

DESCRIPTION OF COURSE

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

Assessment of courses

Total number of evaluated students: 79

A	B	C	D	E	FX
30.38	25.32	18.99	8.86	11.39	5.06

Lecturer: Ing. Daša Mokošová, PhD.**Date of the latest change:** 01.03.2021**Approved by:**

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMEVaHD FMV/ VVA150152/18	Title of course: Africa in International Relations
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: African Geography – African History – African Politics – African Economy	
Support literature: <ul style="list-style-type: none"> • Tim Marshall - Prisoners of Geography (2016) – Chapter 5 • African Development Bank – African Economic Outlook (2018) • Martin Meredith – The State of Africa (2005) • Roland Oliver & J.D. Fage – A Short History of Africa (Sixth Edition) (1990) • United Nations - The Millennium Development Goals Report 2015 - The Sustainable Development Goals Report 2018 • Dambisa Moyo - Dead Aid: Why Aid Is Not Working and How There Is Another Way for Africa (2009) • Amartya Sen - Development as Freedom (1999) • BARRO, R. J. 1999. Determinants of Democracy. In Journal of Political Economy. ISSN 1537-534X, 1999, roč. 107, č. 6, s. 158-183. • CORDEN, M. W. - NEARY, P. J. 1982. Booming Sector and De-industrialisation in a Small Open Economy. In The Economic Journal. ISSN 0013-0133, 1982, roč. 92, č. 368, s. 825-848. • THOMSON, Alex (2004): An Introduction to African Politics 	
Syllabus: <ol style="list-style-type: none"> 1. Introduction, information about subject and evaluation, basic terms 2. Africa's physical geography <ul style="list-style-type: none"> • How geographic features of the continent influence its history, economy and political situation? 3. The colonial history of Africa 	

- How were the territories in Africa organized under different colonial regimes?

4. Decolonization

- Zimbabwe, South Africa, Egypt

5. The economic situation of African countries

- Territorial and commodity structure of foreign trade
- Agriculture, industry and services
- Success stories of African entrepreneurship

6. Demographic and social situation

- Demographic policies
- SDGs report in Africa

7. Natural resources in Africa

- Rare-earth elements
- Development-induced displacement in Africa – Kampala Convention

8. Political situation in African countries

- Arab Spring,

9. The continent of civil wars and armed conflicts

- Rwanda after genocide, ongoing conflicts, terrorist groups

10. The current status of Africa in international relations

- African countries in multinational negotiations

11. Development assistance and investment

- Advantages and disadvantages, remittances

12. Migration in Africa

- Internal displacement
- Migration within Africa
- Migration out of Africa

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 100

A	B	C	D	E	FX
36.0	22.0	27.0	11.0	3.0	1.0

Lecturer: Ing. Natália Zagoršková, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Support literature:

Support literature:

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

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

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

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

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 11

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	9.09	36.36	0.0	27.27	27.27	0.0	0.0	0.0	0.0

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

Date of the latest change: 29.01.2021

Approved by:

DESCRIPTION OF COURSE

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

Ross, S. A. – Westerfield, D. R. – Jaffe, J.: Corporate Finance . IRVIN, USA 1996					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses					
Total number of evaluated students: 50					
A	B	C	D	E	FX
16.0	14.0	18.0	16.0	24.0	12.0
Lecturer: Ing. Peter Badura, PhD.					
Date of the latest change: 22.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KBaMF NHF/ NNC21054/21	Title of course: Banking
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: 10% written work 10% semester seminar work, resp. project 10% continuous processing of tasks, worksheets resp. case studies 70% written exam Total study load (in hours): 26 hours of lectures 26 hours of exercises 65 hours of self-study in preparation for the exam 13 hours preparation for seminars 13 hours elaboration of a semester project, 13 hours preparation for written work.	
Teaching results: Completion of the subject "Banking" presupposes the development of key competencies in the areas of new knowledge, competencies and skills. Progress in the field of new knowledge is evident after completing the course. Students will understand the system of banking, the principles of economics and the functioning of commercial banks, individual products, operations, requirements for the stability of banks and the overall business of banks. Based on the above knowledge, students are able to solve the assigned tasks in the practice of commercial banking, acquire the basics of critical thinking and can assess the advantages and disadvantages of individual banking procedures from the bank's point of view and from the client's point of view. As part of the educational process, they will acquire such skills that will enable students to perform executive and managerial tasks related to procedures and processes in a commercial bank.	
Indicative content: 1. Banking system, characteristics of the bank as a business entity • One-tier and two-tier banking system • Breakdown of banks according to individual criteria • Organizational forms of foreign banks. • Banking system in the Slovak Republic and its development.	

2. Business environment in banking in the context of banking regulation

- Ways of changing reserves in the banking system
- Importance of minimum reserves in a commercial bank
- Basic principles of regulation and supervision
- Sectoral and functional models of supervision.
- The impact of the external environment on the business of commercial banks and on banking regulation.

3. Balance sheet principle in banking, characteristics and composition of assets and liabilities of the bank

- Balance sheet of a commercial bank
- Theoretical definition of the bank's assets and liabilities
- Characteristics of basic items of assets and liabilities
- Profit and loss statement
- Cash flow statement, importance in valuing commercial banks.
- Basics of accounting for costs, revenues, assets and liabilities of the bank
- Basic approaches to valuing the bank's assets and liabilities
- Cost and revenue management in a commercial bank.

4. Profitability, performance, efficiency of a commercial bank. Business risks of commercial banks.

- Basic indicators of efficiency, performance and profitability of a commercial bank
- Ways to measure the profitability, performance and efficiency of commercial banks
- Basic breakdown of banking risks
- Liquidity risk
- Credit-, market-, operational risk
- Basic methods of bank risk management.

5. Capital of a commercial bank, characteristics, structure and importance of the bank's capital

- Definition of the bank's capital
- Bank capital functions
- Tier I-III of capital as recommended by the Basel Committee on Banking Supervision
- The bank's capital and reserves within Basel I - III.

6. Liquidity and solvency of a commercial bank

- Defining the terms liquidity and solvency
- Liquidity and reserves
- Liquidity and market interest rates
- Gap analysis
- Liquidity gap
- Solvency and solvency ratios
- An example of the net value of a bank.

7. Capital adequacy of a commercial bank

- Defining capital adequacy.
- Credit and market risks (interest rate, equity, commodity and foreign exchange risk), operational risk.
- Capital coverage.
- The bank's business and banking portfolio.
- Loss coverage.
- The role of capital in new regulatory measures.
- Bail-in, Bail-out approaches.

8. Passive operations of commercial banks

- Forms of passive operations
- Obtaining foreign and own resources
- Deposit operations

- Issuance of securities
 - Types of deposits
 - Ways to increase the bank's share capital.
9. Theoretical and economic foundations of mortgage banking
- Mortgage banking models
 - The position of mortgage banking entities
 - Basic mortgage transactions
 - Mortgage banking risks
 - 20 years of mortgages in Slovakia
 - Significant changes in mortgage banking in Slovakia after 2018.
 - Corporate social responsibility, positive examples.
 - Support of ecological and community products of banks.
10. Active operations of commercial banks. Forms and characteristics of loans
- Forms of assets and active operations
 - Credit process in the bank, procedure
 - Client creditworthiness, bankruptcy risk, fraud risk
 - The importance of loans from the bank's point of view
 - Technique of providing individual loans
 - Long-term loans and their special place in the structure of assets.
11. Payment system - tools and forms of payment system
- Breakdown of the payment system according to individual aspects
 - Cashless payment instruments
 - Interbank payments and settlement
 - TARGET2, SIPS, SWIFT
 - Innovations in the implementation of payments and in the tools of the PS
 - Current direction of development of bank payment services.
12. Foreign exchange operations of commercial banks
- Exchange rates / currency, purchase / sale
 - Foreign exchange position and exchange rate risk of a commercial bank
 - Bank's foreign exchange profit from treasury operations, accounting display in the bank.
13. Basics of investment banking
- Characteristics of investment banking operations
 - Investment financing of corporate clients.
 - Investment banking services and operations
 - Importance of investment banking.

Support literature:

1. Casu, B., Girardone, C., Molyneux, P.: Introduction to BANKING. Pearson Education Tld. 2015.
2. ROSE, P. S., Hudgins, S. C.: Bank Management & Financial Services. Nith Edition, McGraw Hill, Singapore, 2013, ISBN 978-007-132642-1 .
3. Heffernan, S.: Modern Banking. John Wiley&Sons Ltd., 2006.
4. Horvátová, E.: Bankovníctvo. Žilina, GEORG, 2009.

Syllabus:

Language whose command is required to complete the course:

english language

Notes:

Assessment of courses

Total number of evaluated students: 0

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: prof. Ing. Eva Horvátová, CSc., doc. Ing. Daniela Tkáčová, CSc.

Date of the latest change: 13.02.2021

Approved by:

DESCRIPTION OF COURSE

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

Syllabus:

1 Law and its role in society , the definition of law , major legal systems , the legal system and the legal standard , the source Slovak law, normative legal acts in Slovak Republic .

2 Legal relations to be their creation, change and termination, the concept and elements of the legal relationship. Subjects of legal relations. Legal facts as likely to originate, change and termination of legal relations.

3 Realization of rights, forms of implementation of laws, the interpretation of laws.

4 Constitutional law of the Slovak Republic. Fundamental rights and freedoms of citizens, the legislature, executive, judiciary, local self-government.

5 Fundamentals of criminal responsibility and criminal protection of the economy. Forms of crime, punishment and protection measures, protection of the criminal economy, the foundations of the criminal proceedings.

6 Courts and prosecutor's office, work of some freelance in the economic field. Civil procedure, status and performance of some freelance in relation to economic activities.

7 Employment and agreements on work performed outside employment. Entities of working relationship, Employment type, a change of treatment and termination of employment, agreements on work performed outside employment.

8 Working time and rest periods, collective labor law. Working time, form and take the leave, employee participation in collective labor relations and its forms, collective bargaining and collective agreements.

9 Liability for damages in labor relations, administrative legal liability and administrative staff. The general responsibilities of the employee and the employer for damages, the extent of damages, the employer's liability for damage to stored items.

10 Administrative proceedings, the participants and the course, suspension and termination of the procedure, purpose and organization of procedure, decision, review decisions, enforcement.

11 Selected parts of civil law, property law and protecting the rental contract and insurance contract.

12 Public procurement, private international law. The notion of the subject and the norms of international private law, international private law entities, foreign entities and economic relations.

13 European Union Fundamental Rights. Characteristics of European Union law, primary and secondary Community law, the Court of Justice of the European Union, protection of human rights of the European Union, the relationship between EU law and domestic law.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 94

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
28.72	0.0	0.0	22.34	22.34	12.77	8.51	5.32	0.0	0.0	0.0	0.0

Lecturer: JUDr. Ing. Martin Winkler, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KPH FPM/ MMC15211/20	Title of course: Business 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: 6	
Recommended semester/trimester of study:	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Prerequisites: Elementary Accounting, Enterprise Accounting, Cost Accounting, Financial-Economic Analysis, Enterprise Planning. The three elements: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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.

Indicative content:

Topics:

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.
2. Organization of controlling. Controller.
3. Dimensions of controlling. Strategic controlling. Operative controlling.
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.
5. Basic relations among financial accounting, managerial accounting and controlling.
6. Planning and budgeting in controlling.
7. Transfer pricing system of an enterprise.
8. Systems of prices of inputs and internal performances applied in the operative controlling.
9. Reporting in controlling for purposes of the enterprise management. Segmented reporting. Managerial income statement.
10. Evaluation system of financial indicators and efficiency indicators. Analysis of deviations.
11. Partial controlling. Investment controlling.
12. Controlling of the human capital.
13. Information system of the controlling in an enterprise.

Support literature:

- Wild, J. – Shaw, K. – Chiappetta, B. 2018. Managerial Accounting. McGraw-Hill Higher Education, 2018. ISBN 9781260005189.
- Seal, W. – Carsten Rohde, C. – Garrison, R. – Noreen, E. 2018. Management Accounting. McGraw-Hill Education, 2018. ISBN 9780077185534.
- Garrison, R. 2017. Managerial Accounting. McGraw-Hill Higher Education, 2018. ISBN 9781259307416.

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Mgr. Gabriela Dubcová, PhD.					
Date of the latest change: 22.02.2021					
Approved by:					

DESCRIPTION OF COURSE

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

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

Support literature:

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

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

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

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

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

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

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

ACT 513/1991 COMMERCIAL CODE

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 118

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
12.71	0.0	0.0	36.44	25.42	16.1	5.93	3.39	0.0	0.0	0.0	0.0

Lecturer: Ing. Denisa Gajdová, PhD., Ing. Peter Štetka, PhD., doc. Ing. Mgr. Gabriela Dubcová, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KPH FPM/NMD21002/21	Title of course: Business Economy (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:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 30 % continuous written work, 70 % written exam Total study load (in hours): 156 h (participation in lectures 26 h, participation in seminars 26 h, preparation for seminars 26 h, preparation for credit test 26 h, preparation for exam 52 h)	
Teaching results: Knowledge: <ul style="list-style-type: none"> • a comprehensive view of the enterprise and its economic activity through the definition of the nature of the business, its life cycle, goals, typology, its transformation process with special regard to the analysis of factors of production, corporate activities and value chain. Competence: <ul style="list-style-type: none"> • effectively use essential information about the company as a business entity, its basic features, goals, forms of associations and legal forms of business in practice, • critically evaluate the course and specifics of the business transformation process, • characterize the essence and evaluate the use of factors of production with an impact on the company's value chains, • propose solutions and defend conclusions or recommendations to increase the efficiency of business activities. Skill: <ul style="list-style-type: none"> • interpret the specifics of business entities, critically evaluate the possibilities of choosing the legal form of business, • analyze the phases of the company's life cycle, • perform basic business analyzes in the field of human resources, company assets, costs, • perform basic business analyzes in the field of business activities, • perform basic business analyzes in the field of value processes and value chain. 	
Indicative content: <ul style="list-style-type: none"> • The nature of the company, the environment and the goals of the company. Business location. Business life cycle. • Typology of companies. • Business associations and protection of competition. • Transformation process and the company's factors of production. 	

- The company's workforce and labor productivity.
- Non-current assets of the company (valuation, depreciation, amortization and use of Non-current assets)
- Current assets of the company (current assets norms).
- Company costs (nature, accruals, types of costs, the dependence of costs on the volume of products, the level and efficiency of costs).
- Supply (order time, optimal delivery, delivery cycle).
- Production activity of the company (production capacity of the company).
- Sales management of the company (sales, prices)
- Economic result (revenues, profit, profitability, cash - flow)

Support literature:

- Majdúchová, H. a kol.: Podnikové hospodárstvo. Publisher – Wolters Kluwer, 2020.
- Majdúchová, H. a kol.: Podnikové hospodárstvo. Praktické príklady a kontrolné testy. Publisher - Wolters Kluwer, 2018, 2020.
- Legal norms: Commercial Code, Trade Licensing Act, Income Tax Act, Civil Code, Act on Protection of Competition, Labor Code

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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

Date of the latest change: 12.04.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava												
Faculty:												
Course code: KIM FPM/ MMA21017/21			Title of course: 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: 6												
Recommended semester/trimester of study: 1.												
Degree of study: I., N												
Prerequisites:												
Requirements to complete the course:												
Teaching results:												
Indicative content:												
Support literature:												
Syllabus:												
Language whose command is required to complete the course:												
Notes:												
Assessment of courses Total number of evaluated students: 1												
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p	
100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Michal Zelina, PhD.												
Date of the latest change: 14.05.2021												
Approved by:												

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KIK FAJ/ KIKJJ315320B/15	Title of course: Business Negotiations in French 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: 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:	
Syllabus:	
Language whose command is required to complete the course: French	
Notes:	

Assessment of courses

Total number of evaluated students: 59

A	B	C	D	E	FX
49.15	35.59	11.86	3.39	0.0	0.0

Lecturer: Mag. (FH) Florence Gajdošová**Date of the latest change:** 28.02.2021**Approved by:**

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KIK FAJ/ KIKJJ315300B/15	Title of course: Business Negotiations in Spanish II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Active participation in seminars – 10% Project – 30% Preliminary test – 20% Combined exam – 40%	
Teaching results: Types of communication and a specific place of business negotiations among them. Complexity of business negotiations in their individual phases. Basic strategies, tactics and techniques of successful achieving of goals. Factors causing occurrence of problems and possibilities of dealing with them. Intercultural aspect of business negotiations, cultural standards, Critical Incidents. Acquiring specific vocabulary related to the subject-matter of negotiations. Practising of various types of business negotiations. Evaluation criteria for assessing the level of language, content and professional expertise in business negotiations.	
Indicative content: Types of communication and a specific place of business negotiations among them. Complexity of business negotiations in their individual phases. Basic strategies, tactics and techniques of successful achieving of goals. Factors causing occurrence of problems and possibilities of dealing with them. Intercultural aspect of business negotiations, cultural standards, Critical Incidents. Acquiring specific vocabulary related to the subject-matter of negotiations. Practising of various types of business negotiations. Evaluation criteria for assessing the level of language, content and professional expertise in business negotiations.	
Support literature: Povinná: vybrané kapitoly z: Mlýnková, L. - Macíková, O.: Obchodní španělština, Brno : CP Books, 2005 Felices, Á et al.: Cultura y negocios. Madrid : Edinumen, 2010	

Prost, G. - Noriega Fernández, A.: Al día. Curso superior de español para los negocios, Madrid : SGEL, 2009
Prada (de) M. - Bovet, M. – Marcé, P.: Entorno empresarial, Madrid : Edelsa 2008
Odporúčaná:
Ponti, F: Los caminos de la negociación, Barcelona : Verticales de bolsillo, 2008
Helmová, M.: Účinné stratégie a taktiky pre obchodné rokovanie, Ekonóm, 2012
Aktuálne študijné materiály z odborných publikácií, tlače a internetu

Syllabus:

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 64

A	B	C	D	E	FX
45.31	35.94	9.38	0.0	7.81	1.56

Lecturer: Mgr. Diana Patricia Varela Cano, PhD., Mgr. María Carmen Sánchez Vizcaíno, PhD.

Date of the latest change: 28.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 64

A	B	C	D	E	FX
28.13	10.94	20.31	18.75	18.75	3.13

Lecturer: Ing. Branislav Zagoršek, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KM FPM/ MMB15153/15	Title of course: Change Management (in English)
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:	
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:

1. Slávik, S.: Manazment zmien. Ekonóm, Bratislava 2012

b) odporúčaná:

1. Hayes, J.: The theory and practice of change management. Third edition, Palgrave and Macmillan, Hampshire-New York 2010

2. Johnson, S.: Kam sa podel mo#j syr? Úz#asný spo#sob, ako sa vyrovnat# so zmenami vo svojej práci a svojom z#ivote. Citadella, 2012

3. Kotter, J. P.: Vedení procesu zme#ny. Management Press, Praha 2000

4. Kotter, J. P. – Cohen, D. S.: Srdce zme#ny. Management Press, Praha 2003

5. Kotter, J. P. – Rathberger, H.: Nás# l#adovec sa roztápa. Ako prez#it# a uspíet# v meniacom sa svete. Eastone Books. Vydanie druhé, 2010

6. Salerno, A. – Brock, L.: The change cycle. How people can survive and thrive in organizational change. Berrett-Koehler Publishers, San Francisco 2008

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 60

A	B	C	D	E	FX
66.67	28.33	3.33	0.0	0.0	1.67

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

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMO OF/OOB15088/20	Title of course: Communication across Cultures (in English)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., 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	
Teaching results: The aim of the course is to mediate a primary insight into communication across cultures to students underlined by learning related terminology, thus being a prerequisite for exploring this issue in a wider context. Introductory understanding of communication across cultures. Multicultural, multilingual as well as media literacy exposure. Enhanced analytical, research and soft skills.	
Indicative content: Introduction to communication across cultures Verbal and non-verbal communication Survey/Self-assessment	
Support literature: Recommended relevant publications and case studies Peterson, Brooks: Cultural Intelligence: A Guide to Working with People from Other Cultures. Intercultural Press, 2004. ISBN 1-931930-00-7 Lillian H. Chaney – Jeanette S. Martin: Intercultural Business Communication, 3rd edition. Pearson Prentice Hall, New Jersey 2004	
Syllabus: 1. Introduction, Making Initial Contacts Across Cultures & Impressions. 2. The International Businessperson Across Cultures, Cultural Intelligence.	

3. Stereotypes Across Cultures.
4. Hospitality Across Cultures.
5. Non-Verbal Communication: Values & Cultural Shock.
6. Non-Verbal Communication: Body Language.
7. Verbal Communication: International Misunderstandings.
8. Verbal Communication: Use of Interpreters.
9. Verbal Communication: Language in Business & Business Language.
10. Media in Business Across Cultures.
11. IT in Business Across Cultures.
12. Contracts Across Cultures, Laws Affecting International Business.
13. Survey/Self-Assessment.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 19

A	B	C	D	E	FX
63.16	0.0	0.0	21.05	0.0	15.79

Lecturer: doc. Ing. Denisa Čiderová, PhD., MA, Ing. Henrich Juhás, Ing. Viktória Peštová

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Support literature:

Basic literature:

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

Recommended literature:

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 84

A	B	C	D	E	FX
42.86	39.29	9.52	2.38	2.38	3.57

Lecturer: Mgr. Farah Imani, PhD., doc. Ing. Jana Blšťáková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KM FPM/ MMB15113/15	Title of course: Control (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:	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: 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:

KRÁC#MAR, J. - ORAVSKÝ, P. - ZIMMERHAKL, P. Kontrola. Bratislava : Ekonóm, 2006.

KRÁC#MAR, J. a kol. Kontrola : Praktikum. Bratislava : Ekonóm, 2007.

Odporúčaná literatúra:

VÉPYOVÁ, M. Kontrola a audit. Bratislava : Sprint vfra, 2005. DVOR#ÁČ#EK, J. Interní audit a kontrola. Praha : C. H. Beck, 2003. LIC#KO, T. Kontrola v spoločnosti. Bratislava : Iris, 2003.

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 48

A	B	C	D	E	FX
20.83	20.83	10.42	22.92	20.83	4.17

Lecturer: doc. Ing. Juraj Mišún, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 90

A	B	C	D	E	FX
40.0	21.11	13.33	7.78	11.11	6.67

Lecturer: Ing. Simona Kosztanko, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

Indicative content:

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

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

Support literature:

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

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

English

Notes:**Assessment of courses**

Total number of evaluated students: 98

A	B	C	D	E	FX
57.14	29.59	10.2	1.02	1.02	1.02

Lecturer: doc. Ing. Mgr. Gabriela Dubcová, PhD., Ing. Peter Štetka, PhD., Ing. Monika Raková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMPV FMV/ VVB15010/19	Title of course: Cultures in International Relations
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Project Midterm exam, Multiple exam – Essay (30%) - Oral exam (70%)	
Teaching results: The aim of the course is to provide knowledge explaining the relationship between world cultures in terms of their impact on foreign and domestic policies. - basic orientation in intercultural relations - basic orientation in key civilizations of the present	
Indicative content: The course presents a theoretical view of intercultural relations: isolationism, assimilation, diffusion, bifurcation, integration and globalization. When examining these phenomena, the cognitive point of view is the contemporary (postmodern) characteristics of the basic world civilizations. <ol style="list-style-type: none">1. Introduction to the study of cultures2. Comparative approaches to culture research3. Cultures in the process of anthropogenesis and ethnogenesis4. The character of the contemporary cultural diversity of the world5. Western civilization (EU, Canada, USA)6. Cultural characteristics of Latin America7. Cultures and civilizations of the East8. China, Japan, Korea (Confucianism, Buddhism)9. India (Hinduism)10. Islam and its diffusion outside the Arab world11. Judaism and Culture of Israel12. Intercultural Relations and Policies13. EU cultural policy. The advantages and disadvantages of cultural diplomacy	
Support literature:	

Syllabus:					
Language whose command is required to complete the course: Slovak					
Notes:					
Assessment of courses Total number of evaluated students: 125					
A	B	C	D	E	FX
68.0	23.2	8.8	0.0	0.0	0.0
Lecturer: doc. PhDr. Rudolf Kucharčík, PhD.					
Date of the latest change: 18.02.2021					
Approved by:					

DESCRIPTION OF COURSE

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

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

Indicative content:

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

Support literature:

Basic literature:

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

Recommended literature:

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 103

A	B	C	D	E	FX
65.05	24.27	3.88	5.83	0.97	0.0

Lecturer: Ing. Katarína Procházková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
Degree of study: I., II., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: Students acquire theoretical, but mainly practical knowledge of international economic and political relations and diplomatic practice in various states of the world, focusing on current economic and political developments.	
Indicative content: The Diplomacy in Practice course provides the structural information about the objectives, instruments and rules of diplomacy in practice in accordance with the foreign economic policies of selected countries and international organizations.	
Support literature: BERRIDGE, G. R.: Diplomacy. Theory and Practice. London: Palgrave Macmillan, 2015. ISBN 978-1-137-44552-0. BERRIDGE, G. R. – James, A.: Dictionary of Diplomacy. London: Palgrave Macmillan, 2003. ISBN 978-1403915368. KISSINGER, H.: Diplomacy. New York: Simon & Schuster, 1994. ISBN 978-0671510992. MELISSEN, J. (Ed.): The New Public Diplomacy (Soft Power in International Relations). London: Palgrave Macmillan, 2005. ISBN 978-1-4039-4516-7.	
Syllabus: Interactive presentations of respective heads of diplomatic missions or representatives of international organizations on topics related to current issues in international relations and their homelands inclusive moderated discussions. Main topic: Asia – Pacific Economic Cooperation	
Language whose command is required to complete the course: English	
Notes:	
Assessment of courses Total number of evaluated students: 164	

A	B	C	D	E	FX
70.73	18.29	9.15	0.0	0.0	1.83
Lecturer: doc. Mgr. Boris Mattoš, PhD.					
Date of the latest change: 18.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMEVaHD FMV/ VVA20203/18	Title of course: Diplomacy in Practice
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: I., II., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: Students acquire theoretical, but mainly practical knowledge of international economic and political relations and diplomatic practice in various states of the world, focusing on current economic and political developments.	
Indicative content: The Diplomacy in Practice course provides the structural information about the objectives, instruments and rules of diplomacy in practice in accordance with the foreign economic policies of selected countries and international organizations.	
Support literature: BERRIDGE, G. R.: Diplomacy. Theory and Practice. London: Palgrave Macmillan, 2015. ISBN 978-1-137-44552-0. BERRIDGE, G. R. – James, A.: Dictionary of Diplomacy. London: Palgrave Macmillan, 2003. ISBN 978-1403915368. KISSINGER, H.: Diplomacy. New York: Simon & Schuster, 1994. ISBN 978-0671510992. MELISSEN, J. (Ed.): The New Public Diplomacy (Soft Power in International Relations). London: Palgrave Macmillan, 2005. ISBN 978-1-4039-4516-7.	
Syllabus: Interactive presentations of respective heads of diplomatic missions or representatives of international organizations on topics related to current issues in international relations and their homelands inclusive moderated discussions. Main topic: Current economic and political development in Europe	
Language whose command is required to complete the course: English	
Notes:	
Assessment of courses Total number of evaluated students: 171	

A	B	C	D	E	FX
63.74	25.15	7.02	1.17	1.17	1.75
Lecturer: doc. Mgr. Boris Mattoš, PhD.					
Date of the latest change: 18.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KIK FAJ/JJ315310M/15		Title of course: Discussion Forum in French 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: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 44					
A	B	C	D	E	FX
86.36	13.64	0.0	0.0	0.0	0.0
Lecturer: Mag. (FH) Florence Gajdošová					
Date of the latest change: 28.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
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:					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature: López Llebot, María Rosa. Hablemos en clase. Madrid : Edinumen, 2008. Aktuálna tlač v slovenskom a španielskom jazyku, internet					
Syllabus:					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 53					
A	B	C	D	E	FX
56.6	28.3	11.32	3.77	0.0	0.0
Lecturer: Mgr. María Carmen Sánchez Vizcaíno, PhD.					
Date of the latest change: 28.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
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:					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature: López Llebot, María Rosa. Hablemos en clase. Madrid : Edinumen, 2008. Aktuálna tlač v slovenskom a španielskom jazyku, internet					
Syllabus:					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 53					
A	B	C	D	E	FX
41.51	43.4	9.43	0.0	3.77	1.89
Lecturer: Ing. Allan Jose Sequeira Lopez, PhD., Mgr. María Carmen Sánchez Vizcaíno, PhD.					
Date of the latest change: 28.02.2021					
Approved by:					

DESCRIPTION OF COURSE

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

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

Support literature:

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

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

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

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

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

DOMES, M. 2008. Tvorba WWW stránek pro úplné začátečníky . Brno. Computer Press 2008. 246 s. ISBN 9788025121603

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

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

BEDNÁŘ, V. 2007. Internetová publikace a elektronické publikací systémy. Olomouc. Univerzita Palackého v Olomouci. 2007. 68 s. ISBN 9788024417073

STEJSKAL, J. 2004. Vytváříme WWW stránky pomocí HTML, CSS a JavaScriptu . Brno. Computer Press 2004. 256 s. ISBN 8025101673

BEDNÁŘ, M. 2010. Programujeme internetový obchod. Kosice. Vydavatelstvo Milan Bednár 2010. 208 s. ISBN 9788097048464

SUN, Z. - FINNIE, G. R. 2004. Intelligent techniques in E-Commerce. New York: Springer, 2004. ISBN 3-540-20518-7.

KOLEKTÍV AUTOROV.2002. Vytváříme www stránky – 6. Aktualizované vydání. .Brno. Computer Press 2002. 372 s. ISBN 8072267485

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

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

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 63

A	B	C	D	E	FX
38.1	25.4	14.29	6.35	0.0	15.87

Lecturer: Ing. Matej Černý, PhD.
Date of the latest change: 22.02.2021
Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KAJ FAJ/EJJ215030B/16		Title of course: ERASMUS - Business English for Advanced Students II. (13)			
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: 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:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 2					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Mgr. Sonia Krajčík Danišová, PhD.					
Date of the latest change: 28.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KOVE FHI/ IIB15006/15	Title of course: Econometrics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Homework, Analytics Presentation , Written Final Exam, Participation	
Teaching results: Aim of this class is make students acquainted with the nature of econometric approach to the analysis, modeling, and forecasting of economic phenomena and processes. One of objectives is to provide basic information about econometric methods and practices. Topics of this subject are presented by giving lectures together with seminars and practical assignments that enable students to obtain practical experience with the application of econometric methods by utilizing econometric software Gretl.	
Indicative content: Econometric expression of economic relations. Relation between theory and empirical evidence, Model and data. Single equation linear model, Standard assumptions. Parameter estimation, Least squares method. Hypothesis testing. Forecast with the help of linear model. Autocorrelation, Heteroskedasticity, Multi-collinearity. Functional forms off regression Models. Regression on dummy variables. Multi equation models, Two-stage least squares estimator. Application of single-equation and multi equation models.	
Support literature: WOOLDRIDGE, Jeffrey M. Introductory econometrics: A modern approach. Nelson Education, 2015. GUJARATI, Damodar N. Basic econometrics. Tata McGraw-Hill Education, 2009. Lecture notes and presentations.	
Syllabus:	
Language whose command is required to complete the course: English	
Notes:	
Assessment of courses Total number of evaluated students: 109	

A	B	C	D	E	FX
31.19	25.69	22.02	9.17	8.26	3.67
Lecturer:					
Date of the latest change: 01.03.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KIM FPM/ MMA15012/20	Title of course: Economic Applications in MS Office (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work preliminary tests written examination <ul style="list-style-type: none"> • 40 % - Test (solving practical economic tasks) • 60 % - practical Exam 	
Teaching results: To teach students to solve tasks with a focus on the economic environment, by spreadsheet and database processors using additional analytical tools in MS Excel economically and correctly interpret the calculated values. Students will gain the knowledge needed to solve complex technical tasks using economic instruments superstructure MS Excel and MS Access, practical skills in the use of tools superstructure MS Excel and MS Access and be able to independently design the solution of complex business problems with information technology support.	
Indicative content: Creating initial application and entry data verification. Subtotals and grouping of data. Financial functions – the principles for the use of the financial functions, interest rates and annuity, cash flow analysis, the functions for rate of return calculation. Statistical functions – statistical analysis, descriptive statistical functions, descriptive statistics (analytical tool), standardize values, statistical analysis of variables, quantiles, frequency analysis, compliance testing of two middle values. Array formulas – principle of using array formulas, examples. Sensitivity analysis – sensitivity analysis tools. Solution search – using of the tool, examples. Table of data – using of the tool, table of data with one variable, with two variables, examples. Scenario manager – using of the tool, examples. Design and creation of the custom application using macros and simpler programming VBA components. SQL queries in MS Access.	
Support literature: WINSTON, Wayne. Microsoft Excel 2019 Data Analysis and Business Modeling, 6th Edition. USA: Microsoft Press, 2019. 880 p. ISBN 978-1-5093-0588-9 JELEN, Bill. Microsoft Excel 2019 Inside Out. USA: Microsoft Press, 2018. 864 p. ISBN 978-1-5093-0769-2	

KOKLES, Mojmir a kol. Ekonomické aplikácie v MS Office. Bratislava: Vydavateľstvo EKONÓM, 2013
KOKLES, Mojmir - HAMRANOVÁ, Anna - ROMANOVÁ, Anita. Informatika I : zbierka úloh. Bratislava: Vydavateľstvo EKONÓM, 2011. ISBN 978-80-225-3169-6.
BROZ, M. 2006. Microsoft Excel pro manažery a ekonomy. Praha : Grada, 2006. ISBN 80-251-1307-8.
BRÍZA V. 2007. Excel 2007 (podrobný průvodce). Praha : Grada Publishing, 2007. ISBN 978-80-247-1965

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

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

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

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

3. Romer, P. M. (1996): Advanced Macroeconomics. McGraw-Hill, Inc. 1996.

Syllabus:

Syllabus – Economic Growth

Week 1 Introduction to economic growth

Introduction to the topic. Organization of lectures. Requirements. Motivation of students. Facts to be explained. Differences in the level of income among countries. Differences in the rate of income growth among countries. Basic definitions – economic growth, sustainable growth, balanced growth. (Weil, Ch. 1)

Week 2 A Framework for analysis

Equilibrium and disequilibrium. Short-run and long-run growth The Economics of Sylvania and Freedonia. From parable to practice. What can we learn from data? Randomized controlled trials. Learning from historical data. (Weil, Ch. 2)

Week 3 Physical capital and Solow model

The nature of capital. Capital's role in production. The Solow model. Determinants of capital per worker. Modern growth theories. Basis assumptions. Production function. Steady-state. Comparative static. Transition dynamics. The Solow model as a theory of income differences. (Weil, Ch. 3.1-3.3)

Week 4 Solow model and savings

Changes in structural parameters. Solow model with technological progress. The relationship between investments and savings. Explaining the saving rate. Exogenous vs. Endogenous factors. The effect of income on saving.

Week 5 Solow model and Cobb-Douglas production function

Golden rule of capital accumulation. Dynamic inefficiency. Further exploration of the Cobb-Douglas production function and the speed of convergence in Solow model.

Week 6 Absolute, conditional and sigma convergence

The Solow model as a theory of relative growth rates Implications from Absolute beta convergence. Conditional beta convergence. Sigma convergence. Definitions and empirical examples. Empirical evidence for world, continents and sub-country level.

Week 7 Human capital and economic growth

Human capital. Human capital in the form of health. Human capital in the form of education. Changes in the level of education. Education and wages. Returns to education. Human capital and production function. Augmented Solow model. How much of the variation in income across countries does education explain? (Weil, Ch. 6)

Week 8 Measuring productivity

Productivity in the production function. Differences in the level of productivity among countries. Differences in the growth rates of productivity among countries. Sources of long-term economic growth – capital, labor and total factor productivity. Cobb-Douglas production function. Data preparation for growth accounting. Empirical studies. (Weil, Ch. 7)

Week 9 The role of technology in growth

The nature of technological progress. Technology creation. Transfer of technology. Determinants of RnD spending. Patents and other forms of intellectual property protection. Modeling the relationship between technology creation and growth. One country model. Two country model. Barriers to international technology transfer. (Weil, Ch. 8)

Week 10 The cutting edge of technology

The pace of technological change. Technological progress before the 18th century. The industrial revolution. Technological progress since the industrial revolution. The technology production function. Differential technological progress. Goods vs. Services. Technological progress in the real world: information technology.(Weil, Ch. 9)

Week 11 Efficiency

Decomposing productivity into technology and efficiency. Differences in efficiency – case studies. Central planning. Textiles in 1910. Differences in productivity within an industry. Types of inefficiency. Unproductive activities. Idle resources. Missallocation of factors among sectors. Missallocation of factors among firms. Technology blocking. (Weil, Ch. 10)

Week 12 Income inequality

Income inequality – basic facts. The Kuznets hypothesis. Sources of income inequality. Effect of income inequality on economic growth. Beyond income distribution – economic mobility. (Weil, Ch. 13)

Week 13 Mankiw-Romer-Weil, 1992 Empirics of growth

Growth empirics of Solow model. Testing the relevance for income level differences among countries. Testing the convergence hypothesis. Augmented Solow model. The role of human capital. Other studies of economic growth. Motivation for the future study and research.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 16

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
50.0	0.0	0.0	18.75	12.5	6.25	6.25	6.25	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Martin Lábaj, PhD.

Date of the latest change: 10.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KHP NHF/NND21111/21	Title of course: Economic Policy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites: KET NHF/NNE21101/21,KET NHF/NNE21102/21	
Requirements to complete the course: Full-time: 20% - exercises and activities during seminars 20% - tests during seminars 60% - final exam	
Teaching results: Knowledge: <ul style="list-style-type: none">• Students will be able to identify situations where state intervention in the economy is justified.• Students will get acquainted with the economic policy instruments and the mechanism of operation of these instruments.• Students will be able to orientate themselves in the goals and principles of economic policy and will understand the social framework of economic policy.• Students will understand the importance of the quality of the institutional framework of the economy. Skills: <ul style="list-style-type: none">• In seminars, students will acquire basic skills to work with relevant data and analytically evaluate the results.• Students will understand the basic approaches to ways of analyzing economic problems and proposing measures/policies. Competences: <ul style="list-style-type: none">• Students will be able to recognize situations where state intervention in the economy is justified.• Students will understand the options available to the state to deliberately guide economic development.• Students will gain the ability to critically evaluate the possibilities of deploying economic policy measures and the risks associated with it.	
Indicative content: 1) State and markets in a democratic society 2) Institutions and the exercise of power to meet economic objectives 3) Principles and objectives in economic policy Macroeconomic policies: 4) Fiscal policy	

5) Monetary policy 6) The effect of budgetary and monetary policy in stabilizing the economy Microeconomic policies: 7) Competition policy 8) Structural policy 9) Employment and labor market policy 10) Income policy 11) Development of economic policy around the world 12) Milestones of economic policy in Slovakia												
Support literature: The Core Team: Economy, Society and Public Policy. COREECON, Electric Books Works. Lukáčik, J. a kol. 2013. Hospodárska politika – teória a prax. Bratislava: Sprint 2, 2013.												
Syllabus:												
Language whose command is required to complete the course:												
Notes:												
Assessment of courses												
Total number of evaluated students: 0												
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p	
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Elena Fifeková, PhD., Ing. Erika Majzlíková, PhD., doc. Ing. Karol Morvay, PhD., Ing. Daniela Pobudová, PhD., Ing. Jarmila Vidová, PhD.												
Date of the latest change: 13.04.2021												
Approved by:												

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: The student will have knowledge of the economic structure of the Member States of the European Union and the status of their economies within the EU.	
Indicative content: Lectures 1. Germany 2. France 3. Italy 4. Belgium, Netherlands, Luxembourg 5. Denmark, Ireland, United Kingdom 6. Sweden, Finland, Austria 7. Spain, Portugal 8. Greece, Cyprus, Malta 9. Slovakia, Czechia, Poland, Hungary 10. Slovenia, Croatia 11. Estonia, Latvia, Lithuania 12. Romania, Bulgaria Seminars 1. Introduction 2. Industrial sector 3. Labour market 4. Inequalities 5. Services 6. Research and development 7. Energy sector and environment 8. Competitiveness 9. Debt and deficit 10. Business environment 11. Agriculture	

12. Infrastructure

Support literature:

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

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

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

Eurostat (2018): Europe in figures — Eurostat yearbook

Eurostat (2018): Eurostat regional yearbook

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

Syllabus:

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

Language whose command is required to complete the course:

english

Notes:

Assessment of courses

Total number of evaluated students: 110

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

Lecturer: Ing. Natália Zagoršková, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: mid-term test, final exam	
Teaching results: After completing this modul student should know how to a) choose appropriate way of estimating production frontier b) suggest an adequate method of assessing efficiency c) draw consequences for economic policy decision making	
Indicative content: Measurement of efficiency using revenue, cost and distance function. Econometric estimates of production, cost and revenue functions. Returns to scale. Input and output orientation of productivity indexes. DEA – Data envelopment analysis. CCR model. Variable returns to scale: BCC model. Additive models.	
Support literature: COELLI, T.J – PRASADA RAO, D.S. – O'DONNELL, CH.J. – BATTESE, G.E. 2005. An Introduction to Efficiency and Productivity Analysis. 2.vyd. Springer: 2005. COOPER, W. – SEIFORD, L.M. – TONE, K. 2007. Data envelopment Analysis. A Comprehensive Text with Models, Applications, References and DEA-Solver Software. 2.vyd. Springer, 2007. RAY, S. 2004. Data Envelopment Analysis: Theory and Techniques for Economics and Operational Research. Cambridge University Press, 2004.	
Syllabus: Lectures: 1. Basic concepts. Informal definitions: production feasibility set, productivity, technical efficiency, allocative efficiency. 2. Production function. Properties. Graphical analysis. Returns to scale. Simple one-input and one-output technology 3. Multiple inputs and outputs. Generalization: transformation function. Cost and revenue function. Average and marginal values. 4. Output set and input set. Input and output distance function. Measurement of efficiency using revenue, cost and distance function. Input and output orientation.	

5. Constant, increasing and decreasing returns to scale. Scale efficiency. Technically optimal scale of production. Measurement of productivity by total factor productivity (TFP).
6. Productivity change measurement. Conceptual framework and notation of indexes. Laspeyeres, Paasche and Fisher index. Törnqvist index. Input and output orientation of productivity indexes.
7. Data and measurement issues. Output measurement and quality differences. Commonly- used input data categories. Prices: comparison over time. Cross-country productivity comparison.
8. DEA – Data envelopment analysis. Basic concepts and notation. Decision making units. Relevance and constraints imposed on input and output data. Conceptual efficiency model.
9. CCR model. Linearization: Charnes – Cooper transformation. Slack variables. Duality: Multiplier and envelopment problem. Efficiency frontier. Interpretation of the results. Weights as shadow prices.
10. Variable returns to scale: BCC model. Scale inefficiency calculation. Identification of the nature of returns to scale based on optimal solutions values. Input and output orientation. Relation between efficiency values and returns to scale.
11. Additive models. SBM model: construction of objective function. Units invariance. Decomposition of inefficiency. Model orientation. Summary. Possible extensions.
12. Econometric estimates of production, cost and revenue functions. Common functional forms. Accounting for technological change.
13. Applications of productivity measurement methods. Overview of adoption of particular models in economic research. Measurement of efficiency of economic subjects for managerial decision making purposes.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 60

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
18.33	0.0	0.0	35.0	23.33	5.0	13.33	5.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Eduard Nežinský, PhD.

Date of the latest change: 10.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Three forms of the evaluation: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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)
 2. VISSER, W.: The Age of Responsibility: CSR 2.0 and the New DNA of Business. Wiley, Hoboken, 2011. ISBN: 978-0-470-68857-1 .
 3. KULDOVÁ, L.: Nový pohled na společenskou odpovědnost firem. Nava, Plzeň, 2012. ISBN: 978-80-7211-408-5.
- Odporúčaná literatúra:
4. BLOWFIELD, M., MURRAY, A.: Corporate Responsibility. Oxford University Press, New York, 2011. ISBN. 978-0-19-958107-8.
 5. PAVLÍK, M., BĚLČÍK, M.: Společenská odpovědnost organizace. Grada 2010, ISBN 978-80-247-3157-5.

Syllabus:

1. What is the corporate social responsibility? Origin, theories and movements
2. Support of the corporate responsibility in practice
3. ISO 26000 - Guidance on Social Responsibility
4. General principles of the stakeholder theory and ethical minimum for corporate responsibility
5. Corporate responsibility in relation to employees
6. Corporate responsibility in relation to customers and consumers
7. Corporate responsibility in relation to suppliers
8. Corporate responsibility in relation to subjects of public sector
9. Corporate responsibility in relation to environment
10. Corporate responsibility in relation to community
11. Tools for managing, measuring and reporting of the corporate responsibility
12. Controlling of the corporate responsibility and creation of a strategy of the corporate responsibility in an enterprise
13. Institutionalization of the corporate responsibility

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 41

A	B	C	D	E	FX
48.78	24.39	24.39	0.0	0.0	2.44

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

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KPH FPM/ MMC21024/21		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:					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 1					
A	B	C	D	E	FX
0.0	100.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Denisa Gajdová, PhD., doc. Ing. Mgr. Gabriela Dubcová, PhD.					
Date of the latest change: 14.05.2021					
Approved by:					

DESCRIPTION OF COURSE

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

Recommended literature:

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

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

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 57

A	B	C	D	E	FX
24.56	15.79	19.3	19.3	12.28	8.77

Lecturer: doc. Ing. Juraj Mišún, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

BUONANNO, L. - NUGENT, N.: Policies and Policy Processes of the European Union.

Basingstoke: Palgrave Macmillan, 2013. ISBN 978-1-4039-1514-6.

BALDWIN, R. - WYPLOSZ, Ch.: The Economics of European Integration, 5th revised edition.

Maidenhead: McGraw-Hill, 2015. ISBN 9780077169657.

Recommended literature:

ZIMMERMANN, H. - DÜR, A. (eds.): Key Controversies in European Integration. Basingstoke:

Palgrave Macmillan, 2012 (ISBN 978-1-137-00614-1) / 2017 (ISBN 9781137529503).

recommended publications mapping current state of affairs in the European Union.

Syllabus:

1. Introduction to European integration: External status quo.
2. Introduction to European integration: Internal status quo.
3. Introduction to European integration: Institutions.
4. Introduction to European integration: Member States.
5. Introduction to European integration: Interests.
6. Evolution of European integration: Economic focus.
7. Evolution of European integration: Multi-dimensional focus.
8. Evolution of European integration: EU law and case law focus.
9. Perspectives of further European integration: EU policy deepening.
10. Perspectives of further European integration: EU policy widening.
11. Perspectives of further European integration: EU enlargement.
12. Perspectives of further European integration: EU external relations.
13. Perspectives of further European integration: Alternative scenarios of future Developments.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 36

A	B	C	D	E	FX
25.0	36.11	22.22	8.33	2.78	5.56

Lecturer: doc. Ing. Denisa Číderová, PhD., MA

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMO OF/OOB15106/15	Title of course: European Union Enlargement (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: 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 The Commission's official website: www.europa.eu/comm/enlargement/index.htm recommended publications mapping the respective EC/EU enlargements Recommended literature: DINAN, D.: EVER CLOSER UNION – AN INTRODUCTION TO EUROPEAN INTEGRATION, 4TH EDITION. BASINGTON STOKE: PALGRAVE MACMILLAN, 2010. ISBN 9780230272613	

Syllabus:

1. Introduction & EU Enlargement Background.
2. First EC Enlargement.
3. Second EC Enlargement.
4. Third EC Enlargement.
5. Fourth EU Enlargement.
6. Fifth EU Enlargement.
7. Sixth EU Enlargement.
8. Candidate countries and the European Union.
9. Turkey and the European Union.
10. Potential candidate countries and the European Union.
11. Alternatives to EC/EU Enlargement.
12. The European Union and Eager Integrators.
13. The European Union and Reserved Integrators.

Language whose command is required to complete the course:

English

Notes:**Assessment of courses**

Total number of evaluated students: 159

A	B	C	D	E	FX
26.42	47.8	20.13	3.77	1.89	0.0

Lecturer: doc. Ing. Denisa Číderová, PhD., MA**Date of the latest change:** 18.02.2021**Approved by:**

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMO OF/OOB15020/16	Title of course: European Union External Relations (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: 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 Recommended literature::	

Van Vooren, B.: EU EXTERNAL RELATIONS LAW AND THE EUROPEAN NEIGHBOURHOOD POLICY – A PARADIGM FOR COHERENCE. LONDON AND NEW YORK: ROUTLEDGE, 2012. ISBN 978-0-415-67466-9

Syllabus:

1. Retrospective of external relations of the EU I.
2. Retrospective of external relations of the EU II.
3. European External Action Service I.
4. European External Action Service II.
5. European Neighbourhood Policy I.
6. European Neighbourhood Policy II.
7. Flexible exogenous integration I.
8. Flexible exogenous integration II.
9. Status quo of external relations of the EU I.
10. Status quo of external relations of the EU II.
11. Perspective of external relations of the EU I.
12. Perspective of external relations of the EU II.
13. Development agenda.

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: 157

A	B	C	D	E	FX
22.29	39.49	29.94	7.64	0.64	0.0

Lecturer: doc. Ing. Denisa Čiderová, PhD., MA

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KAJ FAJ/ MVJJ215260M/15	Title of course: FL 2 - Business Negotiations in English I. (21)
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: 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, procedure 4. Negotiation on contractual conditions 5. Case study 6. Business Contract	
Support literature: Povinná: Marta Grossmanová: Obchodné rokovania v angličtine, Sprint 2, 2010 Odporúčaná: Casner,K., Palmer,D., Woodbridge,T.: Business Assignments. Oxford University Press, 1991 Thorne,T., Lees,G.: English on Business. Chancereel Publishers Limited, London, 1985 Jones,L., Alexander,R.: New International Business English. Cambridge University Press, Cambridge, 1998	
Syllabus: 1. Introduction to Business Negotiations, Strategies and Tactics of Negotiation, Types of Negotiations, Profile of a Negotiator 2. Introductory Contacts with Business Partner, Presentation of Firm, Product Presentation 3. Business Meeting, Agenda, Procedure 4. Negotiation on Contract Conditions 5. Case Study - Negotiating Price	

6. Case Study – Negotiating Payment Conditions
7. Case Study – Negotiating Delivery Conditions
8. Case Study – Negotiating Business Representation, Agency Agreement
9. Claims
10. Specifics of Negotiating with National Business Partner
11. Contents and Form of Contract
12. Case Study
13. Final Test

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 86

A	B	C	D	E	FX
43.02	33.72	15.12	8.14	0.0	0.0

Lecturer: PaedDr. Darina Halašová, PhD., PaedDr. Žaneta Pavlíková, PhD.

Date of the latest change: 30.03.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava												
Faculty:												
Course code: KRASJ FAJ/ PMNHJJ615040B/20			Title of course: FL 2 - Slovak Language for Beginners II. (A1.2)									
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present												
Number of credits: 3												
Recommended semester/trimester of study:												
Degree of study: I., N												
Prerequisites:												
Requirements to complete the course:												
Teaching results:												
Indicative content:												
Support literature:												
Syllabus:												
Language whose command is required to complete the course:												
Notes:												
Assessment of courses Total number of evaluated students: 10												
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p	
60.0	0.0	0.0	30.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: PaedDr. Ján Keresty, PhD.												
Date of the latest change: 28.02.2021												
Approved by:												

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KF NHF/NNB21101/21	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: 6	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: individual work, mid – term tests written exam 1. individual work at seminars 10 % 2. mid – term tests at seminars 20 % 3. final written exam 70 % Full time: totally 6 x 26 = 156, namely: Participation in lectures - 26 h. Participation in seminars - 26 h. Preparation for seminars - 20 h. Preparation for mid – term test - 25 h. Preparation for the exam - 59 h.	
Teaching results: <ul style="list-style-type: none"> • students will acquire adequate knowledge and financial literacy as a basis for developing and understanding more complex processes and deeper analytical contexts in finance, • obtaining a comprehensive picture of the sectoral approach to finance (corporate finance, banks and financial intermediaries, commercial insurance, central banking, public finance, social system finance, third sector finance, international financial system), • acquiring knowledge about the main types of financial instruments and their use by entities operating in individual markets, • understanding the principles and mechanisms of operation of financial markets and insurance, • mastering the principles and mechanisms of operation of financial and monetary institutions at the national and supranational level, • acquiring knowledge that is a prerequisite for further study of financial and economic subjects, as well as for solving more complex problems in the real economy. Knowledge and understanding: <ul style="list-style-type: none"> • completion of the subject Finance will create preconditions for mastering the basic concepts of financial theory, as well as for orientation in the issue of functioning of individual financial systems and institutions, • understanding the interrelationships between the real economy and finance and gaining knowledge about the functioning of financial markets and the determinants shaping their balance. Practical skills and competence:	

- ability to analyze the basic context in finance,
- ability to evaluate the causes and consequences of ongoing processes in financial markets, including the formulation of adequate conclusions,
- ability to work in a team in solving projects and seminar work.

Indicative content:

1. Introduction to the course.
2. Money, their evolution and forms
3. Financial market
4. Corporate finance
5. Public finance I
6. Public finance II
7. Banks and banking systems
8. Insurance
9. Finance of social systems
10. Finance of other financial institutions
11. Personal finance, Financial literacy
12. International finance

Support literature:

1. Handa, J. (2009) Monetary Economics. London: Routledge 2009, ISBN 978-04-1577-210-5
2. Mishkin, F.S. (2011) Financial Markets and Institutions (7th Edition) (The Prentice Hall Series in Finance), ISBN 978-0-73-213683-9
3. Rosen, H. S.; Gayer, T. (2010.) Public Finance Ninth Edition, International Edition 2010, ISBN 978-007-126788-5
4. Vaughan Emmett, J. – Vaughan T. (2008) Fundamentals of Risk and Insurance. John Wiley & Sons, Inc., 111 River Street, Hoboken, 2008. ISBN-13 978-0-470-08753-4
5. Zweifel, P. (2012) Eisen Roland: Insurance Economics. Springer Heidelberg Dordrecht London New York, 2012. ISBN 978-3-642-20547-7

Syllabus:

Language whose command is required to complete the course:

english

Notes:

Assessment of courses

Total number of evaluated students: 0

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Katarína Belanová, PhD.

Date of the latest change: 03.04.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KF NHF/NNB15038/18	Title of course: Financial 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: 3	
Recommended semester/trimester of study:	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Actively participate in seminars, discussion, project work 1. active work on seminars, reports 20 % 2. small team projects on seminars discussion 30 % 3. Final individual project 50 %	
Teaching results: The aim of the course is to provide students with theoretical knowledge and practical experience in the field of financial statement analysis. Students will be acquainted with a comprehensive framework of analysis of financial statements, which includes company strategy, financial analysis methods and tools, use of available tools to perform a basic business analysis, the role of intermediaries using these instruments on capital markets, evaluation of the acquired information on the financial condition of the company, concept and practical issues of business performance assessment. Upon completion of the course students will be able to work with financial statements of companies, to obtain relevant information for assessing the financial condition of the company and also to create solid estimates of the future performance of the company. Selected exercises will be held by practitioners (hedge fund managers, financial analysts) to share their experiences with students.	
Indicative content: The first half of the course will focus on the following topics: - financial analysis of the company, assessment of the financial condition of the company based on the results of the financial analysis - analyzing the company's financial performance and assessing its future sustainability - identifying key value drivers and business risks. The second half of the course will be devoted to practical application of acquired knowledge. Students will process different case studies on their own and in teams (analysis of financial statements of selected companies, IPO analysis, mergers, assessment of investment opportunities, etc.). Further, at the end of the course, a complete analysis of the selected company will be carried out, including an assessment of possible future development (student's own opinion). Students are supposed to use analytical thinking, work in a team, join discussions, within which they will have to defend their opinion.	
Support literature:	

Fridson, M.S., Alvarez, F.: Financial Statement Analysis: A Practitioner's Guide - 4th edition. Wiley Finance, 2011.
 Tracy, J.A., Tracy, T.: How to Read a Financial Report. Wiley Finance, 2013.
 Zalai, K.: Finančno-ekonomická analýza podniku CD, 9. prepracované a rozšírené vydanie. Bratislava Sprint dva, 2016.
 Růčková, P.: Finanční analýza – 5. aktualizované vydání -- metody, ukazatele, využití v praxi. Praha: Grada Publishing, 2015
 Máče, M.: Finanční analýza investičních projektů -- praktické příklady a použití . Praha: Grada Publishing (el. kniha)
 Other publications suggested by the tutor/lecturer.
 Publicly available financial statements of selected companies

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 19

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
36.84	0.0	0.0	31.58	21.05	10.53	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Kristína Jančovičová Bognárová, PhD.

Date of the latest change: 29.01.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KPF FPM/MME15133/15	Title of course: Financial Analysis and Financial Planning (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study:	
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 21points 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: Description of financial statements and methods of their analysis. Main groups used in ratio analysis and same examples of ratios. What are the problems with financial statement analysis. Golden Balance-Sheet rule calculation. Indirect method of cash flow statement preparation. Costs of capital calculation and WACC calculation. Capital structure theory. Calculation of sustainable growth rate and Du Pont formula. Type of costs and their definitions. Explanation of break even point. The role of financial planning. Definition of financial plan and planning functions. Financial plan creation order and planning calendar. Long and short term financial plan components. Methods of long term planning. Description of short term financial plan. Short term financial plan methods. Forecasting of income statement.	
Support literature: KOOP, G. 2006. Analysis of Financial Data, Chichester : John Wiley & Sons Ltd., 2006. ISBN 978-0-470-01321-2. 252 p.	

HELFERT, E. A. 2001. Financial Analysis : Tools and Techniques, A Guide for Managers. US : McGraw-Hill, 2001. ISBN 0-07-137834-0. 510 p.

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 53

A	B	C	D	E	FX
26.42	15.09	18.87	20.75	7.55	11.32

Lecturer: Ing. Miroslav Kmeřko, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KPF FPM/MME21016/21		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:					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Miroslav Kmet'ko, PhD.					
Date of the latest change: 14.05.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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.vvv	
Indicative content: <ol style="list-style-type: none"> 1. Foreign direct Investments – introduction <ul style="list-style-type: none"> • Introduction of the course • The place of FDI in the world economy 2. Review of the major theories of FDI <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • The evaluation of the possible positive and negative impacts of FDI inflows 6. The main attributes of the investment attractiveness of host countries <ul style="list-style-type: none"> • Investment climate • Macroeconomic attributes • Investment promotion 7. Investment promotion as a tool of improving the investment attractiveness <ul style="list-style-type: none"> • 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 Chinas 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

Syllabus:

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 Chinas 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

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 135

A	B	C	D	E	FX
49.63	38.52	9.63	1.48	0.0	0.74

Lecturer: doc. Ing. Tomáš Dudáš, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 105

A	B	C	D	E	FX
17.14	13.33	16.19	23.81	23.81	5.71

Lecturer: doc. Ing. Jana Blštáková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
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: ARMSTRONG, M.: Personnel and the Bottom Line. London: Institute of Personnel Management 1989. ARMSTRONG, M, LONG. P.: The reality of Strategic HRM. London: Institute of Personnel and Development 1994. ARMSTRONG, M.: A Handbook of Personnel Management Practice. Kogan Page Ltd. 1996. BONO, E.: Lateral Thinking for Management, a Handbook. LTD St Ives ple Set in Times, Penguin Books 1971.	

DONNELLY, H., H., GIBSON, J. L., IVANCEVICH, J., M.: Fundamentals of Management. Richard D. Irwin, Inc. 1995.
MULLINS, L. J. 2005. Management and Organisational Behaviour. New York : FT Prentice Hall, Pearson Education, 2005. ISBN 978-073-70888-9.
WERNER, J. M. – DE SIMONE, R. 2009. Human Resource Development. Mason : Gengage Learning, 2008. ISBN 13:978-0324-57874-4.
Materials from the lectures and seminars.

Syllabus:

Language whose command is required to complete the course:

english

Notes:

Assessment of courses

Total number of evaluated students: 162

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
54.32	0.0	0.0	18.52	19.75	3.7	2.47	1.23	0.0	0.0	0.0	0.0

Lecturer: doc. PhDr. Mária Antalová, PhD.

Date of the latest change: 08.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KIM FPM/ MMA21015/21		Title of course: Information Technology 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:					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Vladimír Bolek, PhD.					
Date of the latest change: 14.05.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
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. Lectures and seminars: The Concept of Culture. Theoretical Basis of Intercultural Communication. Geert Hofstede#s Dimensions of Cultural Model. Fons Trompenaarse#s polarities of Cultural Paradoxes. Intercultural Differences and Intercultural Communication Competence. Management and Intercultural Differences. Strategy and Intercultural Management. Human Resources Management and Intercultural Management. Organizational Structure and Intercultural Management. Knowledge Management and Intercultural Management. Expatriate Management and Intercultural Management. Intercultural Encounters. Evolution at Managerial Work Today and the Future of Intercultural Management. Layers of Culture. Types of Culture. Own experiences with intercultural encounters.	
Support literature:	

HOFSTEDE, G. 2010. Cultures and Organizations. Software of the Mind. Intercultural cooperation and its importance for survival. London: McGraw-Hill. 1991. 549 p. ISBN 978-0-07-166418-9.

ŽURIGOVÁ, N. 2004. Medzikultúrna komunikácia. Aktuálne problémy a možnosti riešenia. Bratislava: PEEM. 2004. 154 strán. ISBN 80-89197-18-3.

Odporúčaná literatúra:

JACOB, N. 2003. Intercultural Management. Londov: Kogan Page ltd. 2003. ISBN 0-7494-3582-8.

HOFSTEDE, G. 2003. Culture's Consequences. Beverly Hills: Sage. 2003.

TROMPENAARS, F. 1998. Riding the Waves of Culture. Londo: Nicolas Brealey. 1998.

ADLER, N., J. 2002. International Dimensions of Organizational Behaviour. South-Western: Thomson Learning. 2002.

NOVÝ, I. a kol. 1996. Interkulturní managemet. Praha: Grada. 1996.

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 64

A	B	C	D	E	FX
87.5	6.25	4.69	0.0	1.56	0.0

Lecturer: Ing. Natália Tarišková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Indicative content:

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

Support literature:

Compulsory study literature:

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

Supplementary study literature:

1. BALDWIN, R.- WYPLOSZ, Ch. Economics of the European Integration. 2012. 4th edition.

Praha: Grada. 580 s. ISBN 978-80-247-4568-0.

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

Syllabus:

Lectures:

1. World economy and globalization.
2. International trade theories.
3. International business.
4. Foreign trade policy.
5. Foreign direct investment and transnational corporations.
6. Global production and outsourcing.
7. Regional economic integration.
8. European union.
9. Developing countries.
10. International financial markets.
11. Slovakia in the world economy.
12. Emerging markets.
13. Current issues in the global economy.

Seminars:

1. Discussion on globalization - Globalization is grrreat! by Tom Palmer.
2. Flying geese paradigm and its application on post-war development in Asia. Critical assesment of modern foreign trade theories.
3. International trade in information technology and the US economic growth in the 90s. Protecting domestic markets - Case of EU, Japan, the US, antidumping.
4. Asian economic miracle - Case of Japan. Trade policy of China. Competition between EU and developing countries in agricultural products. China's managed exchange rate and export promotion. Consequences of Uruguay Round of GATT.
5. Investment expansion of China to Africa. The most influencial TNCs - Case of automobile, electronics, oil industry.
6. New locations for global players - Case of Dell, Flextronics, Boeing. Outsourcing and offshoring potential in Eastern Europe - Case of Slovakia, Ukraina, Poland.
7. Regional economic cooperation in Africa. Perspectives of trade cooperation between regions - Case of the US and EU, the US and Australia, EU and China.
8. Current challenges for Eurozone. Future member states of EU, related benefits and risks - Case of Turkey, Ukraina.
9. Debt relief in LDCs. Financial aid from Europe and the US in post-war era. North-South divide and possible solutions for its elimination.
10. Regional financial crisis in the past and its influence on international business - Case of Mexico, Latin America, South-East Asia. Financial crisis in the US. New alternative currencies - Case of bitcoin. Offshore financial centers and OECD-FATF.
11. Economic consequences of political changes in Slovakia in late 1980s. SWOT analysis of Slovak economy - Case of foreign trade, quality of business environment. Foreign direct investment in Slovakia - Case of Volkswagen, KIA, Samsung. Competitiveness of Slovak Republic in EU. Pre-EU development of Slovak economy.
12. Perspectives of BRICs - Critical analysis of Goldman Sachs model. Competition between India and China. Growth potential in South-East Asia - Case of Vietnam, Philippines and Indonesia.
13. Debt crisis in Eurozone - Case of PIIGS countries. Currency competition - Euro vs. US \$ vs. Chinese Yuan.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 63

A	B	C	D	E	FX
12.7	23.81	19.05	26.98	7.94	9.52

Lecturer: doc. Ing. Stanislav Zábajník, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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: <ul style="list-style-type: none"> • Understand the main driving forces behind the process of globalization and changes in the world economy. • Apply theoretical framework for fundamental analysis of the structure of international trade and appropriate government policies. • Understand the system of foreign trade policy and its influence on the competitiveness of companies and firms • Understand the importance of country's dependence in foreign trade. • Understand the concept of foreign direct investment and the role of proper regulation of investment strategies. • Understand the modern resources-oriented and market-oriented strategies of transnational corporations and impacts on home and host economies. • Understand the history and present position of European Union in the perspective of global competition on world markets. • Develop deeper understanding of longterm relations between developed and developing countries. • Identify and understand major factors behind changes on international financial markets. • Understand the past and present development in the Slovak Republic and its position in EU and global economy. • Identify and understand the growing importance of emerging markets in a era of financial meltdown in the US and EU. 	
Indicative content:	

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

Support literature:

Compulsory study literature:

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

Supplementary study literature:

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

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

Syllabus:

Lectures:

1. World economy and globalization.
2. International trade theories.
3. International business.
4. Foreign trade policy.
5. Foreign direct investment and transnational corporations.
6. Global production and outsourcing.
7. Regional economic integration.
8. European union.
9. Developing countries.
10. International financial markets.
11. Slovakia in the world economy.
12. Emerging markets.
13. Current issues in the global economy.

Seminars:

1. Discussion on globalization - Globalization is grrreat! by Tom Palmer.
2. Flying geese paradigm and its application on post-war development in Asia. Critical assesment of modern foreign trade theories.
3. International trade in information technology and the US economic growth in the 90s. Protecting domestic markets - Case of EU, Japan, the US, antidumping.
4. Asian economic miracle - Case of Japan. Trade policy of China. Competition between EU and developing countries in agricultural products. China's managed exchange rate and export promotion. Consequences of Uruguay Round of GATT.

5. Investment expansion of China to Africa. The most influential TNCs - Case of automobile, electronics, oil industry.
6. New locations for global players - Case of Dell, Flextronics, Boeing. Outsourcing and offshoring potential in Eastern Europe - Case of Slovakia, Ukraina, Poland.
7. Regional economic cooperation in Africa. Perspectives of trade cooperation between regions - Case of the US and EU, the US and Australia, EU and China.
8. Current challenges for Eurozone. Future member states of EU, related benefits and risks - Case of Turkey, Ukraina.
9. Debt relief in LDCs. Financial aid from Europe and the US in post-war era. North-South divide and possible solutions for its elimination.
10. Regional financial crisis in the past and its influence on international business - Case of Mexico, Latin America, South-East Asia. Financial crisis in the US. New alternative currencies - Case of bitcoin. Offshore financial centers and OECD-FATF.
11. Economic consequences of political changes in Slovakia in late 1980s. SWOT analysis of Slovak economy - Case of foreign trade, quality of business environment. Foreign direct investment in Slovakia - Case of Volkswagen, KIA, Samsung. Competitiveness of Slovak Republic in EU. Pre-EU development of Slovak economy.
12. Perspectives of BRICs - Critical analysis of Goldman Sachs model. Competition between India and China. Growth potential in South-East Asia - Case of Vietnam, Philippines and Indonesia.
13. Debt crisis in Eurozone - Case of PIIGS countries. Currency competition - Euro vs. US \$ vs. Chinese Yuan.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 91

A	B	C	D	E	FX
9.89	21.98	32.97	17.58	7.69	9.89

Lecturer: doc. Ing. Stanislav Zábajník, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMO OF/OOB15102/21	Title of course: International Business Operations in Logistics and Supply Chains (in Spanish)
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: II.	
Prerequisites:	
Requirements to complete the course: individual work project preliminary tests written examination Through tests – 20 %, project (PowerPoint presentation) – 10 %, individual work – 10 %, exam – 60 %	
Teaching results: To define the nature and position of international logistics in international production and supply chain. To explain the importance and function of the most important logistics strategies in the international business structure. The aim of the course is to acquire and deepen the knowledge in the field of international logistics, building on the international transport of goods. Students learn to define strategies and specifics of business operations in international logistics in terms of global supply chains. The course is based on theoretical background knowledge of international logistics and practical examples of major logistics companies.	
Indicative content: The content of the subject is to deepen knowledge in the field of international logistics and supply chains. Students learn to define strategies and specifics of selected trade transactions.	
Support literature: Basic literature: 1. FURDOVÁ, L., HANSENOVÁ, H. 2013. Logistika ako pridaná hodnota pre zákazníka v globálnej ekonomike, Bratislava : EKONÓM, 2013. 122 s.. ISBN 978-80-225-3683-7. Recommended literature: 1. HARRISON, A. – REMKO, H. 2011. Logistics Management & Strategy. 4. edition. Gosport : Ashford Colour Press, 2011, 360 p. ISBN 978-0-273-73022-4. 2. CHRISTOPHER, M. 2011. Logistics & Supply chain management. 4. edition. Edinburgh : Pearson, 2011. 276 p. ISBN 978-0-273-73112-2.	
Syllabus:	

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer: Ing. Marek Minárik, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
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 practise	
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, ASAI, ITOH: HISTORY OF IMF STEIL: THE BATTLE OF BRETTON WOODS SPAHN: FROM GOLD TO EURO	
Syllabus: 1 DEVELOPMENT OF INTERNATIONAL MONETARY SYSTEM <ul style="list-style-type: none"> • Goals of macroeconomic policies • Gold standard, Interwar years • Bretton Woods system • Collapse of the Bretton Woods system • Exchange rate regimes 2 INTERNATIONAL MONETARY FUND <ul style="list-style-type: none"> • Basic facts • Goals 	

- SDR
- Member quotas and voting rights
- The Slovak Republic and IMF

3

IMF CREDIT OPERATIONS

- Asian Financial Crisis and the role of IMF
- Iceland Crises
- Future of IMF

4

WORLD BANK GROUP

- Basic facts
- Goals
- Institutions of WBG – IBRD, IFC, MIGA, ICSID
- Member quotas and voting rights•

5

WBG OPERATIONS • WB credit operations

- Global Trade Finance Program
- Case Studies

6

REGIONAL DEVELOPMENT BANKS AND THEIR OPERATIONS

- Asian Development Bank
- African Development Bank

7

EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT

- Theory of banking
- The use of risk management models
- The European banking system

8

THE OTHER IMPORTANT DEVELOPMENT BANKS

- Trade Finance Facilitation Program
- Financing SME
- Case Studies

9

BANK FOR INTERNATIONAL SETTLEMENTS

- Basic facts
- Goals
- Activities
- Banking regulations
- Basel I, II, III

10

EUROPEAN MONETARY INTEGRATION

- History
- Stages to EMU
- Convergence Criteria
- Benefits of the Euro
- ESCB, Eurosystem

11

EUROPEAN CENTRAL BANK

- Basic facts
- Goals

- Basic tasks
- Division of Labour in Eurosystem

12

INTERNATIONAL CHAMBER OF COMMERCE, SWIFT

- Basic facts
- Practical services to business
- The fight against commercial crime
- Commissions
- Commission on Banking Technique and Practice

13

REPETITION. • Repetition.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 144

A	B	C	D	E	FX
93.06	6.25	0.0	0.69	0.0	0.0

Lecturer: doc. Ing. Eva Jančíková, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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:	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: project other (specify): zápočtový test, semestrálna práca written examination Credit - 40% - of which: Activity on seminars - 12.5% Written test - 50%, with Seminar paper - 37.5% Final Written Exam - 60%	
Teaching results: The goal of the subject is to gain extended knowledge of international business. The successful penetration of foreign markets is subject to passing the decision-making process of internationalization of the company. The course is focused on the different internationalization strategies and the management of international business. Students become familiar with the various forms of internationalization of entry on foreign markets and become familiar with the decision-making procedures and methods to be used in international business. Attention is given to the management and possible solutions to the problems of international business. On the knowledge level – obtain a broader knowledge of international management and international business, understanding general concepts and definitions used in the topic. In the area of skills - application of selected methods into practice (swot analysis , selection analysis, portfolio analysis, internationalization matrix), the solution of practical case studies - brainstorming and group discussions on selected topics of international management. On the knowledge level – obtain a broader knowledge of international management and international business, understanding general concepts and definitions used in the topic. In the area of skills - application of selected methods into practice (swot analysis , selection analysis, portfolio analysis, internationalization matrix), the solution of practical case studies - brainstorming and group discussions on selected topics of international management.	
Indicative content: Globalization and internationalization of business Decision making for or against internationalization Choice of foreign market Forms of entry on international market Multinational enterprises Culture and its impact on international management	

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

Support literature:

Basic literature:

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

Recommended literature:

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

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 104

A	B	C	D	E	FX
56.73	19.23	14.42	7.69	1.92	0.0

Lecturer: Ing. Katarína Procházková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

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

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

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

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

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

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

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

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

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

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

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

Analyse sources of information for researching and evaluating international markets.

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

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

Indicative content:

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

Support literature:

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

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

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

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

Syllabus:

1. International Marketing – introduction to the issue.
2. Environmental parameters – framework conditions in international marketing – current situation.
3. Intercultural differences and their importance in international marketing.
4. Analysis of international markets and the possibility of their evaluation.
5. Identification of the various methods of entry to the international markets.
6. International marketing program – marketing mix and the importance of its optimization for obtaining the competitive positions of companies in international markets.
7. Application of product policy within the international marketing strategy.
8. Application of the communication policy within the international marketing strategy.
9. Application of pricing policy within the international marketing strategy.
10. Application distribution policy within the international marketing strategy.
11. Application of personnel policy (human resource management) of international marketing strategy.
12. The Importance of building of Corporate Identity to optimize the application of international marketing strategy of company.
13. The latest development and trends in the field of international marketing development.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 153

A	B	C	D	E	FX
33.33	30.07	21.57	8.5	5.23	1.31

Lecturer: prof. Ing. Soňa Ferenčíková, PhD., Ing. Tatiana Hlušková, PhD., Ing. Daniel Krajčík, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

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

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

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

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

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

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

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

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

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

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

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

Analyse sources of information for researching and evaluating international markets.

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

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

Indicative content:

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

Support literature:

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

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

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

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

Syllabus:

1. International Marketing – introduction to the issue.
2. Environmental parameters – framework conditions in international marketing – current situation.
3. Intercultural differences and their importance in international marketing.
4. Analysis of international markets and the possibility of their evaluation.
5. Identification of the various methods of entry to the international markets.
6. International marketing program – marketing mix and the importance of its optimization for obtaining the competitive positions of companies in international markets.
7. Application of product policy within the international marketing strategy.
8. Application of the communication policy within the international marketing strategy.
9. Application of pricing policy within the international marketing strategy.
10. Application distribution policy within the international marketing strategy.
11. Application of personnel policy (human resource management) of international marketing strategy.
12. The Importance of building of Corporate Identity to optimize the application of international marketing strategy of company.
13. The latest development and trends in the field of international marketing development.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 147

A	B	C	D	E	FX
28.57	32.65	25.17	9.52	0.68	3.4

Lecturer: prof. Ing. Soňa Ferenčíková, PhD., Ing. Tatiana Hlušková, PhD., Ing. Daniel Krajčík, PhD., Ing. Tatiana Sluka

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMP FMV/VVC15032/19	Title of course: International Public Law II (in English Language)
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: 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:

1. MRÁZ, S. 2007. Medzinárodné právo verejné. Banská Bystrica: Právnická fakulta UMB, 2007. ISBN 978- 80-8083-451-7.
2. MRÁZ, S. 2011. Medzinárodné právo verejné - Bratislava : Vydavateľstvo EKONÓM, 2011. - ISBN 978-80-225-3148-1
3. AZUD, J. 2003. Medzinárodné právo. Bratislava: VEDA Vydavateľstvo Slovenskej akadémie vied, 2003. ISBN 80 -224-0753-4.
4. BROWNLIE, I. 2002. Principles of Public International law. New York: Oxford University Press, 2002. ISBN 0-19-876298-4.
5. ČEPELKA, Č., ŠTURMA, P. 2003. Mezinárodní právo veřejné. Praha: Eurolex Bohemia, 2003. ISBN 80-86432-57-2.
6. KLUČKA, J. 2008. Medzinárodné právo verejné (všeobecná a osobitná časť). Bratislava: Iura Edition 2008. ISBN 978-80-8078-219-1.
7. EVANS, M.D. 2006. International Law. New York: Oxford University Press, 2006. ISBN 0-19-928270-6.

Syllabus:

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 0

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

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

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KF NHF/NNB15809/16	Title of course: International taxation
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: II., N	
Prerequisites:	
Requirements to complete the course: Course project; Written exam	
Teaching results: Teaching results: At the end of the course students will demonstrate the ability to compute income tax of individuals and companies, professionally evaluate knowledge of opportunities, possibilities, techniques, and impacts of international tax planning while being aware of anti-tax avoidance measures. The acquired practical skills: The ability to analyze the tax consequences of business or non-business decisions on tax liability of individuals and companies (mostly multinational) in the global environment and also within the European Union. Knowledge and understanding: After completing the course, the student understands income taxes and legal way of reduction of tax liability by international tax planning and tax structuring. Skills and competences: Upon completion of the course, the student will be able to select suitable business activities, legal form and location, to select tax-friendly forms of hiring and remuneration, to evaluate the tax consequences of various forms of financing of international companies, to evaluate ex ante the tax impact of international enterprise restructurings, opportunities and risks of application and misuse of international tax planning techniques and will be proficient to pay attention to the consequences of non-compliance with the obligations imposed by tax legislation.	
Indicative content: Indicative content: Course will cover especially following topics: principles of international taxation (resident/source principle), worldwide tax liability, jurisdictional conflicts, international double economic and juridical taxation, methods to eliminate double taxation, tax treaties, taxation of active incomes (e.g. profit, income from dependent activities, income of sportsmen/artists, public service, lotteries etc.), passive incomes (dividends, interests, royalties), taxation of capital gains, principles of income taxation in the European law, treaty shopping, tax motivated thin capitalisation, taxation of hybrid financial instruments, holding tax regimes, group taxation, taxation of multinational companies, harmonisation of income taxes in the EU, tax havens and offshore centers, coordination of the anti-avoidance measures;	
Support literature: Study literature:	

1. Model Tax Convention on Income and Capital. Condensed version. Paris : OECD, 2014.
2. LYMER, A., HASSELDINE, J.: The International Taxation System. Kluwer Academic Publishers.
3. DOENBERG, R. L.: International Taxation in a Nutshell. West Group.
4. OECD: BEPS Reports.
5. EC: Anti-Tax Avoidance Directive.
6. Terra, B., Wattel, P.: European Tax Law.
7. EC Directives on tax matters.
8. Court of Justice of European Union: Selected judgements in tax matters (online).
9. Tax return for individuals, Tax return for juridical persons (Slovakia).
10. OATS, Lynne - MILLER, Angharad - MULLIGAN, Emer. Principles of International Taxation. 6th Edition. Haywards Heath : Bloomsbury Professional, 2017. 847 s. ISBN 978-1-5265-0169-1.

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 57

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
24.56	0.0	0.0	14.04	26.32	19.3	15.79	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Mgr. Jana Kubicová, PhD., MBA

Date of the latest change: 29.01.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Support literature:

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

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 113

A	B	C	D	E	FX
94.69	0.0	0.0	0.0	0.0	5.31

Lecturer: Ing. Mária Szivósová, PhD.

Date of the latest change: 01.03.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
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: I., II., 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 representations 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:

1. Awad E.,M., Ghaziri H.,M. Knowledge management, Pearson Education, 2007, on: google.books
2. Schreiber A.Th. and col., Methodology CommonKADS, web site: <http://commonkads.org/> (and other web sites concerning the methodology)
3. Hudec, M.: Fuzziness in Information Systems – How to deal with Crisp and Fuzzy Data in Selection, Classification and Summarization. Springer, International Publishing Switzerland, 2016
4. Bojadziev, G., Bojadziev, M. Fuzzy logic for business, finance and management. World Scientific Publishing Co. Ltd., London 2007.
5. Grossmann W., Rinderle-Ma S. Fundamentals of Business Intelligence. Springer-Verlag Berlin Heidelberg, 2015.
6. Engelbrecht A.P. Computational Intelligence: An Introduction, 2nd Edition. John Wiley & Sons, Inc., 2007.
7. Hajric, E. Knowledge Management Tools - web site, 2010. <http://www.knowledge-management-tools.net/> (available 25.3.2019)

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 73

A	B	C	D	E	FX
9.59	21.92	26.03	24.66	17.81	0.0

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

Date of the latest change: 01.03.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KM FPM/ MMB15282/15	Title of course: Leadership (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:	
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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • On leadership theories and leadership skills • On methods of analysis and evaluation the level of leadership skills. Skills: <ul style="list-style-type: none"> • 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:

Steigauf, S.: Vúdcovství. Grada Publishing, Praha 2011. ISBN 978-80-247-3506-1. Odporúčaná literatúra:

Owen, J.: Jak se stát úspešným lídrem. Leadership v praxi. Grada Publishing. Praha 2006. ISBN: 80-247-1726-3.

Northouse, P. G.: Leadership: Theory and Practice. 5th Edition. SAGE Publications, Inc. Los Angeles 2010. ISBN 978-1-4129-7488-2.

Hartmut, L.: 99 tipú pro úspešné vedení lidí. Grada Publishing, Praha 2008. ISBN 978-80-247-2445-4.

Owen, J.: Jak se stát úspešným lídrem. Lídership v praxi. Grada Publishing, Praha 2006. ISBN 80-247-1726-3.

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

Total number of evaluated students: 69

A	B	C	D	E	FX
37.68	28.99	18.84	5.8	4.35	4.35

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

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
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:					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course: active participation individual work preliminary test written examination Activity at seminars – 20% Individual homeworks – 20% The result of a written exam – 60%					
Teaching results:					
Indicative content:					
Support literature: Obligatory: Carbó Marro, Carme – Mora Sánchez, Miguel Ángel. De Ley. Manual de Español jurídico. Madrid : SGEL, 2012. Recommended: Cuquerella Jiménez-Díaz, Ana. Español jurídico para extranjeros. La Coruña : Netbiblo, s.l., 2011.					
Syllabus:					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 61					
A	B	C	D	E	FX
49.18	39.34	6.56	3.28	0.0	1.64
Lecturer: Mgr. Želmíra Pavliková					

Date of the latest change: 28.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
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:					
Degree of study: II., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 55					
A	B	C	D	E	FX
61.82	21.82	12.73	0.0	0.0	3.64
Lecturer: Mgr. Želmíra Pavliková					
Date of the latest change: 28.02.2021					
Approved by:					

DESCRIPTION OF COURSE

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

Wood D., Barone A., Murphy, P.R., Wardlow D.L. 2002. International logistics. 2nd ed. New York : AMACOM, 2002. ISBN 0-8144-0666-1.

Schroeder R., Goldstein S. M. 2018. Operations Management in the Supply Chain. McGraw-Hill Education. ISBN 9781260083460.

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 124

A	B	C	D	E	FX
36.29	25.81	27.42	7.26	2.42	0.81

Lecturer: doc. Ing. Klaudia Gubová, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava											
Faculty:											
Course code: KET NHF/NNE21104/21			Title of course: Makroekonómia (v anglickom jazyku)								
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present											
Number of credits: 6											
Recommended semester/trimester of study:											
Degree of study: I., II., N											
Prerequisites:											
Requirements to complete the course:											
Teaching results:											
Indicative content:											
Support literature:											
Syllabus:											
Language whose command is required to complete the course:											
Notes:											
Assessment of courses Total number of evaluated students: 0											
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer:											
Date of the latest change: 09.04.2021											
Approved by:											

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KM FPM/ MMB21046/21		Title of course: Management (in English)			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 6					
Recommended semester/trimester of study:					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Zuzana Skorková, PhD., doc. Ing. Juraj Mišún, PhD.					
Date of the latest change: 14.05.2021					
Approved by:					

DESCRIPTION OF COURSE

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

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

Support literature:

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 49

A	B	C	D	E	FX
22.45	20.41	28.57	16.33	10.2	2.04

Lecturer: Ing. Matej Černý, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KM FPM/ MMB15032/16	Title of course: Managerial Simulations (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: 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.	

<p>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.</p>					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses					
Total number of evaluated students: 44					
A	B	C	D	E	FX
88.64	6.82	2.27	0.0	0.0	2.27
Lecturer: Ing. Ingrid Potisková, PhD.					
Date of the latest change: 22.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KM OF/MOA15008/16	Title of course: Marketing (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: In order to pass this course, you must: <ul style="list-style-type: none"> - achieve a composite mark of at least 51/100; and - make a satisfactory attempt at all assessment tasks placed by lecturers; and - attend lectures and tutorials; and - pass the final exam; 	
Teaching results: Provide a comprehensive analysis of the enterprise's marketing activities, marketing environment, customer behavior in the consumer market and the market of factors of production, marketing tools. Knowledge and understanding: understand the issues of marketing, its importance, development and its implementation in specific terms, to understand the issues of the application of marketing principles and marketing plans in different areas of the consumer market and business to business market. Practical skills: the ability to apply marketing tools, with specific examples, critically evaluate the situation, find solutions to marketing problems on a tactical and strategic level. Competences: The ability to work with information - retrieve them, select them, analyze and synthesize them in order to create a marketing concept and be able to predict scenarios of further development.	
Indicative content: Theoretical principles of marketing. Marketing environment. Consumers' and organisations' buying behavior. Marketing information system and market research. Market planning. Market segmentation, target market selection and choice of the market position. Marketing mix – product, price, place, promotion. International marketing. Services marketing. Marketing today and its prospects.	
Support literature: Kotler, P. - Armstrong, G. (2016) Principles of Marketing. Sixteenth Edition. Harlow : Pearson Education Limited 2016. ISBN: 978-1-292-09248-5.	
Syllabus: 1. What is marketing? Creating and Capturing Customer Value 2. Company and Marketing Strategy. Partnering to Build Customer Value and Relationships.	

3. Sustainable Marketing. Social Responsibility and Ethics
4. Analyzing the Marketing Environment
5. Understanding Consumer and Business Buyer Behavior
6. Managing Marketing Information to Gain Customer Insights Customer-Driven
7. Marketing Strategy. Creating Value for Target Customers
8. Products, Services, and Brands. Building Customer Value. New Product Development and Product Life-Cycle Strategies
9. Pricing. Understanding and Capturing Customer Value
10. Engaging Customers and Communicating Customer Value. Personal Selling and Sales Promotion. Personal Direct, Online, Social Media, and Mobile Marketing
11. Marketing Channels. Delivering Customer Value. Retailing and Wholesaling
12. The Global Marketplace

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 111

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
41.44	0.0	0.0	33.33	9.91	6.31	8.11	0.9	0.0	0.0	0.0	0.0

Lecturer: Ing. Katarína Chomová, PhD., doc. Ing. Milan Oreský, PhD.

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
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: II., N					
Prerequisites:					
Requirements to complete the course: project oral examination Evaluation of individual activity of the student during the seminars, presentation of the project and evaluation by colleagues – 40 %, test and quantitative evaluation – 60 %.					
Teaching results: The aim of this course is to educate and to transfer the knowledge and professional skills. in the framework of marketing management of international event in the position of provider. The student is able professionally to manage the processes in the framework of marketing management of international event.					
Indicative content: The education of the student with the ability of the student to manage international event.					
Support literature: Kotler Ph. Marketing for hospitality and Tourism, Pearson, Prentice Hall, ISBN 0-13-201 773-3 Bowdin g.j., Glenn, Allen J., O'Toole W., Harris R., McDonell I.I: Events Management, Butterworth-Heinemann, 2008, ISBN 978-0-7506-6533-9					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 98					
A	B	C	D	E	FX
18.37	24.49	26.53	18.37	7.14	5.1
Lecturer: prof. JUDr. Ľudmila Novacká, PhD., Ing. Alexander Frasch, PhD.					
Date of the latest change: 18.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMA FHI/IIC15001/15	Title of course: Mathematics (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 30% individual homework; 70% written exam	
Teaching results: The aim is to give the fundamental knowledge and main economical applications especially from the differential and integral calculus of a function of one variable and differential calculus of a function of two and more variables.	
Indicative content: Function of one real variable. Functions of economical analysis. Sequences. Limits and continuity of function. Differential calculus of function of one variable. Economical applications of differential calculus of function of one variable. Functions of two and more variables. Partial derivatives. Partial elasticity. Maxima and minima problems. Economical applications of differential calculus of function of more variables. Integral calculus of function of one variable. Definite and indefinite integral. Economical applications of integral calculus of function of one variable.	
Support literature: 1. Jana Dobráková, Ivan Janiga: Mathematics. Vol. I. 1. vyd. Bratislava : Slovenská technická univerzita v Bratislave, 2004. 113 s. :. - ISBN 80-227-2095-X. Strojnícka fakulta. 2. McGregor, C., Nimmo, J., Stothers, W.: Fundamentals of University Mathematics, 3rd Edition, 2010, Imprint: Woodhead Publishing, ISBN :9780857092236, eBook ISBN :9780857092243, Pages:568. 3. Ernest F. Haeussler, Jr. and Richard S. Paul: Introductory Mathematical Analysis, Eleventh Edition, Prentice Hall, 2010. ISBN 0-8359.3274-5.	
Syllabus: Functions of one real variable. Cyclometric functions. Functions of economic analysis. Limit of function. Continuity of function in point and on the set. Properties of continuous functions on a closed interval. Asymptotes. Difference quotient and derivative of function. Its geometric and economic interpretation. Tabular differentiation . Differential of function and its geometrical interpretation and application. Marginal value. Elasticity of function. Price elasticity of demand.	

Monotonicity of function. Higher-order derivatives and differentials. L'Hospital rules. Convexity and concavity of function. Point of inflection.

Local and global extremes. Economic applications. Graphing functions by characteristic points. n-dimensional Euclidean space. The function of two and several variables. Functions of economic analysis. Homogeneous function. Limit and continuity of function of several variables. Partial function. Partial derivatives. Higher-order partial derivatives. Economic applications of partial derivatives. Marginal value. Total differential. Partial elasticity.

Second-order differential. Quadratic form and its types. Definition of local extremes. Necessary and sufficient condition for local extreme. Economic applications of local extremes. Bound extremes and their economic applications. Absolute extremes of function.

Definition of primitive functions and indefinite integrals. Basic rules of integration and table of standard integrals. Integration by substitution. Integration by parts. Integration of rational functions (decomposition principle for partial fractions).

Economic application of indefinite integrals. Definition of the definite integral. Properties and calculation of definite integrals.

Calculation of plane surfaces. Economic applications of the definite integral. Possibilities of using open source software for mathematical problem solving differential and integral calculus.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 67

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
26.87	0.0	0.0	13.43	11.94	14.93	28.36	4.48	0.0	0.0	0.0	0.0

Lecturer: prof. RNDr. Katarína Sakálová, CSc.

Date of the latest change: 01.03.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Support literature:

ZÁKLADNÁ LITERATÚRA:

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

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

ODPORÚČANÁ LITERATÚRA

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

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 54

A	B	C	D	E	FX
37.04	12.96	24.07	12.96	7.41	5.56

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

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava											
Faculty:											
Course code: KET NHF/NNE21103/21			Title of course: Mikroekonómia (v anglickom jazyku)								
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present											
Number of credits: 6											
Recommended semester/trimester of study:											
Degree of study: I., II., N											
Prerequisites:											
Requirements to complete the course:											
Teaching results:											
Indicative content:											
Support literature:											
Syllabus:											
Language whose command is required to complete the course:											
Notes:											
Assessment of courses Total number of evaluated students: 0											
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer:											
Date of the latest change: 09.04.2021											
Approved by:											

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KHP NHF/NND21112/21	Title of course: National Accounts
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: KHP NHF/NND21111/21	
Requirements to complete the course: Full-time: Class activity, continuous written assignment and final seminar work 40 %. Written exam 60 %.	
Teaching results: Knowledge - presentation of economic relations using graphical and mathematical tools in MS Excel based on data on national accounts provided by Eurostat - creation of meaningful interpretations of monitored macroeconomic indicators created by combination of various variables in the system of national accounts - being familiar with the used data and realizing their advantages and limitations - current prices, international comparison, role of proxy variables in economic analysis Competence - ability to analyze and verify economic knowledge on real macroeconomic data with use of seminar paper for selected country and assigned account - take an analytical approach to development trends and understand the causes of their development - ability to critically evaluate achieved results during the process of indicators formation - development of skills for processing qualitative economic analysis during the seminar paper preparation Skills - interpretation of economic data and achieved results using their own created indicators - qualitative economic analysis - correct interpretation of various empirical results and awareness of the limits of the achieved results - creation of own qualitative analysis with emphasis on finding the causes of economic indicators development - distinguish between correlation and causality - team cooperation during creation of a joint semester project - seminar paper is created by team of students encouraging cooperation among them	
Indicative content: 1. System of national accounts. Basic principles of the ESA 2010 system 2. Institutional sectors	

3. Production account 4. Generation of income account 5. Allocation of primary income account 6. Secondary distribution of income account 7. Use of income account 8. Capital accounts 9. Goods and services account 10. Supply table 11. Use table 12. Macroeconomic aggregates.											
Support literature: Stanislava Hronová, Jakub Fischer, Richard Hindls, Jan Sixta: Národní účetnictví – od výroby k bohatství Praha: C. H. Beck, 2019. 1st edition. 432 pages. ISBN 978-80-7400-738-5 Lequiller, F. and D. Blades (2014), Understanding National Accounts: Second Edition, OECD Publishing, Paris, https://doi.org/10.1787/9789264214637-en .											
Syllabus:											
Language whose command is required to complete the course: English											
Notes:											
Assessment of courses Total number of evaluated students: 0											
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Karol Morvay, PhD., Ing. Martin Hudcovský, PhD.											
Date of the latest change: 13.04.2021											
Approved by:											

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KAJ FAJ/ PMJJ215420B/20		Title of course: Negotiations			
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: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 9					
A	B	C	D	E	FX
33.33	44.44	0.0	22.22	0.0	0.0
Lecturer: PaedDr. Žaneta Pavlíková, PhD., Mgr. Ivana Kapráliková, PhD.					
Date of the latest change: 28.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KAJ FAJ/PMJJ215410/20		Title of course: Negotiations 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: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 9					
A	B	C	D	E	FX
22.22	44.44	33.33	0.0	0.0	0.0
Lecturer: PaedDr. Žaneta Pavlíková, PhD., Mgr. Ivana Kapráliková, PhD.					
Date of the latest change: 28.02.2021					
Approved by:					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KM FPM/ MMB15192/15	Title of course: Organisational Behaviour (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study:	
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:	

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

Recommended literature:

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 93

A	B	C	D	E	FX
20.43	23.66	22.58	11.83	11.83	9.68

Lecturer: doc. Ing. Jana Blšáková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KM FPM/ MMB15202/15	Title of course: Organizing (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:	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: written essay other (specify): prezentácia najnovších poznatkov v oblasti organizovania combined examination The algorithm for exam total: 1. The written exam, grades: 0 to 40 points. The written exam is passed if the minimum is at least 50 % (20 points). 2. The oral exam, grades: 0 to 20 points. 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. 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.	
Teaching results: 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 of organic structures, looking for the new approaches in the field of organizing, and provide an opportunity for students to develop the innovative thinking. Knowledge: 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 fields of organizing. Skills: To teach students to acquire new knowledge and information in active 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. Competences:	

Transforming of theoretical knowledge prepare students to solve the organizational problems in the general practice so that they will be capable co-ordinate 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:

1. THOMASOVÁ, E. 2013. Organizovanie. Teória a prax organizovania podniku. Bratislava : Sprint 2, 2013, 298 s. ISBN 978-80-89393-93-0.
2. THOMASOVÁ, E. 2010. Organizovanie. Bratislava : Ekonóm, 2010, 286 s. ISBN 978-90-225-2914-3. Odporúčaná literatúra:
 1. DE#DINA, J. – MALÝ, M. 2005. Moderní organizacní architektura. Praha : Alfa Publishing, 2005. 176 s. ISBN 80-86851-11-7.
 2. DE#DINA, J. – ODC#ÁZEL, J. 2007. Management a moderní organizování firmy. Praha : Grada Publishing, 2007. 328 s. ISBN 978-80-247-2149-1.
 3. CIPRO, M. 2009. Delegování jako zpusob manaz#erského mys#lení. Praha : Grada Publishing, 2009. 160 s. ISBN 978-80-247-2945-9.
 4. HUC#KA, M. – KISLINGEROVÁ, E. – MALÝ, M. a kol., Vývojové tendence velkých podniků. Podniky v 21. století. Praha : C.H. Beck, 2011. 275 s. ISBN 978-80-7400-198-7.
 5. KASSAY, S#. 2006. Podnik a podnikanie. I. zva#zok. Bratislava : VEDA, 2006, s. 509 – 632. ISBN 80-224-0775-5.
 6. PORVAZ#ÍK, J. Celostný manaz#ment. Bratislava : Sprint dva, 2011. 360 s. ISBN 978-80-89393-58-9.

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 62

A	B	C	D	E	FX
35.48	20.97	19.35	16.13	6.45	1.61

Lecturer: Ing. Zuzana Skorková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava											
Faculty:											
Course code: KET NHF/NNE21101/21			Title of course: Principles of Economics 1								
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present											
Number of credits: 6											
Recommended semester/trimester of study:											
Degree of study: I., N											
Prerequisites:											
Requirements to complete the course:											
Teaching results:											
Indicative content:											
Support literature:											
Syllabus:											
Language whose command is required to complete the course:											
Notes:											
Assessment of courses Total number of evaluated students: 0											
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer:											
Date of the latest change: 09.04.2021											
Approved by:											

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty:					
Course code: KMaL FPM/ MMD21010/21		Title of course: Production Management (in English)			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 6					
Recommended semester/trimester of study:					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 1					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Brigita Boorová, PhD.					
Date of the latest change: 14.05.2021					
Approved by:					

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 128

A	B	C	D	E	FX
46.88	23.44	15.63	8.59	4.69	0.78

Lecturer: Ing. Natália Tarišková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Support literature:

Basic literature:

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

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

Recommended literature:

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

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

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

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

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

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

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

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 142

A	B	C	D	E	FX
37.32	28.17	19.72	7.04	6.34	1.41

Lecturer: Mgr. Natália Matkovčíková, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KF NHF/NNB21103/21	Title of course: Public Finance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 20 % midterm test, 20 % assignment, 60 % final exam Total study load (in hours): 156 Full time: Lectures 26 h, Seminars 26 h, Preparation for seminars 13 h, Preparation of assignments 13 h, Preparation for midterm test 26 h, Preparation for final exam 52 h	
Teaching results: Skills: Students will be able to articulate and evaluate theories about the role of government in the economy, particularly regarding taxation and expenditure programs. <ul style="list-style-type: none"> • Knowledge and understanding: Students will demonstrate knowledge of empirical analysis on the effects of government policies on economic outcomes. Students will be able to use this knowledge to develop their own fact-based positions on political issues. • Competence: Students will demonstrate knowledge of specific institutions in the US which are related to government taxation and expenditure programs. This knowledge will prepare students for jobs in the fields of public policy, economics, and business. 	
Indicative content: This course examines the role of the public sector in the economy with an emphasis on government expenditure programs and tax policy. The aim of the course is to provide an understanding of the nature of government intervention in the economy and the response of individuals and firms to government programs and policies. The course explores both theoretical models and empirical evidence. <ol style="list-style-type: none"> 1 Introduction to Public Finance 2 Theoretical Tools and Empirical Tools of Public Finance 3. Externalities 4. Private and Public Solutions to Externalities 	

5. Public Goods
6. Cost-Benefit analysis
7. Political Economy - Public choice
8. Fiscal Federalism
9. Income Distribution
10. Taxation: Background
11. Tax Incidence
12. Taxation: Efficiency and Optimality Considerations

Support literature:

Gruber, Jonathan (2019). Public Finance and Public Policy, 6th edition, Worth Publishers: New York.

Syllabus:

Language whose command is required to complete the course:

english

Notes:

Assessment of courses

Total number of evaluated students: 0

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Alena Zubaľová, PhD., doc. Ing. Erika Neubauerová, PhD., Ing. Lukrécia Kováč Gerulová, PhD., doc. Ing. Jana Péľiová, PhD.

Date of the latest change: 03.04.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Syllabus:

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: 54

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
14.81	0.0	0.0	25.93	11.11	25.93	14.81	7.41	0.0	0.0	0.0	0.0

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

Date of the latest change: 29.01.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KVSaRR NHF/ NNG21101/21	Title of course: Regional Economics and 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:	
Degree of study: I., N	
Prerequisites: KET NHF/NNE21001/21, KET NHF/NNE21002/21	
Requirements to complete the course: individual work, mid term tests written / combined exam 20 % quality and presentation of term paper 10 % result of the mid term written examination 10 % activity during seminars 60 % result of the final exam	
Teaching results: Knowledge - By completing the course the student will understand the economic principles behind the growth and development of regions and the possibilities of public policy to influence these processes. The graduate will have an overview of basic data sources for individual economic analyzes. Skills - Will gain practical skills in localization analysis, analysis of spatial concentration of economic activities, analysis of the industrial structure of regions, analysis of the multiplication process of exports and analysis of the process of regional convergence. He will acquire these skills either by working with empirical data or by working with stylized examples. Competences - Using the acquired knowledge and skills will be able to identify appropriate economic tools to address problem areas in regional development from the perspective of regional policy.	
Indicative content: The subject is divided into three problem areas. The first part provides a basic overview of the microeconomic principles of business localization. The second part of the course explains the principles behind the mobility of production factors and the basic mechanisms of regional economic growth in terms of neoclassical and Keynesian concepts as well as in terms of endogenous growth theory. The third part of the course is devoted to the rationale and possibilities of public interventions in the regional development. <ol style="list-style-type: none"> 1. Spatial structure of the economy. 2. Economic principles of firm localization 3. Interfirm competition and localization of companies 4. Agglomeration economies and diseconomies 	

5. Principles of regionalization. Regional economic growth vs. development.
6. Regional economic growth in the long run (labor, capital and mobility of production factors)
7. Regional economic growth in the long run (interregional trade)
8. Long-term regional economic growth (human capital and technology)
9. Regional economic growth in the short term (external demand and export multiplier)
10. Regional policy (definition, instruments)
11. Regional policy of the Slovak Republic
12. EU cohesion policy

Support literature:

1. Buček, Reháč, Tvrdoň, 2011. Regionálna ekonómia a politika. Iura Edition. Bratislava
2. McCann, P. 2013. Modern Urban and Regional Economics. Oxford University Press, Oxford.
3. Pike, A., Rodríguez-Pose, A., & Tomaney, J. 2016. Local and regional development. Routledge.

Syllabus:

Language whose command is required to complete the course:

anglický jazyk

Notes:

Assessment of courses

Total number of evaluated students: 0

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

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

Date of the latest change: 19.04.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KPOI NHF/NNS21101/21	Title of course: Risk Management and Insurance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 20% seminar assignments and case studies, 10% mid-term test, 10% group and teamwork assignments, 60% written exam	
Teaching results: After successful completion of this course, students will have knowledge of: <ul style="list-style-type: none"> - understanding the basics of risk and the possibilities of its management for individuals as well as legal persons - understanding the risk management process, including its phases, steps and tools Practical skills and competencies consist in the ability to: <ul style="list-style-type: none"> - identify relevant risk management methods for the specific situations - understand the basic methods and tools of risk management, their advantages and disadvantages depending on the financial capabilities of the entity and other circumstances - apply relevant and effective risk management methods to the specific situations - analyze, interpret and compare types of insurance coverage, as well as other forms of risk transfer 	
Indicative content: The aim of the course is to familiarize students with the basic issues of risk management and insurance. The course focuses on the theoretical aspects of the definition of the risk, its classification and analysis from the perspective of various scientific disciplines. Attention is focused on risk management with an emphasis on insurance as a traditional risk management tool. The second group of problems is a closer analysis of the principles of insurance, including an analysis of types of insurers and their marketing systems, insurance regulation and pricing of insurance products. The course offers an opportunity to understand the basics and processes of life and non-life insurance.	
Support literature: REJDA, G. E., MCNAMARA, M. J., RABEL, W. 2019. Principles of Risk Management and Insurance. 14/e. Pearson. ISBN-13: 9780135641293. TRIESCHMANN, J. S., HOYT, R. E., SOMMER, D.W. 2004. Risk Management and Insurance. 12/e. Thomson. ISBN 0-324-18320-8. HARRINGTON, S., NIEHAUS, G. 2004. Risk Management and Insurance. 2/e. Irwin-McGraw Hill, New York. ISBN-10: 0072339705.	
Syllabus:	

1. Risk in society
2. Insurance and risk, insurability of risks
3. Risk management process
4. Advanced topics in risk management
5. Types of insurers
6. Marketing systems in insurance companies
7. Distribution systems and insurance contracts
8. Processes in the insurance company
9. Underwriting and pricing of risks
10. Risks in life insurance
11. Risks in non-life insurance
12. Regulation in insurance and risk management
13. New trends in insurance and risk management

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 0

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Ing. Zuzana Brokešová, PhD., Ing. Martina Chrančoková, PhD., Ing. Tomáš Ondruška, PhD., prof. Ing. Erika Pastoráková, PhD., Ing. Andrea Snopková, PhD.

Date of the latest change: 06.04.2021

Approved by:

DESCRIPTION OF COURSE

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

Syllabus:**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: 144

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
50.69	0.0	0.0	22.92	10.42	11.11	3.47	1.39	0.0	0.0	0.0	0.0

Lecturer: Ing. František Hocman, PhD., doc. Ing. Lubomíra Gertler, PhD., Ing. Kristína Jančovičová Bognárová, PhD.**Date of the latest change:** 29.01.2021**Approved by:**

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KRS FAJ/ MPSL030201E/12	Title of course: Slovak for Beginners I. (A1.1)
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: I., N	
Prerequisites:	
Requirements to complete the course: Class activity – 20% Result of preliminary exam – 20% Result of final exam – 60%	
Teaching results: a) Reading and understanding spoken and written texts: - learning to read simple texts - understanding the common vocabulary in topics from everyday communication - understanding the meaning of short and simple texts (announcement, advertisement, leaflet, letter) - understanding basic information from phonorecords - understanding the topic of a dialogue b) Oral production: - communicating in simple situations - asking questions and answering them - talking about oneself and describing a person in a simple way - expressing agreement and disagreement c) Written production: - filling out a blank form	
Indicative content: 1. Principles of pronunciation, word stress, intonation. 2. Greetings and introductions. Introducing people. 3. Describing a room. 4. Family. 5. Expressing qualities of objects and persons. 6. Describing people and their personal qualities. 7. Human body and health. 8. Work and professions. 9. Free time. 10. Daily routine.	
Support literature:	

Obligatory coursebook:

Uličná, M.; Andorová, I., Báčkaiová, K., Gabríková, A.: Tri, dva, jeden - slovenčina. Slovenčina ako cudzí jazyk. Úroveň A1. Univerzita Komenského v Bratislave, Centrum ďalšieho vzdelávania, Bratislava 2015

Recommended coursebook:

Gabríková, A. - Uličná, M.: Pracovné listy k učebnici A Hovoríme spolu po slovensky!, Univerzita Komenského v Bratislave, Centrum ďalšieho vzdelávania, Bratislava 2009
supplementary learning material from newspapers, magazines and the Internet

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 250

A	B	C	D	E	FX
56.8	22.4	9.6	3.6	1.6	6.0

Lecturer: doc. Mgr. Mária Spišiaková, PhD.

Date of the latest change: 28.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KRS FAJ/ MPSL030202E/12	Title of course: Slovak for Beginners I. (A1.1)
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: I., N	
Prerequisites:	
Requirements to complete the course: Class activity – 20% Result of preliminary exam – 20% Result of final exam – 60%	
Teaching results: a) Reading and understanding spoken and written texts: - learning to read simple texts - understanding the common vocabulary in topics from everyday communication - understanding the meaning of short and simple texts (announcement, advertisement, leaflet, letter) - understanding basic information from phonorecords - understanding the topic of a dialogue b) Oral production: - communicating in simple situations - asking questions and answering them - talking about oneself and describing a person in a simple way - expressing agreement and disagreement c) Written production: - filling out a blank form	
Indicative content: 1. Principles of pronunciation, word stress, intonation. 2. Greetings and introductions. Introducing people. 3. Describing a room. 4. Family. 5. Expressing qualities of objects and persons. 6. Describing people and their personal qualities. 7. Human body and health. 8. Work and professions. 9. Free time. 10. Daily routine.	
Support literature:	

Obligatory coursebook:

Uličná, M.; Andorová, I., Báčkaiová, K., Gabríková, A.: Tri, dva, jeden - slovenčina. Slovenčina ako cudzí jazyk. Úroveň A1. Univerzita Komenského v Bratislave, Centrum ďalšieho vzdelávania, Bratislava 2015

Recommended coursebook:

Gabríková, A. - Uličná, M.: Pracovné listy k učebnici A Hovoríme spolu po slovensky!, Univerzita Komenského v Bratislave, Centrum ďalšieho vzdelávania, Bratislava 2009
supplementary learning material from newspapers, magazines and the Internet

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 192

A	B	C	D	E	FX
64.06	22.92	4.69	2.6	1.04	4.69

Lecturer: doc. Mgr. Mária Spišiaková, PhD.

Date of the latest change: 28.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Support literature:

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

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

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

OECD 2010: SMEs, Entrepreneurship and Innovation

OECD 2016: Financing SMES and Entrepreneurs

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

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

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

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

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 53

A	B	C	D	E	FX
30.19	45.28	18.87	1.89	0.0	3.77

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

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Syllabus:

Topics of lectures and exercises

- 1.Basic statistical terms. Frequency Tabulation and Frequency Histogram and Polygon.
- 2.Descriptive statistics – measures of central tendency and quantiles.
- 3.Descriptive statistics – measures of variability and of shape of distribution.
- 4.Define of random variable and probability distribution, expected value, quantiles. Binomial and Normal Distribution, Central limit theorem.
- 5.Concepts of random sampling, statistical inference and sampling distribution. The main methods and the main properties of point estimators.
- 6.Confidence intervals for unknown parameters of one population.
- 7.Hypothesis tests for unknown parameters of one population.
8. Coefficient of correlation.
9. Linear regression models and estimation of parameters.
10. Regression coefficients in paired regression problems.
11. Time series analysis, linear and quadratic trend of time series.
12. Seasonal decomposition in time series, simple moving average, seasonal indexes.
13. Reserve

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 108

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
27.78	0.0	0.0	34.26	20.37	13.89	3.7	0.0	0.0	0.0	0.0	0.0

Lecturer:

Date of the latest change: 01.03.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Support literature:

Basic literature:

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

Recommended literature:

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

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 76

A	B	C	D	E	FX
5.26	6.58	14.47	31.58	25.0	17.11

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

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 138

A	B	C	D	E	FX
60.14	25.36	11.59	2.17	0.0	0.72

Lecturer: Ing. Peter Štetka, PhD., Ing. Dana Hrušovská, PhD.

Date of the latest change: 22.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMEVaHD FMV/ MVA150292/16	Title of course: World Economy (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study:	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course:	
Teaching results: On completion of this course, and having completed the Essential reading and activities, you should be able to: <ul style="list-style-type: none">● explain the importance of world economy in analysing the ways societies and economies work● explain and apply key concepts and theoretical approaches in world economy● discuss and critically evaluate these concepts and theoretical approaches● apply these concepts and theoretical approaches to key social and economic issues in the context of economic globalisation● discuss policy options for overcoming inequality and uneven development in the globalising world.	
Indicative content: <ol style="list-style-type: none">1. Historical development of the world economy2. Current state of the world economy3. Population4. Resources and environment5. Agriculture6. Manufacturing7. Midterm 18. Services9. Transportation and communications10. Cities and urban economies11. International trade and investment, international trade patterns12. Development and underdevelopment in the developing world13. Recap, preparation for final exam14. Final exam	
Support literature: STUTZ, Frederick P. and WARF, Barney, 2012, The world economy: geography, business, development. Boston : Prentice Hall.	

Syllabus:

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

Language whose command is required to complete the course:

English

Notes:**Assessment of courses**

Total number of evaluated students: 144

A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
72.22	0.0	0.0	20.83	4.17	0.69	0.69	1.39	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Martin Grešš, PhD.**Date of the latest change:** 18.02.2021**Approved by:**

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty:	
Course code: KMEVaHD FMV/ VVA15045/19	Title of course: World Economy - Regional Aspect (in English Language)
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:	
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. 6. General Characteristics of Economic Development and Developmental Trends of Newly Industrialized Countries of South East Asia. 7. Economic development and development trends of the economy of the Republic of Korea. 8. Economic development and development trends of Taiwan's economy. 9. Economic development and development trends of the Singapore and Hong Kong economies. 10. Current Economic Developments and Development Trends of State Economies 2nd wave of industrialization in Southeast Asia - Malaysia, Indonesia. 11. Economic development and development trends in the economy - Thailand, Philippines, Vietnam. 12. Current Economic Developments and Development Trends of China's Economy. 13. Current Economic Developments and Development Trends of the Russian Economy.	
Support literature: LIPKOVÁ, Ľudmila et al. Svetová ekonomika : Juhovýchodná Ázia I. Bratislava : Vydavateľstvo EKONÓM, 2013. 135 s. [7,54 AH]. ISBN 978-80-225-3630-1. Current information from professional and daily press.	
Syllabus: 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.
6. General Characteristics of Economic Development and Developmental Trends of Newly Industrialized Countries of South East Asia.
7. Economic development and development trends of the economy of the Republic of Korea.
8. Economic development and development trends of Taiwan's economy.
9. Economic development and development trends of the Singapore and Hong Kong economies.
10. Current Economic Developments and Development Trends of State Economies 2nd wave of industrialization in Southeast Asia - Malaysia, Indonesia.
11. Economic development and development trends in the economy - Thailand, Philippines, Vietnam.
12. Current Economic Developments and Development Trends of China's Economy.
13. Current Economic Developments and Development Trends of the Russian Economy.

Language whose command is required to complete the course:

slovak

Notes:

Assessment of courses

Total number of evaluated students: 0

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

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

Date of the latest change: 18.02.2021

Approved by:

DESCRIPTION OF COURSE

University: University of Economics in Bratislava											
Faculty:											
Course code: KET NHF/NNE21102/21			Title of course: Základy ekonómie 2 (v anglickom jazyku)								
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present											
Number of credits: 6											
Recommended semester/trimester of study:											
Degree of study: I., N											
Prerequisites:											
Requirements to complete the course:											
Teaching results:											
Indicative content:											
Support literature:											
Syllabus:											
Language whose command is required to complete the course:											
Notes:											
Assessment of courses Total number of evaluated students: 0											
A	ABS	ABSP	B	C	D	E	FX	NBSP	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer:											
Date of the latest change: 09.04.2021											
Approved by:											