19.02.2020

**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:**  
**Degree of study:** 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:**  

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

**Notes:**

**Assessment of courses**  
Total number of evaluated students: 98  
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**Lecturer:** prof. JUDr. Ľudmila Novacká, PhD., Ing. Ladislav Bažó, PhD., Ing. Alexander Frasch  
**Date of the latest change:** 14.02.2020  
**Approved by:** Co-guaranteedoc. Ing. Viera Kubičková, PhD.Co-guaranteedoc. Ing. Anna Michálková, 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:

• 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:

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: 115

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Lecturer: Ing. Rastislav Strhan, PhD.

Date of the latest change: 14.02.2020

Approved by:
**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Commerce  

<table>
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<tr>
<th>Course code: KOP OF/MOE15001/16</th>
<th>Title of course: Basic of Law (in English)</th>
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**Type, load and method of teaching activities:**

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<th>Form of course: Lecture / Practical</th>
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<td>Per week: 2 / 2 Per course: 26 / 26</td>
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**Number of credits:** 5  

**Recommended semester/trimester of study:** 1.

**Degree of study:** 1., 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:

Recommended:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 68

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Lecturer: JUDr. Ing. Martin Winkler, PhD.

Date of the latest change: 14.02.2020

Approved by: Guarantee prof. Ing. Helena Majdúchová, CSc.
### DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Commerce  
**Course code:** KSaCR OF/OOC15095/20  
**Title of course:** Catering (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:** 4  

**Recommended semester/trimester of study:**  
**Degree of study:** N  

**Prerequisites:**  

**Requirements to complete the course:**  
Active forms, seminar work, exam.  

**Teaching results:**  
Knowledge about nutrition, supplying, storing, preparation and realization of catering products.  

**Indicative content:**  
The course offer knowledge in relation to the basic human need – nutrition and its realization in catering by offer.  

**Support literature:**  

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

**Notes:**  

**Assessment of courses**  
Total number of evaluated students: 0  

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**Lecturer:** Ing. Roman Staňo, PhD.  
**Date of the latest change:** 19.02.2020  
**Approved by:**
**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Commerce  
**Course code:** KM OF/2015125/16  
**Title of course:** Distribution Systems and Logistics (in English)

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<th>Type, load and method of teaching activities:</th>
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<td><strong>Form of course:</strong> Lecture / Practical</td>
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<td>Per week: 2 / 2 Per course: 26 / 26</td>
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<td><strong>Method of study:</strong> present</td>
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**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:
- 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:**
+ lecturer study texts

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 68

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

**Date of the latest change:** 14.02.2020

**Approved by:**
### DESCRIPTION OF COURSE

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<tr>
<td>Course code/Title</td>
<td>KMO / European Union Enlargement (in English)</td>
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**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
- other (specify): team work
- 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 retrospective, status quo and perspective of the European Union enlargement.
- To refer to latest developments in EU integration and their possible effect on future European integration.
- Understanding of the retrospective and perspective of the European Union enlargement.
- Enhanced analytical, research and soft skills.

**Indicative content:**

- Retrospective of EC/EU enlargement.
- Status quo of EU enlargement.
- Perspective of EU enlargement.

**Support literature:**

- Basic literature:
  - Enlargement Strategies (European Commission)
  - Treaties of Accession to the European Union
  - Regular Reports of the European Commission
- Recommended publications mapping the respective EC/EU enlargements

**Recommended literature:**

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 137

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Lecturer: doc. Ing. Denisa Čiderová, PhD.

Date of the latest change: 14.02.2020

Approved by: Co-guaranteedoc. Ing. Zuzana Kittová, PhD. Co-guaranteedoc. Ing. Šuboš Pavelka, PhD.
**DESCRIPTION OF COURSE**

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<td>Course code:</td>
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<td>Title of course:</td>
<td>European Union External Relations (in English)</td>
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**Type, load and method of teaching activities:**

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**Number of credits: 3**

**Recommended semester/trimester of study: 3.**

**Degree of study: II., N**

**Prerequisites:**

**Requirements to complete the course:**
- individual work
- other (specify): team work
- 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 retrospective, status quo and perspective of the external relations of the European Union.
- To examine the position of the Slovak Republic related to the external relations of the European Union in terms of a SWOT (strengths, weaknesses, opportunities and threats) analysis.
- To refer to latest developments in EU integration and their possible effect on future European integration.
- Understanding of the retrospective and perspective of the external relations of the European Union. Multicultural, multilingual as well as media literacy exposure.
- Enhanced analytical, research and soft skills.

**Indicative content:**

- Retrospective of external relations of the EC/EU
- Status quo of external relations of the EU
- Perspective of external relations of the EU

**Support literature:**

- Basic literature:
- Official documents of EU institutions
- Regular Reports of the European Commission
- recommended publications mapping external relations of the EU enlargements

Based on the information provided, the document outlines the structure and content of a course focused on European Union External Relations. The course is designed to provide students with comprehensive knowledge about the EC/EU, its status quo, and future perspectives, including an understanding of the position of the Slovak Republic within the EU framework and the impact of recent developments on future European integration. The teaching methods emphasize practical engagements, individual and team work, along with a robust examination component that integrates theoretical knowledge with real-world EU scenarios. The course aims to enhance students' analytical, research, and soft skills, along with multicultural and multilingual competencies, preparing them for the complexities of the European Union's external relations.

Language whose command is required to complete the course:
English

Notes:
Fluency in English essential, language competence in additional foreign language(s) desirable.

Assessment of courses
Total number of evaluated students: 134

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Lecturer: doc. Ing. Denisa Čiderová, PhD.

Date of the latest change: 14.02.2020

Approved by: Co-guaranteedoc. Ing. Zuzana Kittová, PhD. Co-guaranteedoc. Ing. Ľuboš Pavelka, PhD.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
<td>International Marketing (in English)</td>
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**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 in 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 skillfulness 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:**


Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 142

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Lecturer: Ing. Simona Škorvagová, PhD.
Date of the latest change: 14.02.2020
Approved by:
### DESCRIPTION OF COURSE

| University: | University of Economics in Bratislava |
| Faculty: | Faculty of Commerce |
| Course code: | KMO OF/OOB15089/20 |
| Title of course: | International Business - Case Studies (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:

- 4

#### Recommended semester/trimester of study:

- 

#### Degree of study:

- N

#### Prerequisites:

- 

#### Requirements to complete the course:

- At least 51% of the points.

#### Teaching results:

Actively participating in the course, students shall be able to reasoning the arguments, pros and cons of the particular measure or decision within a particular company in the field of international business.

#### Indicative content:

The course develops analytical approach to several partial problems in the field of international business, corporate cases as well as macroeconomic cases with assumption to generate own opinion and confrontate it within study group. Particular case studies applied within several real cases of the companies, their know-how and required skills within decision-making process, but also some failures of the big companies in foreign markets. The case studies are focused on the aspects of foreign trade, foreign investment, but also partial problems of regional economic integration, foreign trade policy and exchanges trading.

#### Support literature:

2. Case studies from IESE Business School databank.

#### Language whose command is required to complete the course:

- Slovak

#### Notes:

#### Assessment of courses

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#### Lecturer:

- Ing. Stanislav Zábojník, PhD.

#### Date of the latest change:

- 19.02.2020
**University**: University of Economics in Bratislava  
**Faculty**: Faculty of Commerce  
**Course code**: KSaCR OF/OOC15094/20  
**Title of course**: International Tourism (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:**  
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:**  
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 |
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| | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lecturer: | prof. JUDr. Ľudmila Novacká, PhD. |
| Date of the latest change: | 19.02.2020 |
| 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.

• 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:**

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 18

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**Lecturer:** Ing. Daniel Krajčík, PhD.

**Date of the latest change:** 14.02.2020

**Approved by:**
**DESCRIPTION OF COURSE**

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<td>Title of course:</td>
<td>Social and managerial Skills Training (in English)</td>
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**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 content 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:

Recommended literature:


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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 30

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

**Date of the latest change:** 14.02.2020

**Approved by:**
**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Commerce  

| **Course code:** | **Title of course:** Product and Quality (in English)  
KTaKT OF/  
OOD15001/16 |
|------------------|----------------------------------|

**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:**
Notes:

Assessment of courses
Total number of evaluated students: 98

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Lecturer: Ing. Rastislav Strhan, PhD.

Date of the latest change: 14.02.2020

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:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 85

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Lecturer: Ing. Jamal Hasan, PhD.

Date of the latest change: 19.02.2020

Approved by:
## Description of Course

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Commerce  
**Course code:** KIOF OF/OOF15001/17  
**Title of course:** Informatics - Business 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: 5

### Recommended semester/trimester of study:

### Degree of study: N

### Prerequisites:

### Requirements to complete the course:
- individual work  
- preliminary tests  
- combined examination  
- Test from practical part - spreadsheet: 25%  
- Test from practical part - word processor: 15%  
- Final theoretical exam: 60%

### Teaching results:

The main objective of the course is to provide students with a comprehensive picture of the principles of work and opportunities for using ICT in everyday practice. Among partial objectives of the subject is to equip students with practical skills and competencies in the use of software office suites to solve problems.

**Knowledge and understanding:**
Graduate of the course controls key concepts of the knowledge economy as well as the principles of operation of modern information and communication equipment and is aware of their potential use in business practice.

**Practical skills:**
Graduate of the course knows ways of solving common problems through instruments of spreadsheets can use word processor for creating documents and is familiar with electronic presentations tools.

**Competencies:**
Graduate of the course can select and use an appropriate tools of spreadsheet processors to solve a particular problems in practice, can draw any professional text document with a word processor can select and use appropriate tools in electronic presentations.

### Indicative content:

The course deals with options of using ICT in business practice. It provides relevant theoretical foundations of information society, principles of work with computer hardware and software, computer networks, information systems, principles of database systems and security of computer systems as a good starting point for acquiring professional skills in work with spreadsheets, word processors and electronic presentations software.

### Support literature:

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 0

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**Lecturer:** Ing. Jamal Hasan, PhD.

**Date of the latest change:** 19.02.2020

**Approved by:**
DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava

**Faculty:** Faculty of Commerce

| Course code: KMO | Title of course: International Business Operations (in English) OF/OOB15091/20 |

**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
written examination

**Methods and elements of assessment:**

1. Students performance during seminars – 40 %, from witch: Individual projects and its presentation – 10 %; Activity during seminars – 10 %; Control written test – 20 %.
2. Final written examination – 60 %.

**Teaching results:**
The course focuses on developing a solid core of knowledge in the area of business operations. Main goals of the course is to provide a definition of basic terms in the area of foreign trade, foreign trade roles and functions in the world and Slovak economy, information on extra-EU and intra-EU trades, commodity and territorial structure of foreign trade, ways of using an active and passive forms of autonomous means of EU foreign policy (trade policy instruments – tariffs and non-tariffs), classification of foreign business operations, foreign market selection and entry strategy, terms of payments and deliveries, export and import transaction.

By attending this course, students will be equipped with the following skills:

1. understand the issue of foreign trade in World and Slovak economy;
2. understand to the ways of using an active and passive forms of autonomous means of EU foreign policy;
3. understand to the ways of doing business operations on the foreign markets;
4. achieve significant improvements in customs, payments and delivery terms;
5. understand, measure, and manage operational performance on foreign markets (practice export and import transactions).
6. be able to realize export and import operations by oneself.

**Indicative content:**

Syllabus consists:

Foreign Trade - its role and importance for the economy, Institutions promoting of Foreign Trade in the SR, Active and passive forms of autonomous means of the EU foreign policy, EU trade policy instruments – tariffs and non-tariffs, Classification of Foreign Trade Operations, Foreign market entry models, Terms of payment, Terms of delivery, Documents used in Foreign Trade, Realization of Export and Import Transactions.
Support literature:
Basic literature:
Recommended literature:

Language whose command is required to complete the course: Slovak

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: doc. Mgr. Elena Kašťáková, PhD., doc. Ing. Viera Ružeková, PhD.

Date of the latest change: 19.02.2020

Approved by:
DESCRIPTION OF COURSE

**University**: University of Economics in Bratislava

**Faculty**: Faculty of Commerce

**Course code**: KSaCR OF/OOC15091/20  
**Title of course**: Spa and Wellness (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**: N

**Degree of study**: N

**Prerequisites**: project  
other (specify): analysis of the case studies, team work  
written examination  
Class participation: 20 %  
Case Study Analyses: 20 %  
Project: 20 %  
Team work 20 %  
Final Exam 20 %

**Teaching results:**

The aim of this subject is to give students the knowledge, skills and competencies necessary for employment in management and/or support positions within the spa health and wellness tourism sector, and/or to prepare them for further academic study in this or related areas. At the end of the course the student is able to work out a brief profile of a local/regional project of a spa or wellness establishment. Graduates have the core skills and knowledge to launch careers in a wide range of service-oriented organisations in spa & wellness sector. They can look forward to roles such as:

- Client Consultant
- Customer Service Officer/Executive/Manager
- Spa Operations Officer/Executive/Manager
- Wellness Consultant
- Wellness Marketing Executive

**Indicative content:**

The aim of the course focuses on the studies of 13 main topics that describe the well-known forms of spa and wellness services, famous treatment and healing methods provided by spa resorts, spa hotels and other establishments that undertake their operations within this industry.

**Support literature:**


Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: Ing. Roman Staňo, PhD., Ing. Anna Veszprémi Sirotková, PhD.

Date of the latest change: 19.02.2020

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**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:** 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:**


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

**Notes:**

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

**Date of the latest change:** 19.02.2020

**Approved by:**
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<td><strong>Title of course:</strong></td>
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**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.
- Active participation in seminars: 10 %;
- Semester tests result/semester paper work: 30 %;
- Result of the final written test: 60 %.

**Teaching results:**
- Knowledge and understanding:
  - Mastering the basics of legal regulation of various forms of tourism covered by many international, European and domestic (Slovakian) law.
- Practical skills:
  - An ability to enter into various types of contracts in tourism. Claim for their rights as a consumer or provider of a tourism duty. Skill to work with effective legal regulation.
- Competence:
  - An ability to apply legal regulation in praxis.

**Indicative content:**
A course deals with Law in Tourism/Tourism Law, which is in Slovakian legal regulation known as hybrid. It consists of both types of legal norms – public and private. It provides cross legal knowledge of institutional frame of tourism on international platform, Europeans’ Union platform, as well as domestic (Slovakian) platform. It focuses on the basic definitions of Law in Tourism and sources of Law in Tourism; relationships with other branches of law; consumer protection, as well as a negotiation of a legal dispute and support of tourism (especially in Slovak republic).

**Support literature:**
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**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Economic Informatics  
**Course code:** KÚA  
**Title of course:** International Accounting  
**Course code:** FHI/MIE15101/16

**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:**  
- 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:**
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: 59

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**Lecturer:** Ing. Zuzana Kubaščiková, PhD.

**Date of the latest change:** 10.02.2020

**Approved by:**
**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Economic Informatics  
**Course code:** KÚA FHI/IIE15090/15  
**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:** 1., 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:  
- 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:**  

**Support literature:**  

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

**Notes:**  
**Assessment of courses**  
Total number of evaluated students: 58
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</table>

**Lecturer:** Ing. Daša Mokošová, PhD., prof. Ing. Miloš Tumpach, PhD., Ing. Branislav Parajka, PhD.

**Date of the latest change:** 10.02.2020

**Approved by:** Guaranteedoc. Ing. Katarína Máziková, PhD.
### Description of Course

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Economic Informatics

<table>
<thead>
<tr>
<th>Course code:</th>
<th>Title of course: Operations Research (in English)</th>
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<tbody>
<tr>
<td>KOVE FHI/</td>
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**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:
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**
- 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:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 54

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Lecturer:

Date of the latest change: 10.02.2020

Approved by: Guaranteedoc. Ing. Katarína Máziková, PhD.
**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:** 1., 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:  
- 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:**  

**Support literature:**  

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

**Notes:**  

**Assessment of courses**
Total number of evaluated students: 66

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**Lecturer:** Ing. Daša Mokošová, PhD.

**Date of the latest change:** 10.02.2020

**Approved by:** Guarantee prof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<td>Faculty: Faculty of Economic Informatics</td>
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<tr>
<td>Course code: KOVE FHI/IIB15004/15</td>
<td>Title of course: Microeconomic Analysis (in English)</td>
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**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:**


**Support literature:**


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

**Notes:**

**Assessment of courses**

- Total number of evaluated students: 0

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<tr>
<td><strong>Faculty:</strong> Faculty of Business Management</td>
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<td><strong>Per week:</strong> 2 / 2</td>
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<td><strong>Prerequisites:</strong></td>
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<td><strong>Requirements to complete the course:</strong></td>
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<tr>
<td>Individual work</td>
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<td>Preliminary tests</td>
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<td>Written examination</td>
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<tr>
<td>20 % solving exercises, examples and case studies individual or in groups</td>
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<tr>
<td>40 % (min. 20 %) – 1st part of exam – intermediate test – evaluation of knowledge about entrepreneurship, short case study solution.</td>
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<tr>
<td>40 % (min. 20 %) 2nd part of exam – final test</td>
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<tr>
<td><strong>Teaching results:</strong></td>
</tr>
<tr>
<td>To provide basic knowledge about factors of production, transformation process, cost and expenses and business results.</td>
</tr>
<tr>
<td>Knowledge and understanding:</td>
</tr>
<tr>
<td>• To recognize enterprise transformation process, enterprise production factors and enterprise value process.</td>
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<td>• To create basic business analysis in the area of human resources, enterprise assets, cost and enterprise activities.</td>
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<td>• To propose solutions and promote deductions or proposals for increase of effectiveness of business activities.</td>
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<td>Skills, features and attributes:</td>
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<td>• To select suitable indicators for the measurement of enterprise activity effectiveness</td>
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<td>• To interpret achieved results</td>
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<tr>
<td>• Critically evaluate enterprise processes and propose solutions for its improvement</td>
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<tr>
<td><strong>Indicative content:</strong></td>
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<tr>
<td>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):</td>
</tr>
<tr>
<td>1. The background of business, the concept and the role of an entrepreneur. 2. The position of a company in a market economy.</td>
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</table>
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.
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.
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)
ACT 513/1991 COMMERCIAL CODE

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: Ing. Denisa Gajdová, PhD.

Date of the latest change: 21.02.2020

**DESCRIPTION OF COURSE**

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<td><strong>Faculty:</strong></td>
<td>Faculty of Business Management</td>
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<td><strong>Course code:</strong></td>
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<tr>
<td><strong>Title of course:</strong></td>
<td>Business Controlling (in English)</td>
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**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

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<th><strong>Number of credits:</strong></th>
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**Recommended semester/trimester of study:** 3.

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<th><strong>Degree of study:</strong></th>
<th>II., N</th>
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**Prerequisites:**
Elementary Accounting, Enterprise Accounting, Cost Accounting, Financial-Economic Analysis, Enterprise Planning.

**Requirements to complete the course:**
- **Prerequisites:**
- **The three elements:**
  - 20% mid-term exam – passing successfully during semester
  - 30% team work (with 3 students) - elaboration of a proposal of case study for month accounting period (current data from an enterprise)
  - 50% final exam – 2 hour at the end of course – evaluation of outputs

**Teaching results:**

**Knowledge and understanding:**
After studying this model, you should be able to:
- Apply theoretical knowledge creatively and understand the position of controlling and controller in management and decision making of the enterprise.
- Understand conceptions, functions and tasks of the strategic and operative controlling.
- Understand and evaluate effectiveness of the controlling tools and their mutual relations.
- Appreciate the transparency of cost and revenue flow in the enterprise and internal units of the enterprise.
- Evaluate creation of a trading income of the total enterprise and internal units of the enterprise, alternatively to analyse negative development of the trading income.
- Appreciate the relevancy of information in controlling reports for management.
- Make decisions about production on the basis of tools: direct costing and managerial income statement.
- Apply skills in the elaboration of recommendations during negative development of economic indicators in enterprise.

**B/Skills, facilities and attributes:**
After finishing this study module, you should be able to:
- Evaluate utilization of the value, financial and managerial understanding of cost in the managerial accounting (substantial tool of the controlling) for purposes of decision making in enterprise.
- Individually or as a team create a case study to apply the controlling tools and relevant information from an enterprise and interpret results.
- State reasons of possible deviation of actual data from the plan and recommend relevant measures to eliminate them.
- Demonstrate knowledge by creating individual forms of internal prices of an enterprise for products and services and evaluate impacts of adequate transfer pricing system of inputs into outputs on the trading income and on tax base by utilization of the legally hidden reserves in an enterprise.
- Declare knowledge by creation of various kinds of reports (segmented reporting and managerial income statements), recommend techniques for presentation of reports and propose relevant information for management of an enterprise for purposes of decision making.

Indicative content:
A/Content fundament of the course:
Theoretical principles of the managerial accounting (incl. strategic and operative managerial accounting, tools of managerial accounting, managerial reporting, partial managerial accounting) with the aim - to prepare graduates of the Faculty to realize activities in the area of managerial accounting and in broader sense for a position of manager with detailed knowledge so that they would be able to use managerial accounting tools responsibly and adequately to situation of the enterprise for decision making.

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<th>Indicative content:</th>
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<tbody>
<tr>
<td>Topics:</td>
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<tr>
<td>1. Substantial and signification nature and meaning of controlling for the management of an enterprise. Controlling (in a position of the) as subsystem of the management of an enterprise.</td>
</tr>
<tr>
<td>2. Organization of controlling. Controller.</td>
</tr>
<tr>
<td>4. System optimization of indicators for cost, revenues and selected items of assets and liabilities for purposes of the enterprise management. Creation of the trading income.</td>
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<tr>
<td>5. Basic relations among financial accounting, managerial accounting and controlling.</td>
</tr>
<tr>
<td>6. Planning and budgeting in controlling.</td>
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<td>7. Transfer pricing system of an enterprise.</td>
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<td>8. Systems of prices of inputs and internal performances applied in the operative controlling.</td>
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<td>9. Reporting in controlling for purposes of the enterprise management. Segmented reporting. Managerial income statement.</td>
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<tr>
<td>13. Information system of the controlling in an enterprise.</td>
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Support literature:

Language whose command is required to complete the course:
English

Notes:
Assessment of courses
Total number of evaluated students: 0
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**Lecturer:** doc. Ing. Mgr. Gabriela Dubcová, PhD.

**Date of the latest change:** 20.02.2020

**Approved by:** Guaranteeprof. Ing. Štefan Slávik, CSc.
**DESCRIPTION OF COURSE**

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<td>Faculty: Faculty of Business Management</td>
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<td><strong>Course code:</strong> KIM FPM/ MMA15063/15</td>
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**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:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 77

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

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.
### University: University of Economics in Bratislava

### Faculty: Faculty of Business Management

<table>
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<th>Course code: KM FPM/ MMB15113/15</th>
<th><strong>Title of course:</strong> Control (in English)</th>
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**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:**

- individual work
- written essay
- combined examination
- Seminar paper 15%
- Semester written exam 25%
- Final written exam 50%
- Final oral exam 10%

**Teaching results:**

Following the findings of the subject management to achieve a deeper understanding of managerial control function, its significance and ways of its implementation in enterprises and organizations, as well as the control tasks and control of action of public authorities.

**Knowledge:**

Understanding of the nature, types and forms of control and its place in the system of management, content of control process and its implementation. Knowledge of the structure of the internal control system of the enterprise and its importance to achieving business objectives, understanding its features and the focus of their activities. An overview of the control system in public administration, on its respective control subjects and their potential exposure to the company. Introduction to specific control processes in companies and organizations. Awareness of certain control measures on an international scale.

**Skills:**

Analyzing of control systems and control processes in real companies and organizations.

**Indicative content:**

1. Management system and management process.
2. Place of control in the management process.
3. Characteristics of control.
4. Control in management.
5. Subject object and matter of control.
6. Types of controls.
7. Methods and forms of control.
8. Control process.
9. Control system in the company.
10. Internal audit.
11. Other elements of the internal control system. 12. External control of the company.
13. Control internationally.

Support literature:
Základná literatúra:
Odporúčaná literatúra:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 43

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Lecturer: doc. Ing. Juraj Mišún, PhD.

Date of the latest change: 01.02.2020

Approved by: Guarantee prof. 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)

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<tbody>
<tr>
<td><strong>Form of course:</strong> Lecture / Practical</td>
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</table>
| **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:**

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

**Notes:**

**Assessment of courses**

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**Lecturer:** Ing. Simona Kosztanko, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteeprof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<tr>
<td><strong>Title of course:</strong></td>
<td>Financial Analysis and Financial Planning (in English)</td>
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**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 or team work on financial analysis and financial plan project during the semester, for selected firm by students
- During the semester, preparing a project (app. 40 pages) – minimum 21 points and maximum 40 points
- Written examination
- Written test (90 minutes) consists of three open questions - 20 points each, minimum 31 points, maximum 60 points.
- Total number of points – 100

**Teaching results:**
- Teach students to correctly interpret economic performance on the basis of the financial statements for different accounting standards. Provide knowledge to identify and quantify the effects of the relevant factors and substantive knowledge to interpret and evaluate the results. Part of the financial analysis is the prediction of financial development company using standard methods.
- In the wake of the financial analysis of the company to gain knowledge of the application making the financial plan of the company.
- Verify student knowledge through practical, in particular enterprise essay.

**Indicative content:**

**Support literature:**

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 45

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Lecturer: Ing. Miroslav Kmeťko, PhD.

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.
**DESCRIPTION OF COURSE**

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<td>Faculty: Faculty of Business Management</td>
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**Type, load and method of teaching activities:**

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<td><strong>Method of study:</strong> present</td>
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| **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:

- 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:

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.
5. VAT (Value Added Tax) and other Indirect Taxes. Local taxes.
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:
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
Laws/Acts: Business Code, Trade Licensing Act, A New framework for Tax Enforcement, etc.

Language whose command is required to complete the course: English

Notes:

Assessment of courses
Total number of evaluated students: 31

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Lecturer: Ing. Denisa Gajdová, PhD.

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
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**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:** 6

**Recommended semester/trimester of study:** 1.

**Degree of study:** I., N

**Prerequisites:**

- 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.
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.

Support literature:
Basic literature:
Recommended literature:

Language whose command is required to complete the course: 

Notes:

Assessment of courses
Total number of evaluated students: 117

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Lecturer: Mgr. Natália Matkovčíková, PhD.

Date of the latest change: 01.02.2020
### DESCRIPTION OF COURSE

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<tr>
<td>Course code</td>
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<td>Title of course</td>
<td>Management (in English)</td>
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#### 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
  - 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:**

**Recommended literature:**
Language whose command is required to complete the course:

Notes:

**Assessment of courses**
Total number of evaluated students: 117

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**Lecturer:** doc. Ing. Emília Papulová, CSc., doc. Ing. Jana Blštáková, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guarantee prof. Ing. Helena Majdúchová, CSc.
## DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava

**Faculty:** Faculty of Business Management

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**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:**

- 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 assurance of decision-making processes
13. Expert systems in decision-making

**Support literature:**

Basic literature:

Recommended literature:

Language whose command is required to complete the course:

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Lecturer: doc. Ing. Juraj Mišůn, PhD.

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
<td>Human Resource Management (in English)</td>
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**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:**
- 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 to 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:**
- **Recommended literature:**
Language whose command is required to complete the course:

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Lecturer: doc. Ing. Jana Blštáková, PhD.

Date of the latest change: 01.02.2020

Approved by: Guarantee prof. 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.
8. Business strategy in selected situations.
12. Strategy implementation – communication, organization, administration
13. Strategy implementation – leadership, culture, power and conflict.

Support literature:
Basic literature:
Recommended literature:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 68

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

Date of the latest change: 01.02.2020

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/MMB15300/15  
**Title of course:** Intercultural 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: II., N

### Prerequisites:

### Requirements to complete the course:
- Lectures: 26 hours  
- Preparation for Active Participation: 26 hours  
- Preparation and Presentation Semestral Work: 52 hours  
- Preparation for Final Exam: 26 hours  
- Total: 130 hours

### Teaching results:
- To build intercultural communication competence that helps students, as potential managers, in an international workplace to be more effective in achieving bottom-line corporate objectives.  
- To gain insight into own cultural profile with carry into any international or cross-cultural encounter.  
- To develop skills for meeting international counterparts on an equal basis through an increased awareness of expectations and needs.  
- To receive practical tips on appropriate behaviour when managing business with colleagues from specific regions of the world.  
- To learn best practices to improve productivity and communication.

### Indicative content:
- Based on the theoretical approaches of G. Hofstede and F. Trompenaarse to achieve knowledge and ability to be intercultural competent.  

### Support literature:


Odporúčaná literatúra:


Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 51

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Lecturer: Ing. Natália Tarišková, PhD.

Date of the latest change: 01.02.2020

Approved by: Guarantee prof. 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:**
- project  
- other (specify):zápočtový test, semestrálna práca  
- written examination  

### Requirements to complete the course:
- 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 - brainstroming 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 - brainstroming 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:

Recommended literature:

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 95

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**Lecturer:** Ing. Katarína Procházková, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteprof. Ing. Štefan Slávik, CSc.
**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)

<table>
<thead>
<tr>
<th>Type, load and method of teaching activities:</th>
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<tr>
<td><strong>Form of course:</strong> Lecture / Practical</td>
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<tr>
<td><strong>Recommended load of course (number of lessons):</strong></td>
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<td><strong>Per week:</strong> 2 / 2 <strong>Per course:</strong> 26 / 26</td>
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<td><strong>Method of study:</strong> present</td>
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**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.
7. Non-verbal communication and its components.
8. Empathy.
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:

Recommended literature:
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: 76

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**Lecturer:** Mgr. Farah Imani, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteeprof. Ing. Štefan Slávik, CSc.
**DESCRIPTION OF COURSE**

<table>
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<tbody>
<tr>
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<td><strong>Course code:</strong></td>
<td>KM FPM/MMB15282/15</td>
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<tr>
<td><strong>Title of course:</strong></td>
<td>Leadership (in English)</td>
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**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
- project
- written examination

**Course evaluation:**
- Written assignments 25%
- Final research project 15%
- Written exam 60%
- Total 100%

**Teaching results:**
- To introduce the leadership (leading people) as the managerial function and identify its relation to other functions. To present the leadership as the component of related courses, as strategic management, organizational behavior, and human resource management.
- To share the knowledge on leadership theories and their practical consequences.
- To develop analytical abilities and practical skills in leadership, that will create for students the start-up phase for future development of these skills within organizations, on various level of management.

**Knowledge:**
- On leadership theories and leadership skills
- On methods of analysis and evaluation the level of leadership skills.

**Skills:**
- First-step development of analytical and leadership skills: skills for analyzing the process of leadership, roles of managers and developing experiences how to use leadership skills in variable situations determined by case studies and exercises.

**Indicative content:**
The course of leadership is focused on presenting the managerial function of leadership and its relations to other managerial functions, sharing the knowledge on leadership theories and their practical impacts on management jobs and on start-up development of the analytical and leadership skill of the students, the future managers and leaders.

**Support literature:**
Základná literatúra:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 59

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Lecturer: Ing. Katarína Procházková, PhD., Ing. Zuzana Skorková, PhD.

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.
**DESCRIPTION OF COURSE**

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<td>Title of course:</td>
<td>Organizing (in English)</td>
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<td>Form of course:</td>
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<td>Requirements to complete the course:</td>
<td>written essay</td>
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<tr>
<td>other (specify):</td>
<td>prezentácia najnovších poznatkov v oblasti organizovania</td>
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<tr>
<td>combined examination</td>
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<td>The algorithm for exam total:</td>
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<td>1. The written exam, grades: 0 to 40 points. The written exam is passed if the minimum is at least 50 % (20 points).</td>
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<tr>
<td>2. The oral exam, grades: 0 to 20 points.</td>
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<td>3. The total exam is consisted of max. 40 points (seminar evaluation), 25 points for the presentation and the submission of the seminar work – the case study and 15 points for the activity on seminars.</td>
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<td>4. The final grading of examination max 100 (40 + 20 + 40): According to the study rules and regulations at the EU in Bratislava, FPM classification scale ECTS.</td>
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<tr>
<td><strong>Teaching results:</strong></td>
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<tr>
<td>The knowledge of the subject of Management helps to learn more about the specific areas of the managerial function - organizing, deepen knowledge about organization design of a company, using organic structures, looking for the new approaches in the field of organizing, and provide an opportunity for students to develop the innovative thinking.</td>
<td></td>
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<tr>
<td>Knowledge:</td>
<td>The concept of the basis of organisation and organizational design and its importance in the management system of the company. Knowledge of process organisation, organizational structure of the company, mergers of companies and organization changes. Obtaining knowledge about technics of time management and their use of planning of time of manager, increase efficiency of administration and workshops, and familiarize students with the latest development and the perspectives in the fiels of organizing.</td>
</tr>
<tr>
<td>Skills:</td>
<td>To teach students to acquire new knowledge and information in activ way of thinking, integrate and make use of them in the applications for development of organization design of companies. A student will be able to solve the theoretic and applied paperworks in the field of organisation by the use of theory, research and development on the basis of the proactive attitude.</td>
</tr>
<tr>
<td>Competences:</td>
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Transforming of theoretical knowledge prepare students to solve the organizational problems in the general practice so that they will be capable to coordinate procedures in teams and individually and make decision in a responsible manner and assume the full responsibility for his/her activity and decisions.

**Indicative content:**
The goal of the topics is the deepen theoretical and applied knowledge from the field of organisation and organizational design and prepare the students to solve the organizational issues in the general practice.

**Support literature:**
Základná literatúra:

Language whose command is required to complete the course:

Notes:

**Assessment of courses**
Total number of evaluated students: 54

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**Lecturer:** Ing. Žuzana Skorková, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteeprof. Ing. Štefan Slávik, CSc.
**DESCRIPTION OF COURSE**

| University: | University of Economics in Bratislava |
| Faculty: | Faculty of Business Management |

| Course code: | Title of course: Production Management (in English) |
| KMVaLFPM/MMD15012/15 |

**Type, load and method of teaching activities:**

**Form of course:** Lecture / Practical

**Recommended load of course (number of lessons):**

| Per week: | Per course: |
| 2 / 2 | 26 / 26 |

**Method of study:** present

**Number of credits:** 6

**Recommended semester/trimester of study:** 3.

**Degree of study:** I., N

**Prerequisites:**

- preliminary tests
- other (specify): záverečný test
- written examination
- 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:**


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

**Notes:**

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**Lecturer:** Ing. Brigita Boorová, PhD.

**Date of the latest change:** 01.02.2020

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

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 64

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Lecturer: Ing. Miroslav Kmetko, PhD.

Date of the latest change: 01.02.2020

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


Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 88

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

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
DESCRIPTION OF COURSE

| University: | University of Economics in Bratislava |
| Faculty: | Faculty of Business Management |
| Course code: | Title of course: Management Informatics (in English) |
| KIM FPM/ MMA15043/15 | |

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
• 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

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.

Support literature:
Manuály softvérových produktov Omega, Alfa, Olymp

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 39

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

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<tr>
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<tr>
<td><strong>Title of course:</strong></td>
<td>Economic Applications in MS Office (in English)</td>
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<td><strong>Course code:</strong></td>
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**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:**

**Degree of study:** N

**Prerequisites:**
- individual work
- preliminary tests
- written examination
  - 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:**

**Support literature:**

Language whose command is required to complete the course:

Notes:

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<th>Total number of evaluated students: 0</th>
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Lecturer: doc. Ing. Mgr. Róbert Hanák, PhD.

Date of the latest change: 20.02.2020

Approved by:
| 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: | |
| • 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.


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.


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:
MORATO, Eduardo Jr., 2013: A Trilogy On Entrepreneurship: Creating the Enterprise, Amazon Digital Services LLC
ACT 513/1991 COMMERCIAL CODE

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 92

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**Lecturer:** Ing. Denisa Gajdová, PhD.

**Date of the latest change:** 01.02.2020

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

Support literature:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 82

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

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
### DESCRIPTION OF COURSE

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<td>Title of course:</td>
<td>Africa in International Relations</td>
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**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:** II., N

**Prerequisites:**

**Requirements to complete the course:**
- 20% - Powerpoint presentation during the semester
- 80% - Written exam combining open questions and multiple-choice questions

**Teaching results:**
The students will be able to prepare a presentation of specific topic in English. The students will be able to identify and discuss the main problems of African continent and evaluate the possible solutions to these problems.

**Indicative content:**

**Support literature:**
- Roland Oliver & J.D. Fage – A Short History of Africa (Sixth Edition) (1990)
  - The Sustainable Development Goals Report 2018
- Dambisa Moyo - Dead Aid: Why Aid Is Not Working and How There Is Another Way for Africa (2009)
- THOMSON, Alex (2004): An Introduction to African Politics

**Language whose command is required to complete the course:**
- English

**Notes:**

**Assessment of courses**
Total number of evaluated students: 48

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**Lecturer:** Ing. Natália Zagoršeková, PhD.

**Date of the latest change:** 24.01.2020

**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/VVA15014/15  
**Title of course:** International Financial Institutions (in English Language)

**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:** 1.

**Degree of study:** II., N

**Prerequisites:**

**Requirements to complete the course:**  
individual work credit 20 % - active attendance at seminars 20 % - activities on seminars 20 % - presentations 40 % - final test

**Teaching results:**  
Students will be able to: - Analyse the main areas of activities of financial institutions, - Understand the role of financial institutions, - Apply theoretical knowledge in practice

**Indicative content:**  
The course deals with the development of the international monetary system, the postwar solution of the organization of international monetary system and the formation of the IMF and the World Bank. Explains the role and functions of these institutions, their lending and development activities. It explains the reasons for formation, function and status of regional development banks. Analysis of the European Monetary System and the activities of the ECB.

**Support literature:**  
WEB SIDES OF IFIS  
YAGO, ASA1, ITOH: HISTORY OF IMF  
STEIL: THE BATTLE OF BRETTON WOODS  
SPAHN: FROM GOLD TO EURO

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

**Notes:**

**Assessment of courses**  
Total number of evaluated students: 128

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**Lecturer:** doc. Ing. Eva Jančíková, PhD.

**Date of the latest change:** 24.01.2020
Approved by: Guarantee Dr. h. c. prof. Ludmila Lipková, CSc.
### 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:**  
**Language whose command is required to complete the course:** English  
**Notes:**  
**Assessment of courses**  
Total number of evaluated students: 106  
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**Lecturer:** doc. Mgr. Boris Mattoš, PhD.  
**Date of the latest change:** 24.01.2020
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/VVA15210/19
Title of course: Diplomatic Protocol (in English Language)

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: 4
Recommended semester/trimester of study: 1.
Degree of study: II., N

Prerequisites:

Requirements to complete the course:
project
written exam

Teaching results:
The aim of the subject is to provide an overview of diplomatic relations management and to clarify the importance and application of the rules of the diplomatic protocol in practice.

• knowledge: diplomatic protocol;
• practical skills: application of the diplomatic protocol in practice;
• Competence: understanding the context of diplomacy.

Indicative content:
1. domestic and foreign state authorities for diplomatic relations
2. diplomatic privileges and immunities
3. protocol preferential order in diplomatic practice
4. Protocol principles and rules in the Slovak Republic
5. State symbols in diplomatic practice
6. Correspondence in diplomatic practice
7. social events in diplomatic practice
8. Selected issues of diplomatic practice
9. Excursion at the premises of the selected institution

Support literature:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: JUDr. Peter Rusiňák, PhD.

Date of the latest change: 24.01.2020

Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.
**DESCRIPTION OF COURSE**

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<td>Course code: KMPV FMV/ VVB15010/19</td>
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<td><strong>Title of course:</strong> Cultures in International Relations</td>
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**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:**
- 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: 125

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**Lecturer:** PhDr. Rudolf Kucharčík, PhD.

**Date of the latest change:** 24.01.2020

**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:** KAJ FAJ/EJ215390B/15  
**Title of course:** ERASMUS - Business English for Advanced Students II. (12)  

**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:**  
Activity at seminars – 20 %  
Assessment of homework -20 %  
The result of a final written test – 60 %  

**Teaching results:**  
To be able to communicate adequately in the area of general as well as specialized topics and to formulate ideas and attitudes precisely. In the written form to be able to express own opinions and attitudes as well to be able to summarize specialized knowledge in an appropriate way;  

**Indicative content:**  
1. Internal and external communication in business  
2. Trends in development of current economy  
3. Marketing  
4. Products; global brands  
5. Company  
6. Case study  

**Support literature:**  

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

**Notes:**  
**Assessment of courses**  
Total number of evaluated students: 0  
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**Lecturer:** Ing. Mgr. Šonia Krajčík Danišová, PhD.  
**Date of the latest change:** 19.02.2020
DESCRIPTION OF COURSE

University: University of Economics in Bratislava

Faculty: Faculty of Applied Languages

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

Prerequisitses:

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: 91

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Lecturer: prof. Ing. Magdaléna Přívarová, CSc.

Date of the latest change: 10.02.2020

Approved by: Co-guarantee
Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik Co-guaranteedoc.
DESCRIPTION OF COURSE

| University: University of Economics in Bratislava |
| Faculty: Faculty of Applied Languages |

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: 43
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**Lecturer:** Mgr. Andrea Tureková, PhD.

**Date of the latest change:** 19.02.2020

**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/
KIKJ315310B/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: 51

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**Lecturer:** PaedDr. Eva Stradiotová, PhD., Mag. (FH) Florence Gajdošová  
**Date of the latest change:** 03.03.2020  
**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:** 51  

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**Lecturer:** Mgr. Andrea Tureková, PhD.  
**Date of the latest change:** 03.03.2020  
**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/ 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:** 3., 5.  
**Degree of study:** I., N

**Prerequisites:**

**Requirements to complete the course:**  
written examination  
100% of work contains:  
- 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 inducting 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

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Lecturer: Ing. Mgr. Tomáš Černěnko, PhD.

Date of the latest change: 18.02.2020

Approved by: Co-guarantee Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik Co-guaranteedoc.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
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**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

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**Lecturer:** doc. Ing. Ľudmila Velichová, PhD.

**Date of the latest change:** 10.02.2020
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong> KMO OF/IOB15012/16</td>
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**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:**


Language whose command is required to complete the course:
German

Assessment of courses
Total number of evaluated students: 37

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

Date of the latest change: 14.02.2020

Approved by: Co-guarantee Dr.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:** 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:** 11  

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**Lecturer:** Ing. Jozef Gáll, doc. Ing. Anna Michálková, PhD.  

**Date of the latest change:** 14.02.2020  

**Approved by:** Co-guaranteedoc. Ing. Viera Kubičková, PhD.Co-guaranteedoc. Ing. Anna Michálková, PhD.
### DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Commerce

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**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: 19

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**Lecturer:** doc. Ing. Anna Michálková, PhD., Ing. Jozef Gál

**Date of the latest change:** 14.02.2020

**Approved by:** Co-guaranteed doc. Ing. Dana Benešová, PhD., Co-guaranteed Ing. Viera Kubičková, PhD. Guaranteed doc. Ing. Anna Michálková, PhD.
### DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Economic Informatics  
**Course code:** KÚA  
**Title of course:** Základy účtovníctva (v nemeckom jazyku)  
**FHI/IIE15141/17**

**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

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**Lecturer:** Ing. Mgr. Renáta Antalová, PhD.

**Date of the latest change:** 10.02.2020

**Approved by:** Guaranteedoc. Ing. Katarína Mážiková, PhD.
**DESCRIPTION OF COURSE**

**University:** University of Economics in Bratislava

**Faculty:** Faculty of Commerce

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**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 content of management and requirements on manager. Learning organization as management and learning method. Specifics of management in services. Interaction 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:**


Recommended literature:


Language whose command is required to complete the course: 
Russian

Notes:

Assessment of courses
Total number of evaluated students: 0

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

Date of the latest change: 14.02.2020

Approved by:
### University: University of Economics in Bratislava
### Faculty: Faculty of International Relations
### Course code: KMP | Title of course: International Economic Law II.  
### FMV/VVC15057/17

#### 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: N

#### 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

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#### Lecturer: doc. JUDr. Ing. Katarina Brocková, PhD.

#### Date of the latest change: 24.01.2020

#### Approved by:
### DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Applied Languages

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**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:**  

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

**Notes:**  
Assessment of courses  
Total number of evaluated students: 35
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**Lecturer:** doc. Mgr. Irina Dulebová, PhD.

**Date of the latest change:** 19.02.2020

**Approved by:** GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.
### UNIVERSITY OF ECONOMICS IN BRATISLAVA

#### Faculty of National Economy

| Course code: KF NHF/NNB15001/20 | Title of course: 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:** 1.

**Degree of study:** I., N

#### Prerequisites:

**Requirements to complete the course:**
- individual work, seminar project, written exam
- final test (70%), training activities and elaboration of seminar project (30%)

#### Teaching results:

After passing the course, students will:

- acquire adequate knowledge and financial literacy as a basis for development and understanding of the more complex processes as well as of deeper analytical context in finance,
- obtain a comprehensive picture of the sectoral approach to finance (corporate finance, banks and financial intermediaries, commercial insurance, central banking, public finance, finance of social systems, third sector finance, international financial system),
- acquire knowledge on the main types of financial instruments and their use by entities operating in individual markets,
- understand the principles and mechanisms of the functioning of financial markets and insurance;
- know the principles and mechanisms of functioning of financial and monetary institutions at the national and transnational level,
- acquire knowledge that is a prerequisite for further study of financial and economic subjects, as well as for solving of more complex problems in the real economy.

1. **Knowledge and understanding:**
   - completion of the course Finance will create prerequisites for mastering the basic concepts of financial theory, as well as orientation in the functioning of individual financial systems and institutions;
   - understanding the relationship between the real economy and finance and gaining knowledge on the functioning of financial markets and the determinants of their equilibrium.

2. **Practical skills:**
   - the ability to analyze the underlying context in finance;
   - the ability to assess the causes and consequences of ongoing processes in the financial markets including the formulation of adequate conclusions;
   - the ability of teamwork by elaboration of project and seminar work.

#### Indicative content:

**Indicative content:**

1. Introduction to the course. Finance as an academic discipline.
2. Money, its evolution and forms.
3. Financial market.
4. Corporate finance
7. Finance of the third sector.
8. Banks and banking systems.
9. Insurance.
10. Finance of social systems.
11. Finance of non – banking institutions.
12. Personal finance, financial literacy.

Support literature:

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

<p>| Assessment of courses |
| Total number of evaluated students: 0 |</p>
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Lecturer: doc. Ing. Katarína Belanová, PhD.

Date of the latest change: 13.02.2020

**DESCRIPTION OF COURSE**

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**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: 43

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**Lecturer:** Mgr. Iveta Maarová, PhD.

**Date of the latest change:** 19.02.2020

**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/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:**  
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: 44  
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**Lecturer:** Ing. Allan Jose Sequeira Lopez  
**Date of the latest change:** 03.03.2020  
**Approved by:** Guaranteeprof. PhDr. Lívia Adamcová, PhD.
**University:** University of Economics in Bratislava  

**Faculty:** Faculty of Applied Languages  

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<th>Course code:</th>
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<th><strong>Title of course:</strong> FL 2 - Business Negotiations in Spanish II. (21a)</th>
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**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 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  

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

**Notes:**
### Assessment of courses
Total number of evaluated students: 29

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**Lecturer:** Mgr. Diana Patricia Varela Cano, PhD.

**Date of the latest change:** 19.02.2020

**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., 3.
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:
Recommended:

Language whose command is required to complete the course:
Spanish

Notes:
Assessment of courses
Total number of evaluated students: 48

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Lecturer: Mgr. Želmíra Pavliková
Date of the latest change: 19.02.2020
Approved by: Guarantee prof. PhDr. Lívia Adamcová, PhD.
## DESCRIPTION OF COURSE

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<td><strong>Title of course:</strong></td>
<td>Selected Chapters from Spanish Literature II.</td>
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### 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., 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

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**Lecturer:** Mgr. Sofia Tužinská, PhD.

**Date of the latest change:** 05.03.2020

**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.: 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: 41

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#### Lecturer:
- Mgr. Iveta Maarová, PhD., Mgr. Sofia Tužinská, PhD.

#### Date of the latest change: 03.03.2020

#### Approved by: Guaranteeprof. PhDr. Lívia Adamcová, PhD.
DESCRIPTION OF COURSE

University: University of Economics in Bratislava

Faculty: Faculty of Applied Languages

Course code: KRaSJ FAJ/ PMJJ615010B/20

Title of course: Slovak language course for foreign students 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:

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

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Lecturer:

Date of the latest change: 03.03.2020

Approved by:
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<td>Faculty: Faculty of National Economy</td>
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| Course code: | Title of course: Intermediate Informatics |
| KAliaVT NHF/ NNI15800/16 |

**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:** I., N

**Prerequisites:**

**Requirements to complete the course:**

- individual work
- preliminary tests
- written examination
- 20% - seminar activity
- 80% - Final exam
- Demonstration of skills in MS Excel

**Teaching results:**

**Indicative content:**

- Microsoft Excel 2016
- Getting a general overview of MS Excel and its use in practice
- After finishing this course, students should acquire knowledge how to effectively work with MS Excel and how to use advanced features in MS Excel
- After studying this module, you should be able to:
  - To work effectively in MS Excel
  - Use the acquired knowledge of MS Excel in the economic analysis
  - Demonstrate acquired skills to solve practical examples

**Scope of the course:**

- Formatting, Cells, Charts, Table as a database, Functions I, Functions II, Pivot tables, What-If analysis, Functions III, Evaluation of the control exercise, Final test, Final evaluation

**Support literature:**

To be announced at the course.

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0
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**Lecturer:** Ing. Iveta Ondrášová, PhD.

**Date of the latest change:** 12.02.2020

## DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Applied Languages  
**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:** 2.

**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

Support literature:
ZÁKLADNÁ

DOPLŇUJÚCA

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 66

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Lecturer: László Szakadát

Date of the latest change: 10.02.2020

**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
<td>Monetary analysis and prognosis</td>
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**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:**
- individual work
- project
- preliminary tests
- other (specify): prezentácia projektu v Power Pinte a vstup z monitoringu a analýzy klúčových úrokových sadzieb a devizového 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:
Language whose command is required to complete the course:
Slovak, English

Notes:

Assessment of courses
Total number of evaluated students: 39

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Lecturer: doc. Ing. Jana Kotlebová, PhD.

Date of the latest change: 12.02.2020

### 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

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<td><strong>Method of study:</strong> present</td>
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**Number of credits:** 5  
**Recommended semester/trimester of study:** 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:**


**Support literature:**

Základná literatúra:  

Odporúčaná literatúra:
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: 286

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Lecturer: doc. PhDr. Mária Antalová, PhD.

Date of the latest change: 10.02.2020

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of National Economy  

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**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:**  
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 argue 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:
- Brealey Myers: Principles of Corporate Finance

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 50

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Lecturer: Ing. František Hocman, PhD.

Date of the latest change: 04.02.2020

**DESCRIPTION OF COURSE**

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<tr>
<td>Course code:</td>
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<td>Title of course:</td>
<td>Economic Growth</td>
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**Type, load and method of teaching activities:**

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**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:**


**Support literature:**

References

Recommended

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

**Notes:**

**Assessment of courses**

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**Lecturer:** doc. Ing. Martin Lábaj, PhD., Ing. Andrea Václachová, PhD.

**Date of the latest change:** 17.02.2020

### DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of National Economy  
**Course code:** KHP  
**Title of course:** Microeconomic policy seminar II.  
**NHF/NND15024/20**

**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:** II., N

**Prerequisites:**

**Requirements to complete the course:**

written exam

**Teaching results:**

After completing this module student should be able  
1) analyse competition and regulation policy tools  
2) determine relevant factors influencing market structure  
3) apply knowledge and skills to analyse firms’ behaviour

**Indicative content:**


**Support literature:**


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

Notes:  
Lectures 1.
Basic principles of microeconomics. Consumer and preferences. From monopoly to competitive markets.


4. Identification of change of competition in markets using information on entry. Relationship of market size and unobserved profit.


6. Entry model with differentiated products. Interpretation of estimated coefficients in context of differentiated products.

7. Decomposition of coefficients in case of differentiated products. Interpretation of business stealing and market expansion effects.


12. Entry model with spatial effects.


Seminars:

1. Problems on firm’s profit maximalization in case of different market structures.

2. Dixit model and entry deterrence.


4. Estimation of entry coefficients in case of homogeneous products and identical firms.

5. Econometrical estimation of competition change due to the entry.

6. Econometrical estimation of competition change due to the entry in case of differentiated products.

7. Estimation and interpretation of decomposition in case of differentiated products and entry.

8. 
Estimation of entry coefficients at the regulated markets.
10. Estimation of entry in case of complementarity.
11. Estimation of entry in case of substitution.
12. Entry and spatial model.

**Assessment of courses**
Total number of evaluated students: 0

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**Lecturer:** Mgr. Ing. Peter Silanič, PhD.

**Date of the latest change:** 17.02.2020

**Approved by:** Co-guarantee Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik Guaratee prof. Ing. Magdaléna Přívarová, CSc.
**DESCRIPTION OF COURSE**

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of National Economy  
**Course code:** KF NHF/NNB15001/15  
**Title of course:** 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:** 5  
**Recommended semester/trimester of study:** 2.  
**Degree of study:** I.

**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: 1154

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**Date of the latest change:** 04.02.2020

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**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:** 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
- 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
Olivier Blanchard, Designing Labor Market Institutions II, mimeo MIT, March 2004
Tito Boeri and Jan van Ours, The Economics of Imperfect Labor Markets, Princeton University Press, 2008, Chapter 6 & Chapter 12
Lawrence M. Kahn, The Economics of Discrimination: Evidence from Basketball, IZA DP 3987, 2009

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: Ing. Roman Klimko, PhD.

Date of the latest change: 10.02.2020

**DESCRIPTION OF COURSE**

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**Type, load and method of teaching activities:**

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**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:**


**Support literature:**


Odporúčaná literatúra

Language whose command is required to complete the course:
EN

Notes:

Assessment of courses
Total number of evaluated students: 116

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Lecturer: Ing. Martin Hudcovský, PhD.

Date of the latest change: 17.02.2020

## DESCRIPTION OF COURSE

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<td><strong>Course code</strong></td>
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<td><strong>Title of course</strong></td>
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### 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 activity**: 20%
- **Seminar paper**: 40%
- **Final written exam**: 40%

### 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:

- 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:

- 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:

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:


Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: doc. Ing. Jana Péliová, PhD., Ing. Marian Tarnavskyi
Date of the latest change: 04.02.2020
Approved by: Co-guarantee prof. Ing. Vladimír Gonda, PhD. Co-guarantee prof. Ing. Anetta Čaplánová, PhD. Guarantee prof. Ing. Vladimír Gonda, PhD.
### DESCRIPTION OF COURSE

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<td>Title of course:</td>
<td>Financial Control (in English)</td>
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**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:**
- Presentation of Case of Study and Combined Examination
- Presentation of Case of Study 60 %
- Combined Examination 40 %

**Teaching results:**
Teaching activities are focused on the following issues:

**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:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 44

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Lecturer: Ing. Anton Čiernik, PhD.

Date of the latest change: 04.02.2020

**DESCRIPTION OF COURSE**

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**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:
  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:**
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:**

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 78

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

**Date of the latest change:** 04.02.2020

**Approved by:** Co-guarantee prof. Ing. Vladimír Gonda, PhD.
Co-guarantee prof. Ing. Eva Horvátová, CSc.
Co-guarantee Dr. h. c. prof. Ing. Rudolf Sivák, PhD.
Co-guarantee prof. Ing. Anetta Čaplánová, PhD.
Guarantee prof. Ing. Vladimír Gonda, PhD.
Guarantee prof. Ing. Pavol Ochotnický, CSc.
# DESCRIPTION OF COURSE

<table>
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<th>University: University of Economics in Bratislava</th>
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<tbody>
<tr>
<td>Faculty: Faculty of National Economy</td>
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<tr>
<td><strong>Course code:</strong> KSRaP NHF/NNF15530/17</td>
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<tr>
<td><strong>Title of course:</strong> Green Economy</td>
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**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 task 40%
- Exam 60%

**Teaching results:**

- **Knowledge and Understanding:**
  - After completing the course, participants will be able to:
    - 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:
    - 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:**


Language whose command is required to complete the course: English

Notes:
Assessment of courses
Total number of evaluated students: 41

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Lecturer: Ing. Roman Klimko, PhD.

Date of the latest change: 10.02.2020

**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
<td>Valuation of financial assets</td>
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**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:**
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:
- Apply theoretical approaches to financial asset pricing on model example
- Analytically assess the functioning of the financial market

**Indicative content:**
Indicative content:
- 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

**Support literature:**
Support literature:
Microfoundations of Financial Economics:
Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 84

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Lecturer: doc. Ing. L’ubomíra Gertler, PhD.

Date of the latest change: 04.02.2020

**DESCRIPTION OF COURSE**

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<td><strong>Title of course:</strong></td>
<td>Principles of Economics 2 (in English)</td>
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**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:**


**Support literature:**

**BASIC:**

RECOMMENDED:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 56

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

Date of the latest change: 10.02.2020

Approved by: Co-guarantee
Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik
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-guaranteedoc. Ing. Magdaléna Přívarová, CSc.
Co-guaranteeprof. Ing. Eva Rievajová, PhD.
Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.
Co-guaranteeprof. Ing. Elena Žárska, CSc.
Co-guaranteedoc. PhDr. Mária Antalová, PhD.
Co-guaranteedoc. Ing. Vladimír Gonda, PhD.
Guaranteedoc. Dr. h. c. prof. Ing. Ludmila Lipková, CSc.
Guaranteedoc. Ing. Martin Lábaj, PhD.
Guaranteedoc. Ing. Helena Majdúchová, CSc.
Guaranteedoc. Ing. Erika Pastoráková, PhD.
Guaranteedoc. Ing. Veronika Piovarčiová, PhD.
Guaranteedoc. Ing. Štefan Rehák, PhD.
Guaranteedoc. Ing. Alena Zubaľová, PhD.
**DESCRIPTION OF COURSE**

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<td>II., N</td>
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**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:**


Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 36

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Lecturer: Tomáš Jacko, PhD.

Date of the latest change: 18.02.2020

**DESCRIPTION OF COURSE**

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<tr>
<td><strong>Course code</strong></td>
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<td><strong>Title of course</strong></td>
<td>Risk and uncertainty in finance</td>
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**Type, load and method of teaching activities:**

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<th><strong>Form of course</strong></th>
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<td><strong>Method of study:</strong></td>
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**Number of credits:** 6

**Recommended semester/trimester of study:** 4.

**Degree of study:** II., N

**Prerequisites:**

**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:


Odporúčaná:

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: 99

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Lecturer: Ing. František Hocman, PhD., doc. Ing. Ľubomíra Gertler, PhD., Ing. Kristína Jančovičová Bognárová, PhD.

Date of the latest change: 04.02.2020

### 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:** 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:**

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

**Notes:**
- 

**Assessment of courses**
Total number of evaluated students: 89

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**Lecturer:** Ing. Andrej Přívara, PhD., Ing. Roman Klimko, PhD.

**Date of the latest change:** 10.02.2020
Approved by: Co-guarantee
Unit prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik
Co-guaranteedoc. Ing. Marta Martinová, CSc.
Co-guarantee prof. Ing. Eva Muchová, PhD.
Co-guaranteedoc. Ing. Erika Neubauerová, PhD.
Co-guaranteedoc. Ing. Veronika Piovarčiová, PhD.
Co-guarantee prof. Ing. Magdaléna Přívarová, CSc.
Co-guaranteedoc. Ing. Eva Rievajová, PhD.
Co-guaranteedoc. Ing. Daniela Tkáčová, CSc.
Co-guarantee prof. Ing. Elena Žárska, CSc.
Guaranteedoc. PhDr. Mária Antalová, PhD.
Guarantee prof. Ing. Vladimír Gonda, PhD.
Guaranteedoc. Ing. Martin Lábaj, PhD.
Guarantee prof. Ing. Erika Pastoráková, PhD.
Guaranteedoc. Ing. Veronika Piovarčiová, PhD.
Guaranteedoc. Ing. Štefan Rehák, PhD.
Guaranteedoc. Ing. Alena Zubaľová, PhD.
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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
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**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:
- Recommended:

Language whose command is required to complete the course: English

Notes:

Assessment of courses
Total number of evaluated students: 68

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Lecturer: JUDr. Ing. Martin Winkler, PhD.

Date of the latest change: 14.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
### University: University of Economics in Bratislava

### Faculty: Faculty of Commerce

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<th>Course code: KM OF/MAA15008/16</th>
<th>Title of course: Marketing (in English)</th>
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#### 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:

In order to pass this course, you must:
- 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:


#### Support literature:


#### Language whose command is required to complete the course:

- English

#### Notes:
**Assessment of courses**
Total number of evaluated students: 70

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**Lecturer:** Ing. Katarina Chomová, PhD., doc. Ing. Milan Oreský, PhD.

**Date of the latest change:** 14.02.2020

**Approved by:** Guaranteeprof. Ing. Helena Majdúchová, CSc.
### University: University of Economics in Bratislava

### Faculty: Faculty of Commerce

<table>
<thead>
<tr>
<th><strong>Course code:</strong> KMO OF/MOB15001/16</th>
<th><strong>Title of course:</strong> International Business (in English)</th>
</tr>
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</table>

#### 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:

- 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:
Supplementary study literature:

Language whose command is required to complete the course:
English

Notes:
Assessment of courses
Total number of evaluated students: 32

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Lecturer: Ing. Stanislav Zábojník, PhD.

Date of the latest change: 14.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
### DESCRIPTION OF COURSE

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<tr>
<th>Course code: KMO OF/OOB15088/20</th>
<th>Title of course: Communication across Cultures (in English)</th>
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<th>Type, load and method of teaching activities:</th>
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<td>Per week: 2 Per course: 26</td>
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<td>Method of study: present</td>
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<th>Prerequisites:</th>
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<th>Requirements to complete the course:</th>
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<tbody>
<tr>
<td>individual work</td>
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<tr>
<td>other (specify): teamwork</td>
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<tr>
<td>written examination</td>
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<tr>
<th>Pre-examination stage (semester period – 40%):</th>
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<tr>
<td>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</td>
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<th>Examination stage (examination period – 60%):</th>
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<tr>
<td>written examination combining theoretical knowledge and practical application</td>
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<tbody>
<tr>
<td>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.</td>
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<tr>
<td>Introductory understanding of communication across cultures.</td>
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<tr>
<td>Multicultural, multilingual as well as media literacy exposure.</td>
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<tr>
<td>Enhanced analytical, research and soft skills.</td>
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<tr>
<th>Indicative content:</th>
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<tbody>
<tr>
<td>Introduction to communication across cultures</td>
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<tr>
<td>Verbal and non-verbal communication</td>
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<td>Survey/Self-assessment</td>
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<th>Support literature:</th>
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<td>Recommended relevant publications and case studies</td>
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Assessment of courses
Total number of evaluated students: 0

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Lecturer: doc. Ing. Denisa Čiderová, PhD.

Date of the latest change: 19.02.2020

Approved by:
**DESCRIPTION OF COURSE**

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<tr>
<td>Course code:</td>
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<tr>
<td>Title of course:</td>
<td>Marketing Case Studies (in English)</td>
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**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:** N

**Prerequisites:**

**Requirements to complete the course:**
- individual work in seminars;
- project development;
- final test.

**Teaching results:**
Knowledge and its understanding: the ability to analyze marketing environment and consumer behaviour, the ability to apply marketing instruments in order to solve complex marketing problems, the ability to understand and explain the process of marketing planning in domestic and foreign markets, the ability to apply marketing principles in various areas of profit- and non-profit sector. Practical skills: the ability to apply marketing instruments in particular marketing environment, the ability to decide on and propose solutions of marketing problems on tactical and strategic level, the ability to critically evaluate alternative solutions of marketing problems Competences: the ability to search for and analyze data necessary to develop marketing concepts (data processing), the ability to design alternative scenarios of development, the ability to use analysis and synthesis.

**Indicative content:**

**Support literature:**

**Language whose command is required to complete the course:**
- English

**Notes:**

**Assessment of courses**
Total number of evaluated students: 19

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### 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)

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<td><strong>Form of course:</strong> Lecture / Practical</td>
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<td><strong>Recommended load of course (number of lessons):</strong></td>
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<td><strong>Method of study:</strong> present</td>
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**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
Recommended literature:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 21

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Lecturer: doc. Ing. Denisa Čiderová, PhD.

Date of the latest change: 19.02.2020

Approved by:
# DESCRIPTION OF COURSE

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<tr>
<td>Course code:</td>
<td>KMO OF/OOB15007/16</td>
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<tr>
<td>Title of course:</td>
<td>International Marketing (in English)</td>
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**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

<table>
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<th>Number of credits:</th>
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**Recommended semester/trimester of study:**

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<th>Degree of study:</th>
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**Prerequisites:**

**Requirements to complete the course:**

- written essay
- project
- other (specify): teamwork
- combined examination

Active participation (engaging in 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:**


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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 105

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**Lecturer:** Ing. Simona Škorvagová, PhD.

**Date of the latest change:** 14.02.2020

**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:
- 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: 16

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**Lecturer:** Ing. Rastislav Strhan, PhD.

**Date of the latest change:** 14.02.2020

**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

## 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:

## Language whose command is required to complete the course:
English

## Notes:

## Assessment of courses:
Total number of evaluated students: 44

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**Lecturer:** Ing. Jamal Hasan, PhD.  
**Date of the latest change:** 19.02.2020
**DESCRIPTION OF COURSE**

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<tr>
<td>Title of course:</td>
<td>Financial Transactions in the International Trade (in English)</td>
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**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:**

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**Prerequisites:**

**Requirements to complete the course:**
- individual work
- written essay
- preliminary tests
- combined examination

Activity during the seminars 14 %, essay 13 %, in-class test 13 %, exam–written part 40 %, exam–oral part 20 %.

**Teaching results:**

The main objective of the module is for students to have understanding of:
1. different types of financial transactions applicable to international markets (their purpose, costs, risks, specific method of implementation), students will also acquire practical skills in this area,
2. the conditions of financial transactions execution in relation to international trade (exchange rate issues, the degree of currency convertibility, etc.), students will also be able to draw practical conclusions should the conditions change,
3. the causes, course and consequences of the international financial and debt crisis so students are able to adjust to future changes,
4. the essence of money and putting them into circulation nowadays.

Knowledge and understanding:
1. Understanding the purpose, costs and risks of different types of financial transactions applied in international markets,
2. Understanding the changing conditions and innovation processes in global financial markets today,
3. Understanding the causes, course, consequences and other contexts of the international financial and debt crisis.

Skills and attributes:
1. Ability to identify (select) financial transactions or other protection methods to ensure the company against exchange rate, interest rate, credit, equity and other risks,
2. Ability to assess the costs of the financial transactions or other protection methods to secure the company against the monetary risks,
3. Ability to identify and evaluate the changing conditions in the international financial markets and adapt the implementation of the financial transactions to those changes.
### Indicative content:
Trading conditions in international financial markets. Financial derivatives (forwards, futures, options, swaps) and other financial transactions in relation to international trade (purpose, costs, means of implementation). International financial and debt crisis and its impact on the implementation of financial transactions.

### Support literature:
**Basic literature:**

**Prednášky, internetové zdroje**

**Recommended literature:**

**Professional journals, collections.**

### Language whose command is required to complete the course:
Slovak

### Notes:

#### Assessment of courses
Total number of evaluated students: 0

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**Lecturer:** Ing. Matúš Žatko, PhD.

**Date of the latest change:** 19.02.2020

**Approved by:**
# DESCRIPTION OF COURSE

| University: | University of Economics in Bratislava |
| Faculty: | Faculty of Commerce |
| Course code: | KIOF OF/OOF15002/17 |
| Title of course: | Informatics - Business 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: | 5 |
| Recommended semester/trimester of study: | |
| Degree of study: | N |

**Prerequisites:**

**Requirements to complete the course:**
- individual work
- preliminary tests
- combined examination
- Test from practical part - spreadsheet: 25 %
- Test from practical part - word processor: 15 %
- Final theoretical exam: 60 %

**Teaching results:**
The main objective of the course is to provide students with a comprehensive picture of the principles of work and opportunities for using ICT in everyday practice. Among partial objectives of the subject is to equip students with practical skills and competencies in the use of software office suites to solve problems.

**Knowledge and understanding:**
Graduate of the course controls key concepts of the knowledge economy as well as the principles of operation of modern information and communication equipment and is aware of their potential use in business practice.

**Practical skills:**
Graduate of the course knows ways of solving common problems through instruments of spreadsheets can use word processor for creating documents and is familiar with electronic presentations tools.

**Competencies:**
Graduate of the course can select and use an appropriate tools of spreadsheet processors to solve a particular problems in practice, can draw any professional text document with a word processor can select and use appropriate tools in electronic presentations.

**Indicative content:**
The course deals with options of using ICT in business practice. It provides relevant theoretical foundations of information society, principles of work with computer hardware and software, computer networks, information systems, principles of database systems and security of computer systems as a good starting point for acquiring professional skills in work with spreadsheets, word processors and electronic presentations software.

**Support literature:**

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: Ing. Jamal Hasan, PhD.

Date of the latest change: 19.02.2020

Approved by:
**DESCRIPTION OF COURSE**

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<td>Course code:</td>
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<tr>
<td>Title of course:</td>
<td>International Business Management: Case Studies DELL (in English)</td>
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**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:**
- Text analysis, soft skills consultancy and presentations, practical trainings.
- Regular class attendance and active participation – 40%.
- Negotiations simulation and practical exercises – 40%.
- Project presentation – 20%.

**Teaching results:**
- Although being prepared in DELL Slovakia, these topics will cover global activities, with link to local, Slovak market. Competitors will be addressed in specific topics to show the differentiation of DELL. Highly practical, students will see how different company strategies influence its success or failure. Complexity and variety of topics will give students broad picture of what it is about to manage global business.
- The main course outcomes are comprehension of the big international corporation establishment and improvement of students’ soft skills (outcomes presentations).

**Indicative content:**

**Support literature:**
- Internal documents and case studies of DELL.

**Language whose command is required to complete the course:**
- English

**Notes:**

**Assessment of courses**
- Total number of evaluated students: 14
- | Grade | Total |
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**Lecturer:** Ing. Simona Škorvagová, PhD.

**Date of the latest change:** 14.02.2020
Approved by: Co-guaranteedoc. Ing. Zuzana Kittová, PhD. Co-guaranteedoc. Ing. Ľuboš Pavelka, PhD.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong> KIOF OF/OOF15029/19</td>
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<td><strong>Title of course:</strong> Managerial Communication in Tourism (in English)</td>
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**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:**
Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: Ing. Ivan Hlavatý

Date of the latest change: 19.02.2020

Approved by:
**University:** University of Economics in Bratislava

**Faculty:** Faculty of Commerce

| **Course code:** KOP OF/OOE15010/18 | **Title of course:** Economic and Commercial 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:**

**Degree of study:** N

**Prerequisites:**

**Requirements to complete the course:**

- project;
- preliminary tests;
- written examination.

active participation in seminars - 10 %.

semester tests results/semester work - 30 %.

results of the final written test - 60 %.

**Teaching results:**

Students gain a basic understanding of the economic and commercial law, availing themselves of the practice within their own business or in relationships with entrepreneurs. They can effectively solve the financial problems to which they can get business and find their way in matters concerning intellectual property, which includes patent law.

**Indicative content:**

The course deals with selected parts of the Slovak economic and commercial law. It is more detailed in the area of legislation of entrepreneurship and it presents basic concepts and institutes of commercial law, legislation of companies and cooperatives, transnational legal forms of companies, competition, business relationships and international trade commitments. The course also contains insolvency proceedings, industrial property and industrial rights.

**Support literature:**

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: JUDr. Hana Magurová, PhD., LL.M., JUDr. Lenka Vačková, PhD.

Date of the latest change: 19.02.2020

Approved by:
## DESCRIPTION OF COURSE

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<td><strong>Course code:</strong></td>
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<td>KOP OF/OOE15009/18</td>
<td>Law of International Trade (in English)</td>
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### 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:

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 0

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**Lecturer:** JUDr. Ing. Martin Winkler, PhD.

**Date of the latest change:** 14.02.2020

**Approved by:**
### University: University of Economics in Bratislava

### Faculty: Faculty of Economic Informatics

**Course code:** KAI FHI/IIA15331/15  
**Title of course:** Knowledge management technologies

**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:**
- Homeworks, seminar work, final exam (test and open questions)
  1. Homeworks consist from specific tasks and their evaluation is included in the total score of the subject
  2. Seminar works – the evaluation is included in the total score of the subject
  3. Written final exam contains two type of questions: first group – test questions and second group – open questions. Test maps whole. The test maps the student's overall overview of the subject.

**Teaching results:**
The course introduces to students concept of Knowledge Management system from the IT point of view with stress on their importance in the current time. The students acquire the closer picture about Knowledge life cycle within organization and enterprise and its importance for the main aim of Knowledge management. The course introduces: the various types of knowledge, which are important by creating and modelling knowledge processes; knowledge engineering – how to analyze the processes, how to capture the tacit knowledge for further usage in information and knowledge systems; how do deal with fuzziness hidden in information and with linguistic values, which are important in real decision processes. Students get an overview of knowledge technologies such as groupware, workflow, data management, knowledge and expert systems and business intelligence that has great importance in enterprises with big data. Students will be able to identify and analyse knowledge processes with stress on fuzzy inferencing.

**Indicative content:**
1. Data, information, knowledge, their definition and relation to Knowledge Management and information technologies  
2. Types of knowledge, knowledge life cycle in the enterprise, tacit knowledge acquisition and capture as part of the knowledge engineering process  
3. The importance of Information and Knowledge Systems in business practice, the differences between them and their proper use  
4. Knowledge representation as a core of Knowledge System and Computing intelligence in practice  
5. Business Intelligence and uncertainty in Knowledge Management  
6. Fuzzy logic, flexible data and handling it  
7. Linguistic explanation of data and rule systems based on uncertainty
8. Web technologies covering the life cycle of knowledge in the enterprise (soft computing, groupware, semantic web, information retrieval, refinement, and so on)

Support literature:
2. Schreiber A. Th. and col., Methodology CommonKADS, web site: http://commonkads.org/ (and other web sites concerning the methodology)

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 73

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Lecturer: RNDr. Eva Rakovská, PhD., doc. Dr. Ing. Miroslav Hudec

Date of the latest change: 10.02.2020

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 (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:**  
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:


### Support literature:

- 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: 25

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

Date of the latest change: 10.02.2020

Approved by: Guarantee prof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<td>Title of course:</td>
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**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

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**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:**

**Support literature:**

**Language whose command is required to complete the course:**
- English

**Notes:**

**Assessment of courses**
Total number of evaluated students: 31

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**Lecturer:** prof. RNDr. Katarína Sakálová, CSc.

**Date of the latest change:** 04.02.2020

**Approved by:** Guarantee prof. 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)

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<td><strong>Method of study:</strong> present</td>
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**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 exercises 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:**  

**Support literature:**  
3. Pacáková, V. a kol.: Štatistické metódy pre ekonómov. IURA
**Language whose command is required to complete the course:**
English

**Notes:**

**Assessment of courses**
Total number of evaluated students: 62

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**Lecturer:**

**Date of the latest change:** 10.02.2020

**Approved by:** Guaranteeprof. Ing. Helena Majdúchoval, CSc.
**DESCRIPTION OF COURSE**

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Economic Informatics

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**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:**


**Support literature:**  
Lecture notes and presentations.

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

**Notes:**

**Assessment of courses**  
Total number of evaluated students: 85
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**Lecturer:**

**Date of the latest change:** 10.02.2020

**Approved by:** Guaranteed doc. 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:** I., N

### Prerequisites:

**Requirements to complete the course:**
- sharing during class (30%),
- individual written assignments (15%),
- the web site project (25%),
- your mid-term (15%),
- final exams (15%).

### Teaching results:

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:
- 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:

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.

1. Introduction to eMarketing  
2. The Internet and Social Media  
3. eMarketing Strategy  
4. Online Copywriting  
5. Blogs, Podcasts and SEO  
6. Online Reputation Management  
7. 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

Language whose command is required to complete the course:
English

Notes:
Assessment of courses
Total number of evaluated students: 68

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Lecturer: Ing. Mária Szivósová, PhD.

Date of the latest change: 10.02.2020

Approved by: Guaranteedoc. Ing. Gabriela Kristová, CSc.
## DESCRIPTION OF COURSE

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<td>Faculty: Faculty of Economic Informatics</td>
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| 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:

- 5th week: Working with the Solow Model (Barro, 2008, 4th chapter and Williamson, 2014, 8th chapter) 6th week: Conditional Convergence and Long-Run

Support literature:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 45

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Lecturer:

Date of the latest change: 10.02.2020

## 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:**
- 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:**
- 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):

1. The background of business, the concept and the role of an entrepreneur.  
2. The position of a company in a market economy.  
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.
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.
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)
ACT 513/1991 COMMERCIAL CODE

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 80

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

**Date of the latest change:** 01.02.2020

**Approved by:** GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.Guaranteeprof. Ing. Helena Majdúchová, CSc.
### DESCRIPTION OF COURSE

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<td><strong>Title of course:</strong></td>
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#### 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**


**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

Support literature:
DTP program scribus: http://www.scribus.net/canvas/Scribus
HTML tutoriál: http://www.w3schools.com/html/
Redakc#ny 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: 33

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Lecturer: Ing. Matej Černý, PhD.
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<td>Faculty: Faculty of Business Management</td>
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| Course code: KPH FPM/MMC15102/15 | Title of course: Enterprise Corporate Social Responsibility (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:**

Three forms of the evaluation:

- 20% mid-term exam - successfully passed during semester  
- 40% team work (with 3 students, maximally) - elaboration of solutions of case studies with the topics of corporate responsibility (current data from an enterprise, directly) and their presentations,  
- 40% final exam – 2 hour at the end of course – evaluation of outputs according to the part No.31.

**Teaching results:**

**A/Knowledge and understanding.** After passing the module, students should be able to:

- Understand the corporate responsibility is a standard economic activity of the enterprise.  
- Solve any economic problems in parallel with the requirement for accountability,  
- Orientate oneself in the ethical minimum of the corporate responsibility – in basic legislation,  
- Acquire existing systems of standards, initiatives and corporate responsibility indices,  
- Orientate oneself in the system of domestic and international institutions for guaranteeing and supporting the corporate responsibility  
- Master the basic methodology of controlling and reporting of the corporate responsibility,  
- Utilize a functioning system of the corporate responsibility for successfully increasing the credibility of the enterprise.

**B/Skills and competencies.** After passing the module, students should be able to:

- Manage the analysis and evaluation of the specifics of corporate responsibility in Slovakia and abroad,  
- Design and develop the basic process of institutionalization of the corporate responsibility,  
- Analyze, evaluate and recommend solutions for unethical conduct of enterprises according to the problems of stakeholder groups,  
- Propose and elaborate a simple report of the corporate responsibility according to the realistic information from the enterprise,  
- Argue on the basis of the acquired knowledge and experience, objectively and professionally.

**Indicative content:**

- definition of the meaning and the importance of corporate responsibility  
- support of the corporate responsibility in Europe, in the world and SR  
- institutionalization of the corporate responsibility
• tools for managing, measuring and reporting in the area of corporate responsibility
• normative system and ethical minimum of the corporate responsibility

Support literature:
1. DUBCOVÁ, G. a kol.: Zodpovedné podnikanie. EKONÓM Bratislava (plán 2014)
Odporúčaná literatúra:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: doc. Ing. Mgr. Gabriela Dubcová, PhD.

Date of the latest change: 01.02.2020

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/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:**
- 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 focus 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 focus 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:**

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 61

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Lecturer: Ing. Simona Kosztanko, PhD.

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
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**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:**
- 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 the 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:**

**Support literature:**
- Compulsory literature:
Recommended literature:
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: 16

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Lecturer: Ing. Branislav Zagoršek, PhD.

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
**DESCRIPTION OF COURSE**

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
<td>Change Management (in English)</td>
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**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
- project
- written examination

Conditions for seminar record: activity during classes and solutions of case studies, elaboration of seminar work – 40%

Conditions for execution of exam: written exam – 60%

**Teaching results:**
- to acquire knowledge on change management theories
- to understand content and purpose of external and internal reasons, which urge companies towards changes
- to appropriate methods how to increase company adaptability to changes
  - a) knowledge and understanding
- to acquire knowledge on change process and tenets of its management
- to acquire knowledge on incentives of action of change process participants
- to acquire knowledge how to overcome resistance to a change and how to adapt a company to a change
  - b) skills and competencies:
- to learn elementary capabilities how to adapt to changes and use them in favor of company
- to learn elementary capabilities how to initiate, implement and use changes in favor of company

**Indicative content:**
1. Typology of changes
2. Reasons of origin of changes
3. Processes of planned change
4. Processes of emergent change
5. Adaptation on change
6. Shaping the positive attitude to changes
7. Leadership in process of change
8. Selected instruments of change management
9. Management of critical changes (crisis, turnaround)
10. Management of transitive changes (TQM, reengineering, mergers and acquisitions) 11. Presentation of seminar works.

**Support literature:**

a) základná:
b) odporúčaná:

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

**Notes:**

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**Lecturer:** prof. Ing. Štefan Slávik, CSc., Ing. Natália Tarišková, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteeprof. Ing. Štefan Slávik, CSc.
**DESCRIPTION OF COURSE**

<table>
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<th>University: University of Economics in Bratislava</th>
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<tbody>
<tr>
<td>Faculty: Faculty of Business Management</td>
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<tr>
<td>Course code: KM FPM/ MMB15032/16</td>
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<tr>
<td>Title of course: Managerial Simulations (in English)</td>
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**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:**
Course credit is awarded for the fulfillment of these conditions:
- Formulation of objectives and strategies of the teams.
- The division of roles in teams.
- Active participation in the simulation - passing all rounds.
- Final presentation of results.
- Achieving a positive profit in the event of a loss of the ability to defend this result.

**Teaching results:**
The aim of the course is to give students the opportunity to practice the verification of knowledge gained in various technical subjects through computer-assisted simulations. Students are divided into several teams that work in a simulated competitive environment, where the material basis of the baseline analysis run company, receive and present decisions on pricing, marketing, investment, production, research and so on. Individual simulations vary depending on the changed market conditions and the economy, concerning for example. tax burden of the economic cycle, credit limit and under. Students manage a fictitious companies operating in multiple markets and offer certain products. The benefit of course is the practical application of knowledge acquired in the specialist subjects and training work in teams.

Object Management simulation is subject application nature. It is intended for students of several study programs, it uses knowledge of various specialized subjects in comprehensive corporate governance. It develops skills in personnel management, corporate finance and investment, marketing, business planning, production management, corporate accounting and calculations and creating business strategies.

**Indicative content:**
Characteristics of managerial simulations. Strategic Management Simulation LUDUS. Market segments in the simulation LUDUS.
Analysis and decision-making opportunities in the functional areas of business. 1 decision period.
Purpose and range of strategies to achieve it. 2 decision period.
Market research. Analysis of competitors in the industry. 3 decision period.
Human resources in the enterprise. 4 decision period.
Governance and funding. Planning aids. 5 decision period.
Decision-making protocol. The consequences of the decision. 6 decision period. Profit and loss account. Balance sheet. Sales Statistics and report on the operation of the enterprise. 7 decision period. Presentation of the results achieved during the simulation and evaluation of the most successful team. Final decision period.

Support literature:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 36

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Lecturer: Ing. Ingrid Potisková, PhD.

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Štefan Slávik, CSc.
**Description of Course**

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Business Management

<table>
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<tr>
<th>Course code:</th>
<th>KM FPM/MBB15242/15</th>
<th>Title of course:</th>
<th>Project Management (in English)</th>
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</table>

**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 (e.g., logical framework) process solutions to effectively communicate and work effectively as an individual and a team member.

**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:**  

**Recommended:**  

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 100

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**Lecturer:** Ing. Natália Tarišková, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guarantee prof. 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:
· 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:
· 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:
· 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:**

**Recommended literature:**

### Language whose command is required to complete the course:

### Notes:

### Assessment of courses
Total number of evaluated students: 50

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**Lecturer:** Ing. Katarína Procházková, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteeprof. Ing. Štefan Slávik, CSc.
DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava

**Faculty:** Faculty of Business Management

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<th><strong>Title of course:</strong> Logistics (in English)</th>
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**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
- 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:**


**Support literature:**


Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 97

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Lecturer: doc. Ing. Klaudia Gubová, PhD.

Date of the latest change: 01.02.2020

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/
MBB15192/15

**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:**

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:
Recommended literature:

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 70

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**Lecturer:** doc. Ing. Jana Blštáková, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteeprof. Ing. Štefan Slávik, CSc.
**DESCRIPTION OF COURSE**

**University:** University of Economics in Bratislava

**Faculty:** Faculty of Business Management

<table>
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<th>Course code:</th>
<th>Title of course: Microeconomics (in English)</th>
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**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:**
- 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:
   - 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:
   - 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:

Language whose command is required to complete the course:

Notes:

Assessment of courses
Total number of evaluated students: 31

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

Date of the latest change: 01.02.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
# DESCRIPTION OF COURSE

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
<td>Analysis of Financial Markets (in English)</td>
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**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 information of the future financial managers about financial markets, and their segments, financial instruments, their valuation of intrinsic value, returns and risk, institutions which are intermediaries 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 focus 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:**
- Eakins, S. g.: Finance. Institution, Management. Addison-Wesley Education Publishers Inc., East Carolina, USA 1999
**Language whose command is required to complete the course:**

**Notes:**

**Assessment of courses**
Total number of evaluated students: 29

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**Lecturer:** Ing. Peter Badura, PhD.

**Date of the latest change:** 01.02.2020

**Approved by:** Guaranteeprof. Ing. Helena Majdúchová, CSc.
# DESCRIPTION OF COURSE

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<td><strong>Course code:</strong></td>
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<td><strong>Title of course:</strong></td>
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<td><strong>Requirements to complete the course:</strong></td>
<td>individual work, preliminary tests written examination</td>
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<td>100% - Exam (practical ask in spreadsheet MS Excel - 50%, theoretical test 5%, practical task from databases 10%, practical task in MS Access database software - 35%)</td>
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<td><strong>Teaching results:</strong></td>
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<td>In the MS Excel spreadsheet environment, the student will learn to solve economic issues related to company activities, using text, date, statistical and financial functions. The student will be able to prepare Google electronic forms for obtaining necessary information and export it to MS Excel. He/she will subsequently learn to create complex economic applications using MS Access software product including the comprehension of internal links of relationships and their impact on other database objects and their functionality.</td>
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<tr>
<td><strong>Indicative content:</strong></td>
<td>MS Excel - text, date, statistical, financial functions. Creating Google electronic forms and exporting data to MS Excel. Database technologies and tools; database application design (task identification, task flow design, data element identification, data organization, prototype and user interface design, application creation, testing, revision, improvement); database design strategy, data analysis, database design concept; MS Access - creation of basic database; relational model (relational database terminology); data model (entities, attributes, domains, relationships, entities and relationships diagram); tables, forms, subforms, queries, reports; increasing the efficiency of working with macros.</td>
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Language whose command is required to complete the course: 

Notes: 

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Lecturer: Ing. Michal Zelina, PhD. 

Date of the latest change: 01.02.2020

Approved by: Guarantee prof. 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:**  

**Support literature:**  
**Základná:**  

**Odporúčaná:**  

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 96

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Lecturer: Ing. Peter Štetka, PhD.

Date of the latest change: 01.02.2020

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/ VVA15018/15  
**Title of course:** Foreign Direct Investments (in English Language)

**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:** II., N

**Prerequisites:**

**Requirements to complete the course:**
- Requirements to complete the course: 30 % class presentation 70 % written final exam

**Teaching results:**
Students will get a comprehensive overview of the issue of foreign direct investments - both at global and national level. They will expand their knowledge about the possible positive and negative aspects of FDI inflows and understand their role in the economy of Slovakia.

**Indicative content:**
1. Foreign direct investments – introduction  
   - Introduction of the course  
   - The place of FDI in the world economy  
2. Review of the major theories of FDI  
   - The main theories on the macroeconomic level  
   - The main theories on microeconomic level  
   - Development theories of FDI  
   - John Dunning’s eclectic theory
3. The latest trends in global FDI flows  
   - The global FDI inflows and outflows  
   - Regional trends – Asia, Africa, Latin America and the developed countries  
4. FDI in Central and Eastern Europe with emphasis on Slovakia  
   - FDI inflows into CEE countries from 1990 to 2007  
   - FDI inflows into Slovakia from 1993 to 2007
5. The possible impacts of FDI inflows on the economy of the host country  
   - The evaluation of the possible positive and negative impacts of FDI inflows
6. The main attributes of the investment attractiveness of host countries  
   - Investment climate  
   - Macroeconomic attributes  
   - Investment promotion
7. Investment promotion as a tool of improving the investment attractiveness  
   - Tool of investment promotion  
   - IPAs – Investment promotion agencies
• The role of investment promotion in Slovakia
  8. The role of investment promotion agencies in FDI promotion
• Guest speaker from the SARIO (Slovak investment promotion agency)
  9. Guest speaker from SARIO – Slovak Investment Promotion Agency
  10. Case study – FDI in the Chinese economy
• The role of FDI in China's economic success
  11. Case study – automotive FDI in the countries of Central and Eastern Europe
• The current state of global automotive industry
• Automotive industry in Central and Eastern Europe
  12. Review of the course, closing remarks

Support literature:
• World Investment Report series – free download at www.unctad.org
• Assorted papers and articles

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 94

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Lecturer: doc. Ing. Tomáš Dudáš, PhD.

Date of the latest change: 24.01.2020

Approved by: GuaranteeDr. h. c. prof. Ing. Žudmila Lipková, CSc.
**DESCRIPTION OF COURSE**

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<td><strong>Faculty:</strong></td>
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<tr>
<td><strong>Course code:</strong></td>
<td>KMEVaHD FMV/ MVA150292/16</td>
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<tr>
<td><strong>Title of course:</strong></td>
<td>World Economy (in English)</td>
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**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:
- 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:**
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:**
Language whose command is required to complete the course:
English

Notes:

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Lecturer: doc. Ing. Martin Grešš, PhD.

Date of the latest change: 24.01.2020

Approved by: Guaranteeprof. Ing. Helena Majdúchová, CSc.
# DESCRIPTION OF COURSE

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<tr>
<td><strong>Course code:</strong></td>
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<tr>
<td><strong>Title of course:</strong></td>
<td>International Political Relations I</td>
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**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:** 2.

**Degree of study:** II., N

**Prerequisites:**

- Midterm exam
- Written exam
- Active participation at seminars - 20%
- Midterm exam - 20%
- Exam - 60%

**Teaching results:**

- Aim of the course is to train professionals for international relations, not only for the needs of national and international institutions and organizations, but also for the needs of the various political parties and various NGOs.
- Student gains knowledge and insight in the field of international political relations, theories of international relations and the main obstacles in the development of international relations and international politics after the Second World War to the breakup of the Eastern Bloc. The student will be able to understand, acquire practical skills and apply theories of international relations to the particular development of international politics after the Second World War.

**Indicative content:**

- The subject deals with the definition of international relations, the analysis of selected theories of international relations, the stages of their development and the rules in international relations. It focuses on decision-making in world politics. It provides a comprehensive interpretation of the development of international relations after the Second World War until 1989.
- 1. Introduction to the study of international relations, definition of concept and subject matter, origin and characteristics of the term international relations, actors of international relations: state and non-state actors.
- 2. Stages of development of international relations, Westphalian system, European concert of the great powers during the 19th century, World Wars, Cold War, The Eastern Bloc and the USSR.
- 3. Rules in International Relations, types of international relations - their characteristics, the impact of international relations on internal political systems, levels of analysis of international relations.
- 4. Theory of International Relations I., theory of idealism, characteristic of realism in international relations.
5. Theory of International Relations II., marxism, transnationalism, behavioralism, neo-realism, neo-liberalism, positivism, post-positivism,
6. System equilibrium
the concept of power in international relations, anarchy and power balance, the distribution of power in the international system (powers, "powers of the Middle Ages", "small powers"). Concepts of Power Balance and Balance of Forces. Structure of power in the international system (multipolarity, bipolarity, hegemony, etc.).
7. Structure of the world political system, collective security, the concept of conflict and its historical transformations, the crisis, the war, the ways of solving conflicts and wars.
8. World politics actors, state, nation state, intergovernmental organizations, governmental actors, non-governmental actors, alliances, world order concept
9. Foreign Policy, general interest, national interest - state interest, national interest - origin, nature, idea, structure of national interests, ways of enforcing national interest, state instruments for its implementation, decision making in foreign policy
10. The post-war order of the world, Cold War, Evolution in Europe and Asia, Israel, Origins of the Arab-Israeli Conflict
11. Politics of peaceful co-existence and national liberation movement, German Question, Warsaw Treaty, XX. CSSA, Cuba, Berlin and the Caribbean crisis
12. The balance of power between the East and the West, France, Middle East, Development in Czechoslovakia, Détente at the highest level, Helsinki Conference
13. The end of bipolarity, the fall of the Eastern Bloc, the end of bipolarity, the fall of the communist regime, the position and role of power in the current world political system, possible trends in the development of international relations

Support literature:

Language whose command is required to complete the course:
English

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: PhDr. Peter Csányi, PhD., Mgr. Samuel Goda, PhD.

Date of the latest change: 24.01.2020

Approved by: Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.
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<tr>
<td>Faculty: Faculty of International Relations</td>
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<tr>
<td>Course code: KMP FMV/VVC150033/19</td>
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<tr>
<td>Title of course: Law in International Economic Relations</td>
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<td>Type, load and method of teaching activities:</td>
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<td>Per week: 2 / 2 Per course: 26 / 26</td>
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<td>Method of study: present</td>
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<td>Requirements to complete the course:</td>
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<tr>
<td>individual work, written exam</td>
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<tr>
<td>• Active participation 10 points</td>
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<td>• student presentation (case study) 20 points</td>
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<tr>
<td>• final written exam 70 points</td>
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<tr>
<td>Teaching results:</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>Knowledge and understanding: Understanding the entire complex of international economic relations from a legal point of view.</td>
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<tr>
<td>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.</td>
</tr>
<tr>
<td>Competence: Understanding legal relationships in international economic relations with possible application of acquired theoretical experience in practice.</td>
</tr>
<tr>
<td>Indicative content:</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>1. Introduction to International Economic Law</td>
</tr>
<tr>
<td>2. The Law of the International Monetary Fund</td>
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<tr>
<td>3. The Law of the World Bank Group</td>
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<tr>
<td>4. The role of the IMF and WB in the international financial system</td>
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</table>
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:**

**Language whose command is required to complete the course:**
Slovak, English, Russian

**Notes:**

**Assessment of courses**
Total number of evaluated students: 193

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

**Date of the latest change:** 24.01.2020

**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/ 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:
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:

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<th>Assessment of courses</th>
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Lecturer: Ing. Natália Zagoršková, PhD.

Date of the latest change: 24.01.2020

Approved by: GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.
| University: | University of Economics in Bratislava |
| Faculty: | Faculty of International Relations |
| Course code: | Title of course: Diplomacy in Practice |
| KMEVaHD FMV/ VVA20203/18 | |
| 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: | |
| Language whose command is required to complete the course: | English |
| Notes: | |
| Assessment of courses | |
| Total number of evaluated students: 54 | |
| A | B | C | D | E | FX |
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| Lecturer: | doc. Mgr. Boris Mattoš, PhD. |
| Date of the latest change: | 24.01.2020 |
Approved by: Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.
**DESCRIPTION OF COURSE**

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<td>Faculty: Faculty of International Relations</td>
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<td><strong>Course code:</strong> KMP FMV/VVC15032/19</td>
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**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:** 2.

**Degree of study:** II., N

**Prerequisites:**

**Requirements to complete the course:**

- individual work
- oral exam
- active participation in lectures - 10 points
- final oral exam - 90 points

**Teaching results:**

The main objective of the subject is to analyze specific areas of international public law. The aim is to clarify the concept and elements of diplomatic and consular law and their relationship with other norms of international law, to explain the diplomatic and institutional procedures for dispute resolution, arbitration and the functioning of the UN International Court of Justice, to familiarize students with the principles, historical developments and the legal framework of the law of armed conflicts, humanitarian law in international relations, to clarify the factual background and legal basis of the transnational crime of the Nuremberg Military Tribunal, the ad hoc international criminal tribunals in the former Yugoslavia and Rwanda, and the International Criminal Court.

Knowledge and Understanding: Understanding specific areas of public international law, and identifying and critically assessing applicable legislation in the given areas.

Practical skills: ability to navigate and work with relevant sources and the jurisprudence of international judicial, arbitration and criminal authorities, argumentative skills.

Competence: Understanding legal relationships in international relations with possible application of acquired theoretical experience in practice.

**Indicative content:**

The subject deals with specific issues of public international law concerning the international legal status of state authorities for international relations (in particular diplomatic law as one of the oldest sectors of international law and consular law), the peaceful settlement of international disputes, the law of armed conflicts and the law of the international crimes.

**Topics:**

- The international status of state bodies for international relations
- Vienna Convention on Diplomatic Relations
- Diplomatic immunities and privileges
- Vienna Convention on Consular Relations
- The right to peaceful settlement of international disputes I.
The right to peaceful settlement of international disputes II.
Law of International Organizations I.
Law of International Organizations II.
Legal consequences of violation of international law
Law of Armed Conflict I.
Law of Armed Conflict II.
International humanitarian law
Punishment of international crimes

**Support literature:**

**Language whose command is required to complete the course:**
Slovak, English

**Notes:**

**Assessment of courses**
Total number of evaluated students: 0

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

**Date of the latest change:** 24.01.2020

**Approved by:** GuaranteeDr. h. c. prof. Ing. Ľudmila Lipková, CSc.
### DESCRIPTION OF COURSE

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<tr>
<td>Course code:</td>
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<tr>
<td>Title of course:</td>
<td>Sociology</td>
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**Type, load and method of teaching activities:**

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**Number of credits:** 3

**Recommended semester/trimester of study:**

**Degree of study:** N

**Prerequisites:**

**Requirements to complete the course:**

Written exam

Students are continuously evaluated during the semester in terms of activity at seminars and the final evaluation is based on the evaluation of their activity and the quality of the essay (40% : 60%).

**Teaching results:**

The aim is to provide students with knowledge about sociology as a scientific discipline and key methodological approaches in the study of society, social relations and the quality of personal life. The goal of sociology teaching is to make students understand the nature of the society in which they live by better understanding their own behavior and addressing collective and interpersonal relationships. The course provides students with the basics of theoretical thinking and methodological preparation of research as well as critical thinking about contemporary social problems.

**Indicative content:**

At the beginning of the seminar is a lecture focused on theoretical questions and real problems examined within the key theme. The interpretation is complemented by empirical findings from research and sociological analyzes.

1. Introduction to the subject. Definition of basic sociological concepts.
2. Methodological approaches to the study of social reality, project of sociological research.
3. Sociological understanding of society - types of companies in terms of developmental stages.
4. Culture as a sociological category
5. Personality in the process of socialization.
7. Collective behavior in society. Types of the crowd.
8. Social groups. Social processes in a small group.
9. Family and marriage and their research at present.
10. Public opinion and its research.
11. Deviation and social control.
12. Modern social movement.

**Support literature:**
Language whose command is required to complete the course:
Slovak

Notes:

Assessment of courses
Total number of evaluated students: 0

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Lecturer: PhDr. Peter Csányi, PhD.

Date of the latest change: 18.02.2020

Approved by:
### UNIVERSITY:
University of Economics in Bratislava

### FACULTY:
Faculty of International Relations

### COURSE CODE:
KMEVaHD FMV/VVA15045/19

### TITLE OF COURSE:
World Economy - Regional Aspect (in English Language)

### TYPE, LOAD AND METHOD OF TEACHING ACTIVITIES:

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<td>Method of study:</td>
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### NUMBER OF CREDITS:
4

### RECOMMENDED SEMESTER/TRIMESTER OF STUDY:
2.

### DEGREE OF STUDY:
II., N

### PREREQUISITES:

### REQUIREMENTS TO COMPLETE THE COURSE:

### TEACHING RESULTS:
To teach students to analyze the current economic situation and to anticipate developmental trends in the individual national economies that form part of the world economy.

### INDICATIVE CONTENT:
1. General Characteristics of the Latin American Economic Region.
2. Economic development and development trends of Brazil's economy.
3. Economic development and development trends of the economy of Argentina.
4. Economic development and development trends of the Chile economy.
5. Economic development and development trends of the Mexican economy.
8. Economic development and development trends of Taiwan's economy.
9. Economic development and development trends of the Singapore and Hong Kong economies.

### SUPPORT LITERATURE:
Current information from professional and daily press.

### LANGUAGE WHOSE COMMAND IS REQUIRED TO COMPLETE THE COURSE:
slovak

### NOTES:

**Assessment of courses**
Total number of evaluated students: 0

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**Lecturer:** Dr. h. c. prof. Ing. Ľudmila Lipková, CSc., Ing. Kristína Baculáková, PhD.

**Date of the latest change:** 24.01.2020

**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:** KAJ FAJ/OFJJ213020B/15  
**Title of course:** Business English for Advanced Students 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:** I., N

**Prerequisites:**

**Requirements to complete the course:**
- Activity at seminars- 20 %  
- Presentation of a project – 30 %  
- The result of a written and oral exam -50 %

**Teaching results:**
To be able to express attitudes to selected specialized topics fluently and to be able to express opinions and demands in discussions and presentations as well as to react adequately and quickly to incentives.

**Indicative content:**
1. Job and work  
2. Trends in development of economy in English speaking countries  
3. Successful entrepreneurship  
4. Management  
5. Characteristics of a good manager  
6. Case study

**Support literature:**

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 948

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Lecturer: PaedDr. Jolana Meľsitová, PhDr. Hana Pašková, PhDr. Zuzana Ondrejová, CSc., Mgr. Katarína Zamborová, PhD., PhDr. Ildikó Némethová, PhD., PaedDr. Žaneta Pavlíková, PhD., Mgr. Ján Strelinger, PhD.

Date of the latest change: 19.02.2020

**DESCRIPTION OF COURSE**

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Applied Languages  
**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: 63
- Total number of evaluated students: 63

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**Lecturer:** prof. Ing. Magdaléna Přívarová, CSc.

**Date of the latest change:** 10.02.2020

**Approved by:** Co-guarantee
- Univ. prof. i. R. Dipl. Ing. Dr. Mikuláš Luptáčik  
- Co-guarantee
- Ing. Marta Martincová, CSc.  
- Co-guarantee
- Ing. Eva Muchová, PhD.  
- Co-guarantee
- Ing. Erika Neubauerová, PhD.  
- Co-guarantee
- Ing. Veronika Piovarčiová, PhD.  
- Co-guarantee
- Ing. Magdaléna Přívarová, CSc.  
- Co-guarantee
- Ing. Daniela Tkáčová, CSc.  
- Co-guarantee
- Ing. Elena Žárská, CSc.  
- Co-guarantee
- PhDr. Lívia Adamcová, PhD.  
- Co-guarantee
- Ing. Vladimír Gonda, PhD.  
- Guarantee
- Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.  
- Guarantee
- Ing. Martin Lábaj, PhD.  
- Guarantee
- Ing. Erika Pastoráková, PhD.  
- Guarantee
- Ing. Veronika Piovarčiová, PhD.  
- Guarantee
- Ing. Štefan Rehák, PhD.  
- Guarantee
- Ing. Alena Zubaľová, PhD.
### University: University of Economics in Bratislava

### Faculty: Faculty of Commerce

<table>
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<tr>
<th>Course code: KMr OF/OOA15133/16</th>
<th>Title of course: Case Studies in Marketing (in French)</th>
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**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:** 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:**


**Support literature:**

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 55

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**Lecturer:** prof. Ing. Jaroslav Kita, CSc.

**Date of the latest change:** 14.02.2020

**Approved by:**
### Description of Course

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Applied Languages  
**Course code:** KRaSJ FAJ/ MVJ6152040M/15  
**Title of course:** FL 3 - Culture and Communication in French (20)  

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<th>Type, load and method of teaching activities:</th>
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| **Form of course:** Practical  
**Recommended load of course (number of lessons):**  
Per week: 2  
Per course: 26  
**Method of study:** present |

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<th>Requirements to complete the course:</th>
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| active participation  
individual work  
preliminary test  
written examination  
Active participation in class discussions – 20%  
Project and its presentation – 20%  
Final written exam – 60% |

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<th>Teaching results:</th>
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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.

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<th>Indicative content:</th>
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1. Culture: definitions, characteristics, research methodology  
2. Culture: culture forms and ideology, cultural dimensions  
3. Communication: definitions, structure of communication process  
4. Verbal and non-verbal communication  
5. Intercultural communication  
6. Communication models, conflict resolution

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<th>Support literature:</th>
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**Lecturer:**

**Date of the latest change:** 19.02.2020

**Approved by:** Guarantee Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.
### 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: 18

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**Lecturer:** Ing. Katarína Vavrová, PhD.  
**Date of the latest change:** 01.02.2020  
**Approved by:** Co-guarantee Dr.h.c.prof. Ralf Michael Ebeling
### 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:**

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

**Notes:**

**Assessment of courses**
Total number of evaluated students: 0

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**Lecturer:** doc. Ing. Anna Michálková, PhD.

**Date of the latest change:** 14.02.2020

**Approved by:**
**DESCRIPTION OF COURSE**

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Commerce

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<th><strong>Course code:</strong></th>
<th>KOP OF/OOE15001/17</th>
<th><strong>Title of course:</strong></th>
<th>Fundamentals of Law for Economists (in German)</th>
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**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:  
**Recommended literature:**

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

**Notes:**

**Assessment of courses**  
Total number of evaluated students: 0

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**Lecturer:** JUDr. Andrea Slezáková, PhD., LL.M.

**Date of the latest change:** 14.02.2020

**Approved by:**
**DESCRIPTION OF COURSE**

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<td><strong>Title of course:</strong></td>
<td>International Business Operations (in Russian)</td>
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**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
- preliminary tests
- written examination

**Methods and elements of assessment:**
1. Students performance during seminars – 40 %, from which:
   - Individual projects and its presentation – 10 %;
   - Activity during seminars – 10 %;
   - Control written test – 20 %.
2. Final written examination – 60 %.

**Teaching results:**
The course focuses on development of a solid core of knowledge in the area of foreign trade of the Slovak Republic, its importance and position in the world economy, territorial and commodity structure, the way of trading within members of the EU and the third countries, contractual and autonomous means of foreign policy of the EU, individual kinds of trade operations and the forms of their implementations, about the possibility to enter foreign markets, payment and delivery conditions, basic business and accompanying documents, as well as stages and ways of realization of direct export and import business operation.

After successful completion of this course participants should be able to:
- understand the issues of foreign trade of Slovakia, its meaning and development, territorial and commodity structure and export promotion;
- understand the issues of contractual and autonomous means of foreign policy of the EU;
- understand the procedures to ensure business operations;
- acquire knowledge about the realization of import and export business operations;
- interpret knowledge in practice as regards the conditions of imports and exports of goods;
- individually realize the import and export business case.

**Indicative content:**
Syllabus of the course contains: foreign trade of SR and its importance and institutional support, principles of trade within the EU and trade between the EU and the third countries, tariff and non-tariff means of autonomous foreign trade policy of the EU, classification of foreign trade operations used in international trade, brokerage relationship, payment and delivery condition and
other conditions of delivery, attached supporting documents used in international trade and the course of import and export trade operation.

Support literature:

Language whose command is required to complete the course:
Russian
English

Notes:
Assessment of courses
Total number of evaluated students: 0

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Lecturer: doc. Mgr. Elena Kašťáková, PhD., doc. Ing. Viera Ružeková, PhD.

Date of the latest change: 19.02.2020

Approved by:
**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:** 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:  
• 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:  
• 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:**  
**Language whose command is required to complete the course:**  
**
### Notes:

#### Assessment of courses

Total number of evaluated students: 0

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**Lecturer:** Ing. Roman Klimko, PhD.

**Date of the latest change:** 10.02.2020

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Applied Languages

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<th>Course code:</th>
<th>Title of course: FL 2 - Culture and Communication in Spanish (20)</th>
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**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: 26

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**Lecturer:** Mgr. Diana Patricia Varela Cano, PhD., Mgr. Iveta Maarová, PhD.

**Date of the latest change:** 19.02.2020

**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:
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: 33

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Lecturer: Ing. Allan Jose Sequeira Lopez

Date of the latest change: 03.03.2020

Approved by: Guaranteeprof. PhDr. Lívia 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., 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: 32

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**Lecturer:**  
**Date of the latest change:** 19.02.2020  
**Approved by:** Guaranteeprof. PhDr. Lívia Adamcová, PhD.
## DESCRIPTION OF COURSE

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<td>Title of course:</td>
<td>Business Negotiations in Spanish II.</td>
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### 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:
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: 39

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**Lecturer:** Mgr. Diana Patricia Varela Cano, PhD.
**Date of the latest change:** 03.03.2020
**Approved by:** Guaranteeprof. PhDr. Lívia Adamcová, PhD.
DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava

**Faculty:** Faculty of Applied Languages

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<td>KRaSJ FAJ/ JJ615008B/17</td>
<td>Selected Chapters from Hispanic American Literature I.</td>
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**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: 22

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**Lecturer:** Mgr. Sofia Tužinská, PhD.

**Date of the latest change:** 03.03.2020

**Approved by:** Guarantee prof. PhDr. Lívia Adamcová, PhD.
### DESCRIPTION OF COURSE

**University:** University of Economics in Bratislava  
**Faculty:** Faculty of Applied Languages  
**Course code:** KRaSJ FAJ/PMJJ615011B/20  
**Title of course:** Slovak language course for foreign students 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

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### Lecturer:

**Date of the latest change:** 03.03.2020  
**Approved by:**