

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/IBM/15	<b>Title of course:</b> 100 Years of US Economy through the eyes of the IBM
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> - 1. Welcome session: Organizational Information, Presentation of IBM + short lecture on the prehistory of IBM - 2. 1910-1920 Time of Death and Birth - 3. 1920-1930 Customer Satisfaction and Jazz rule the US - 4. 1930-1940 Research, Education and Social Responsibility as the Remedy for the Great Depression - 5. 1940-1950 Computer as the Phoenix of the WW 2 - 6. 1950-1960 IBM Equal Opportunity Policy Inspires the American Society and Politics - 7. 1960-1970 IBM 5 mil. \$ Gamble and the US becomes the Leading Country in Computer Production - 8. 1970-1980 Global Economic Pessimism vs. US Battle for the Space - 9. 1980-1990 US Asks the IBM to “Connect” the Country to Effectively Face Rising Economic and Security Challenges - 10. 1990-2000 IBM Net Losses as a Serious Concern for the US Economy – Time to Restructure - 11. 2000-2010: The Decade of Misused Crises and Used Chances - 12. Debrief and Evaluation Session - 13. Colloquium Exam	
<b>Support literature:</b> 1. Peter F. Drucker: People and Performance: The Best Of Peter Drucker On Management. Harvard Business Press; Reprint edition 2007 2. Jane A. Malonis: Encyclopedia of Business, 2nd Edition. Thomson Gale, 1999 3. Samuel Fleischacker: On Adam Smith's Wealth of Nations: A Philosophical Companion. Princeton University Press, 2004 4. Stephen Davis, Jon Lukomnik, David Pitt-Watson: The New Capitalists: How Citizen Investors are Reshaping the Corporate Agenda. Harvard Business Press, 1st edition, 2006 5. Marios I. Katsioloudes and Spyros Hadjidakis: International Business: A Global Perspective. Butterworth-Heinemann, 2007	

6. Alan M. Rugman and Thomas L. Brewer: The Oxford Handbook of International Business. Oxford University Press, USA; 1st edition, 2001

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 22

A	B	C	D	E	FX
50.0	36.36	0.0	0.0	9.09	4.55

**Lecturer:**

**Date of the latest change:** 16.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KÚA FHI/MIE15100/15	<b>Title of course:</b> Accounting (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Active presence at lectures, solution of assignments, results of mid-term tests 30% Result of final written test 70%	
<b>Teaching results:</b> 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"> <li>- explain the purpose of accounting and its importance in system of economic information,</li> <li>- understand definitions of terms used in accounting and be able to identify specific issue in relation to them,</li> <li>- 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,</li> <li>- describe and apply the accounting procedure on simple case study.</li> </ul>	
<b>Indicative content:</b> 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.	
<b>Support literature:</b> 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.	
<b>Language whose command is required to complete the course:</b>	
<b>Notes:</b>	
<b>Assessment of courses</b>	

Total number of evaluated students: 13					
A	B	C	D	E	FX
30.77	23.08	23.08	7.69	15.38	0.0
<b>Lecturer:</b> Ing. Daša Mokošová, PhD.					
<b>Date of the latest change:</b> 17.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

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

**Assessment of courses**

Total number of evaluated students: 1

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

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

**Date of the latest change:** 17.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15135/16	<b>Title of course:</b> Active Sales (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay combined examination 60% of case studies, 20% of presentations, 20% of defending the chosen sales technique, resp. the chosen method to lead the business negotiation.	
<b>Teaching results:</b> The course has two objectives: make progress on attitudes towards customers in the course of a business negotiation; explain sales techniques, which are implemented by all marketing specialists. Knowledge and understanding. After completing this module, students should be able to: apply knowledge, skills and sales techniques, students will be asked to demonstrate the usage of sales techniques and to conduct sales negotiations, enabling them to develop skilly for domestic and international employers.	
<b>Indicative content:</b> Effective ways to influence attitudes and decisions of customers to achieve an increase in the volume of sales in ranges of products and services. Business negotiations as a specific form of negotiation leading to mutual agreement with the customer.	
<b>Support literature:</b> David, P. 2009. La négociation commerciale en pratique. Paris: Editions d'organisation, 2009, s: 242. ISBN 978-2-212-54542-5. Moulinier, R. 2006. Les techniques de la vente. Paris: Editions d'organisation, 2006, s. 316. ISBN2-7081-2919-8. Moulinier, R.2010. Tactiques de vente gagnants. Paris: Editions d'organisation, 2010, s.240. ISBN 978-2-212-54670-5. Vairez, R. 2007. Techniques de vente et management des vendeurs. Bruxelles: De Boeck. 2007, s.323. ISBN 978-2-8041-5302-1.	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 7	

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Andrej Přivara, PhD., PhDr. Rudolf Kucharčík, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					



## DESCRIPTION OF COURSE

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

<b>Support literature:</b>							
<b>Language whose command is required to complete the course:</b>							
<b>Notes:</b>							
<b>Assessment of courses</b>							
Total number of evaluated students: 0							
A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Lucia Lacko-Bartošová, PhD.							
<b>Date of the latest change:</b> 08.03.2017							
<b>Approved by:</b>							

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/ ABCE/15	<b>Title of course:</b> American Business Culture and Ethics
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> <ol style="list-style-type: none"> <li>1. Introductory lesson: overview and introduction to methodology, course proceedings, topics, evaluation and required readings + communication and soft skills training (empowered by CNAS)</li> <li>2. Strategic and financial planning – Theory and corporate model presentation</li> <li>3. Strategic and financial planning – Case Study</li> <li>4. Managing HR – Theory and corporate model presentation</li> <li>5. Managing HR – Case Study</li> <li>6. Managing Stakeholder and Governmental Relations – Theory and corporate model presentation</li> <li>7. Managing Stakeholder and Governmental Relations – Case Study</li> <li>8. Marketing and PR – Theory and corporate model presentation</li> <li>9. Marketing and PR – Case Study</li> <li>10. Business Ethics and CSR – Theory and corporate model presentation</li> <li>11. Business Ethics and CSR – Case Study</li> <li>12. Wrap-up Lecture: evaluation of the course, concluding remarks, extra information/suggested further readings, students bring and hand-in their printed-out essays, final consultation for students / Possible Extras: Further soft skills trainings, job or internship offer presentations</li> </ol>	
<b>Support literature:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Soros, George: Bublina americkej nadvlády. Ako napraviť zneužitie americkej sily. Bratislava, Kalligram, 2004</li> <li><input type="checkbox"/> Novak, Michael: Duch demokratickeho kapitalizmu. Praha, Občanský institut 1992</li> <li><input type="checkbox"/> Rybáčková, Jiřina: Svět zvaný Amerika. Praha, Epoque, 2004</li> </ul>	
<b>Language whose command is required to complete the course:</b>	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 23	

A	B	C	D	E	FX	np	p
60.87	34.78	4.35	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>							
<b>Date of the latest change:</b> 16.02.2017							
<b>Approved by:</b>							

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/AS/15	<b>Title of course:</b> American Society
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> 1) Introductory session 2) Historical background, origins and evolution of American society 1 3) Historical background, origins and evolution of American society 2 4) Sociological overview and grounding values of the American society 5) Cultural aspects of societies' evolution 6) Democracy as a phenomenon in North America 7) American politics and politicians 8) Where Canada meets the US and visa versa: similarities and differences 9) Relations with European societies and Transatlantic Trends 10) Dominant figures and main current intellectuals shaping today's American societies 11) Main challenges for American society in the 21st century 12) Review session 13) Debrief and evaluation session	
<b>Support literature:</b> 1. Bellah, Robert – Madsen, Richard - Sullivan, William – Swidler, Ann – Tipton, Steven M.: Habits of the Heart. Individualism and Commitment in American Life. 2. de Tocqueville, Alexis: O demokracii v Amerike, Kalligram 2006 3. Kohut, Andrew. – Stokes, Bruce.: Amerika proti svetú. V čom je iná a prečo ju nemajú radi. Bratislava, SLOVART 2006 4. Lévy, Bernard-Henri: Americká závrať. Praha, Host 2006. 5. McKay, David H.: American politics and society. Chichester, U.K. ; Malden, MA : Wiley-Blackwell 2009 6. Ravitch, Diane: The American Reader. Words that Moved a Nation. New York, Harper Collins 2000. 7. Rybáčková, Jiřina: Svět zvaný Amerika. Praha, EPOCHA 2004.	
<b>Language whose command is required to complete the course:</b>	
<b>Notes:</b>	

**Assessment of courses**

Total number of evaluated students: 26

A	B	C	D	E	FX
69.23	19.23	0.0	7.69	0.0	3.85

**Lecturer:****Date of the latest change:** 16.02.2017**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KF NHF/NNB15801/16	<b>Title of course:</b> Analysis and prognosis in finance
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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	
<b>Teaching results:</b> 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	
<b>Indicative content:</b> Indicative content:	

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

**Support literature:**

Support literature:

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

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

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

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

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

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 29

A	B	C	D	E	FX
3.45	6.9	27.59	10.34	51.72	0.0

**Lecturer:** prof. Ing. Pavol Ochotnický, CSc., Ing. Martin Alexy, PhD.

**Date of the latest change:** 08.03.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPF FPM/MME15013/15	<b>Title of course:</b> Analysis of Financial Markets (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay preliminary tests combined examination Zápočet 40%, exam 60%	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> Content of course are informations about financial markets, and their segments, financial instruments, their values and prices, yealds and risk, institutions which are intermeidiaqres in their implementation of the main tasks of the financial manager of th company.	
<b>Support literature:</b> 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	
<b>Language whose command is required to complete the course:</b>	

**Notes:**

**Assessment of courses**

Total number of evaluated students: 12

A	B	C	D	E	FX
8.33	25.0	16.67	16.67	25.0	8.33

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMEVaHD FMV/ VVA15049/16		<b>Title of course:</b> Banking in European Union (in English language)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 2					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> I., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b> MISHKIN: ECONOMY OF MONEY, BANKING AND FINANCIAL MARKET GOUGE: SHORT HISTORY OF MONEY AND BANKING					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 4					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Eva Jančíková, PhD.					
<b>Date of the latest change:</b> 20.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KOP OF/MOE15001/16	<b>Title of course:</b> Basic of Law (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b> 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	
<b>Indicative content:</b> 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.	
<b>Support literature:</b> Primary: SABO, M. - HOLUB, D.: (2010) Základy práva pre ekonómov, Bratislava, IURA EDITION, 2010. 422 s., ISBN 978 8078-359-4, Recommended: KNAPP, V.: (1995) Teórie práva, Praha C.H. Beck, 1995, 247 s., ISBN 8071790281	
<b>Language whose command is required to complete the course:</b>	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 15	

A	B	C	D	E	FX
20.0	33.33	20.0	6.67	13.33	6.67
<b>Lecturer:</b> JUDr. Mgr. Ján Mišura, PhD., JUDr. Ing. Martin Winkler, PhD.					
<b>Date of the latest change:</b> 14.03.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPH FPM/ MMC15211/16	<b>Title of course:</b> Business Controlling (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> preliminary tests other (specify): samostatné vypracovanie prípadovej štúdie z podniku written examination The three elements: <ul style="list-style-type: none"> <li>• 20 % mid-term exam – passing successfully during semester</li> <li>• 30% team work (with 3 students) - elaboration of a proposal of case study for month accounting period (current data from an enterprise)</li> <li>• 50% final exam – 2 hour at the end of course – evaluation of outputs a) till h)</li> </ul>	
<b>Teaching results:</b> o prepare graduates of the Faculty to realize activities in the area of controlling and in broader sense for a position of manager with detailed knowledge so that they would be able to use controlling tools responsibly and adequately to situation of the enterprise for decision making. Knowledge and understanding. After studying this model, you should be able to: <ol style="list-style-type: none"> <li>a) Apply theoretical knowledge creatively and understand the position of controlling and controller in management and decision making of the enterprise.</li> <li>b) Understand conceptions, functions and tasks of the strategic and operative controlling.</li> <li>c) Understand and evaluate effectiveness of the controlling tools and their mutual relations.</li> <li>d) Appreciate the transparency of cost and revenue flow in the enterprise and internal units of the enterprise.</li> <li>e) 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.</li> <li>f) Appreciate the relevancy of information in controlling reports for management.</li> <li>g) Make decisions about production on the basis of tools: direct costing and managerial income statement.</li> <li>h) Apply skills in the elaboration of recommendations during negative development of economic indicators in enterprise</li> </ol> Skills, facilities and attributes. After finishing of the study this model, you should be able to: a) 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.	

- b) Individually or as a team create a case study to apply the controlling tools and relevant information from an enterprise and interpret results
- c) State reasons of possible deviation of actual data from the plan and recommend relevant measures to eliminate them.
- d) 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.
- e) 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:**

Theoretical definition of the Corporate Controlling; strategic and operative controlling; controlling tools; managerial reporting; partial controlling.

**Support literature:**

Základná literatúra:

1. ESCHENBACH, R. a kol. 2004: Controlling, Praha: ASPI Publishing, 2004, ISBN 80-7357-035-1.
2. FOLTÍNOVÁ, A., DUBCOVÁ, G.: Podnikový controlling, edičný plán 2014
3. FOLTÍNOVÁ, A., DUBCOVÁ, G.: Podnikový controlling: príklady a prípadové štúdie. 1. vyd. Bratislava: Sprint 2, 2012. ISBN 978-80-89393-72-5.

Odporúčaná literatúra:

1. GARISON, R.H. - NOREEN, E. - BREVER, P. C.: Managerial Accounting. 13th Edition, McGraw-Hill Irwin, 2010, ISBN 978- 0-0733-796-1
2. FIBÍROVÁ, J. - ŠOLJAKOVÁ, L. - WAGNER, J.: Nákladové a manažerské účtovníctví. Praha, ASPI. 2007 978-80-7357-299-0
- KRÁL. B. & kol. Manažerské účtovníctví. Praha. Management Press, 2010. ISBN 978-80-7261-217-8.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 19

A	B	C	D	E	FX
5.26	26.32	42.11	15.79	5.26	5.26

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPH FPM/ MMC15092/15	<b>Title of course:</b> Business Economics (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work preliminary tests written examination <ul style="list-style-type: none"> <li>• 20 % - Case studies and examples prepared in groups or individually.</li> <li>• 40 % (min. 20 %) – 1. part of exam – intermediate test – evaluation of knowledge about entrepreneurship short case study solution.</li> <li>• 40 % (min. 20 %) – 2. part of exam – final test</li> </ul>	
<b>Teaching results:</b> To provide basic knowledge about factors of production, transformation process, costs and expenses and business results. Knowledge and understanding: <ul style="list-style-type: none"> <li>• To recognize enterprise transformation process, enterprise production factors and enterprise value process.</li> <li>• To create basic business analysis in the area of human resources, enterprise assets, costs and enterprise activities.</li> <li>• To propose solutions and promote deductions or proposals for the increase of effectiveness of business activities.</li> </ul> Skills, features and attributes: <ul style="list-style-type: none"> <li>• to select suitable indicators for the measurement of enterprise activity effectiveness</li> <li>• to interpret achieved results</li> <li>• critically evaluate enterprise process and propose solutions for its improvement.</li> </ul>	
<b>Indicative content:</b> Production and production factors, labour as an elementary production factor, property, short-term assets. Use of investment property. Origin of costs. Costs and expenses. Transformation process within the enterprise. Material economy. Production economy. Sales economy. Business results.	
<b>Support literature:</b> MAJTÁN, S. a kol. 2012. Podnikové hospodárstvo. Bratislava : Sprint, 2012. MAJDÚCHOVÁ, H. - NEUMANNOVÁ, A. 2010. Podnikové hospodárstvo pre manažérov. Bratislava : Iura Edition, 2010.	



MAJDÚCHOVÁ, H. a kol. 2012. Podnikové hospodárstvo – praktické príklady a prípadové štúdie. Bratislava : Iura Edition, 2012.

MAJDÚCHOVÁ, H. a kol. 2014. Podnikové hospodárstvo – praktické príklady a prípadové štúdie. Bratislava : Iura Edition, 2014.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 32

A	B	C	D	E	FX
6.25	40.63	21.88	25.0	6.25	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KPH FPM/ MMC15151/16		<b>Title of course:</b> Business Ethics (in English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 6					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> Assessment: seminary credit (40 percent) and final exam (60 percent) Preliminary Assessment (e. g. exams, research projects, etc.): team projects, case studies, exams Final Assessment (e. g. exams, research projects, etc.): final exam					
<b>Teaching results:</b>					
<b>Indicative content:</b> <ul style="list-style-type: none"> <li>• Familiarization with the basic ethical principles, values and their application in business practice</li> <li>• Ethics minimum – legislative basis in the SR and abroad</li> <li>• Structuralization of ethics in business practice and its stakeholders</li> <li>• Stakeholder theory and implementation of the ethics institutionalisation</li> <li>• Ethics of subjects of entrepreneurial environment • Topics of ethics in the international business.</li> </ul>					
<b>Support literature:</b> BOYLAN, M.: Business Ethics. Wiley-Blackwell, Hoboken, 2013. ISBN 978-1-118-49474-5. JENNINGS, M.: Business ethics: case studies and selected readings. Cengage Learning, Stamford, 2012. ISBN 978-05-384-7353-8. WOERMANN, M.: On the (Im)Possibility of Business Ethics. Critical Complexity, Deconstruction, and Implications for Understanding the Ethics of Business. Springer, New York, 2013. ISBN 978-94-007-5130-9.					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 47					
A	B	C	D	E	FX
2.13	21.28	34.04	31.91	10.64	0.0
<b>Lecturer:</b> doc. Ing. Mgr. Gabriela Dubcová, PhD.					
<b>Date of the latest change:</b> 22.02.2017					

**Approved by:**

## DESCRIPTION OF COURSE

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

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

**Support literature:**

KOKLES, Mojmir - ROMANOVA', Anita. Informacny system podniku. Bratislava : Vydavatelstvo EKONOM, 2007. ISBN 978-80-225-2286-1.

ROMANOVA', Anita. Manazment informacnych systemov. Bratislava : Vydavatelstvo EKONOM, 2007. ISBN 978-80-225-2321-9.

VORISIK, J.: Strategické rizení informacnich systemu a systemová integrace. Praha : Management Press, 1997.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 21

A	B	C	D	E	FX
42.86	19.05	28.57	4.76	0.0	4.76

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 17

A	B	C	D	E	FX
58.82	11.76	11.76	17.65	0.0	0.0

**Lecturer:**

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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



**Indicative content:**

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

**Support literature:**

Support literature:

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

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

Total number of evaluated students: 0

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

**Lecturer:** doc. Ing. Jana Mikóczyová, PhD., Ing. Alena Bašová, PhD., Ing. Kristína Jančovičová Bognárová, PhD., Ing. František Hocman, PhD., Ing. Marek Niňaj, PhD.**Date of the latest change:** 08.03.2017**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15133/16	<b>Title of course:</b> Case Studies in Marketing (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination Seminars: 100% of which: - activity on seminars: 10 % - semester test result: 20 % - interim verification of knowledge: 10 % Result of the final written examination: 60%	
<b>Teaching results:</b> The subject consists of marketing case studies of different sized companies which are established on the B to C as well as the B to B market. Their solutions lead to creation of marketing strategies and formulating marketing policies. Case studies concern application of marketing terminology, marketing tool which are used in various stages of a marketing approach, relation of strategy and policy, analysis of needs, marketing mix tools and budget creation. They require oral presentation of solution results, elaboration of a written report, critical analysis of strategic and operative marketing tools. Knowledge and understanding: Basic knowledge of marketing solutions market situations BtoC and BtoB. Engine. Understand the principles of marketing approach. Understand the factors affecting the marketing process in the company. Practical skills: Ability to apply theoretical knowledge to specific examples. Baseline analysis, devise a strategy and solution marketing problems. Competences: Control terminology. Ability and capacity to participate actively in the work of the team solving the marketing problem. Find creative solutions posed problems. To understand the marketing issues and current trends in the marketplace.	
<b>Indicative content:</b> Methodology the case study of marketing. Specifics of the French marketing. Terminology. Environment and market. Market analysis. Enterprise and market. Analysis of the situation on the market. Market segmentation study B to C. Politics product. New product. Distribution policy. Communication policy. Market share. Analysis of the marketing mix. Change strategy.	
<b>Support literature:</b>	

KOTLER, P., KELLER, K, MANCEAU, D. (2012). Marketing Management. 14e édition. Pearson: Paris, 2012. 912 s. 978-2744076237  
Moinet, F. (2010). Vente directe&circuits courts. Paris: France Agricole, 2010, 404 s. ISBN 978-285557-174-4.  
DARPY, D. (2012). Comportements du consommateur. Paris: Dunod, 2012, 372 s. ISBN 987-2-10-057724.

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

French

**Notes:**

**Assessment of courses**

Total number of evaluated students: 28

A	B	C	D	E	FX
89.29	0.0	7.14	3.57	0.0	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15153/15	<b>Title of course:</b> Change Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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 %	
<b>Teaching results:</b> - 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	
<b>Indicative content:</b> 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 moj syr? Úzasný spoj, ako sa vyrovnat so zmenami vo svojej práci a svojom živote. Citadella, 2012

3. Kotter, J. P.: Vedení procesu zmeny. Management Press, Praha 2000

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

5. Kotter, J. P. – Rathberger, H.: Nás l adovec sa roztápa. Ako prezít a uspít 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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 11

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

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15136/16	<b>Title of course:</b> Cognitive Psychology (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay written examination Activity in seminars 30% Project preparation and presentation 10% Exam: 40 %	
<b>Teaching results:</b> Comprehension of the basics of cognitive psychology. Creating a linkage between theoretical and practical aspects of cognitive psychology and marketing practice. Comprehension of the concept of cognitive psychology and its place within psychology as a scientific discipline. Ability to apply the principles of cognitive psychology as an effective tool of sales and marketing.	
<b>Indicative content:</b> Creating a linkage between theoretical and practical aspects of cognitive psychology and marketing practice.	
<b>Support literature:</b> LIEURY, A. 2013. Manuel visuel de la psychologie cognitive. 3eme édition, Dunod. 2013. 448 p. ISBN: 9782100587773 LEGER, L. 2012. Mini manuel de psychologie cognitive. 1ere édition, Dunod. 2012. 184 p. ISBN: 9782100572786 LIEURY, A. 2011. Psychologie cognitive – en 35 fiches. 1ere édition, Dunod. 2009. 176 p. ISBN: 9782100566570 FENOUILLET, F. 2012. Les théories de la motivation. 1ere édition, Dunod. 2012. 238 p. ISBN: 9782100570768	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b>	

Total number of evaluated students: 6					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Zuzana Okasová					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMr OF/OOA15109/15		<b>Title of course:</b> Commercial Project Management (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> individual work combined examination 70% exam, 30% students' presentations					
<b>Teaching results:</b> Course objectives: to adopt a structured approach to the market, to provide students with adequate tools based on solving a case study, create professional documents related to the business project. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and tools making business projects in different types of markets, enabling them to develop skills for domestic and international employers.					
<b>Indicative content:</b> Theoretical and practical aspects of a structured approach to the market. Creating a business project.					
<b>Support literature:</b> Des Lauriers, T., Chéreau, F. 2009. Manager un projet. Paris: Consulting, 2009, 47 s. ISBN 291460690X. Chapus – Gilbert, V., Gautier, E., Cousin – Bernard, M. 2010. Manager par projet. Paris: Nathan-scolaire, 2010, 216s. ISBN 10-2091610178. Moine, J.-Y. 2010. Le pilotage de portefeuille de projets. Paris: Afnor, 2010, 96 s. ISBN 978-2-12-465253-2					
<b>Language whose command is required to complete the course:</b> French					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 10					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 22.02.2017					



**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15104/15	<b>Title of course:</b> Commercial action plan (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay written examination 60% solution of case studies, 20% presentations, 20% argumentation of selected merchandising techniques, respectively developing a business plan.	
<b>Teaching results:</b> The course has two objectives: to advance approaches to developing a business plan; explain merchandising as one of the most important instrument of the retailer. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and techniques of prepare a business plan and marketing, students will be asked to demonstrate the use merchandising techniques that enable them to develop skills for national and international employers.	
<b>Indicative content:</b> New knowledge and tools sales planning in the context of a customer-focused marketing. Merchandising application in practice.	
<b>Support literature:</b> Camus, B. 2005. Plan d'actions commerciales. Paris : Editions d'organisation, 2005, 146 s. ISBN 2 -7081-3223-7. Py,P. 2006. Le plan d'actions commerciales du vendeur. Paris: Editions d'organisation,2006, 254 s. ISBN 2-7081-3628-3. Fady, A., Renaudin, V., Vyt, D. 2007. Le merchandising. Paris:Vuibert. 2007, 209 s. ISBN 978-2-7117-7542-2. Wellhoff, A., Masson, J.-M. 2005 Le merchandising. Paris: Dunod. 2005, 341 s. ISBN 978-2-10-048902-2.	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 9	

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Pavol Kita, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMO OF/OOB15001/17	<b>Title of course:</b> Communication across Cultures (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work other (specify):teamwork 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	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> Introduction to communication across cultures Verbal and non-verbal communication Survey/Self-assessment	
<b>Support literature:</b> 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	
<b>Language whose command is required to complete the course:</b>	
<b>Notes:</b>	
<b>Assessment of courses</b>	

Total number of evaluated students: 2					
A	B	C	D	E	FX
0.0	100.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15024/15	<b>Title of course:</b> Communication in Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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%.	
<b>Teaching results:</b> 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).	
<b>Indicative content:</b> 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:**

Povinná:

-SZARKOVÁ, M.: Komunikácia v manažmente. Bratislava: EKONÓM, 2011. ISBN 978-80-225-3251-8.

-DE VITO, J. A.: Základy mezilidské komunikace. Praha: Grada publishing, a. s., 2008. ISBN 978-247-2018-0.

Odporúčaná:

-NOVÝ, I., Schroll-Machl, S. a kol.: Interkulturní komunikace v řízení a podnikání. Praha: Manangement Press, 2001.

-KHELEROVÁ, V.: Komunikacní dovednosti manažéra. Praha: GRADA Publishing, 1995. ISBN 80-7169-223-9.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 27

A	B	C	D	E	FX
40.74	40.74	11.11	3.7	3.7	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KM OF/OOA15127/16		<b>Title of course:</b> Consumer Behaviour (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> individual work written examination 70% exam, 30% students' presentations					
<b>Teaching results:</b> The course has two objectives: to identify the basic components of consumer buying behavior, analyze the factors, criteria and decision-making rules. The main part of the course is devoted to the process and the model of purchasing decision making with regards to their use in marketing. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and techniques to identify characteristics of consumer behavior; students will be asked to demonstrate the use of techniques for identifying consumer decision making, enabling them to develop skills for domestic and international employers.					
<b>Indicative content:</b> Concepts and theories enabling a better understanding and to explain consumer behavior.					
<b>Support literature:</b> DARPY, D. 2012. Comportements du consommateur. Paris: Dunod, 2012, 372 s. ISBN 987-2-10-057724. VOLLE, P., DARPY, D. 2007. Comportements du consommateurs, 2007, 370 s. ISBN 978-2-10-049807-9. BRÉE, J. 2012. Le comportement du consommateur. Paris: Dunod, 2012, 128s. ISBN 978-2-10-058525-0.					
<b>Language whose command is required to complete the course:</b> French					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 16					
A	B	C	D	E	FX
6.25	25.0	50.0	18.75	0.0	0.0
<b>Lecturer:</b> prof. Ing. Jaroslav Kita, CSc.					
<b>Date of the latest change:</b> 22.02.2017					



**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMPV FMV/ VVB15025/15		<b>Title of course:</b> Contemporary Latin America (in Spanish)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 2					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 14					
A	B	C	D	E	FX
92.86	7.14	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Mgr. Samuel Goda, PhD.					
<b>Date of the latest change:</b> 20.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15113/15	<b>Title of course:</b> Control (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay combined examination Seminar paper 15% Semester written exam 25% Final written exam 50% Final oral exam 10%	
<b>Teaching results:</b> 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. <b>Knowledge:</b> 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. <b>Skills:</b> Analyzing of control systems and control processes in real companies and organizations.	
<b>Indicative content:</b> 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:

KRÁČMAR, J. - ORAVSKÝ, P. - ZIMMERHAKL, P. Kontrola. Bratislava : Ekonóm, 2006.

KRÁČMAR, J. a kol. Kontrola : Praktikum. Bratislava : Ekonóm, 2007.

Odporúčaná literatúra:

VÉPYOVÁ, M. Kontrola a audit. Bratislava : Sprint vfra, 2005. DVORÁČEK, J. Interní audit a kontrola. Praha : C. H. Beck, 2003. LICHO, T. Kontrola v spoločnosti. Bratislava : Iris, 2003.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 11

A	B	C	D	E	FX
18.18	27.27	9.09	27.27	18.18	0.0

**Lecturer:** doc. Ing. Juraj Mišún, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPF FPM/MME15055/15	<b>Title of course:</b> Corporate Finance (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> written essay preliminary tests other (specify): vypracovanie domácich úloh written examination The students work on exercises during the semester: 30% of the final written test 24% and 6% activity. Written exam: 70%, including 4 open theoretical questions, each of which focuses on a different area of corporate financial management account for 50%, 20% problem solving.	
<b>Teaching results:</b> To give students both knowledge and methods helping them to orientate in the financial management of companies' questions. After completed subject Corporate Finance students will be able to understand the basic areas of financial management in every organizations. Based on the acquired knowledge will be able to analyze financial sources of organization. In case of additional need they will be able to suggest the possibility of obtaining of this sources, when it will be the most effective for organization. This situation will be the most effective from the point of view the cost of acquisition of funding sources and efforts to minimize this one. Except to traditional standard sources of funding the students will be able to propose also funding through alternative funding sources. In case of new investments of organisation student is able to analyze suitability and profitability of projects for organisation through multiple methods of evaluation of investment projects. Within the scope of this subject the student obtain also basic knowledges in the field of financial analysis and financial planning of organisation. This knowledges are necessary for the completing similar subjects in the future. Current issue is undoubtedly the solution of crisis management and business termination. Within this area the students will basic procedures in field of crisis management.	
<b>Indicative content:</b> Financial management, categories of financial management, financial goals, equity and debt obtaining, financial support forms, optimization of financial and capital structures, long-term and short-term capital allocation, value of a company, financial relations with foreign countries, basics of financial planning and financial analysis, financial management of a company under specific conditions, development of corporate finance as a science.	
<b>Support literature:</b>	

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KPF FPM/MME15043/15		<b>Title of course:</b> Corporate Financial Analysis (in English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> I., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> preliminary tests written examination midterm test throughout the semester 10% final test 30% exam (test) 60%					
<b>Teaching results:</b> 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.					
<b>Indicative content:</b> The concept of the course considers with dividing of company results into the summary and partial. Financial analysis as a basis for analysis of the aggregate results. Financial analysis "ex post" and "ex ante". Impact of IAS/IFRS standards on the financial analysis of the company.					
<b>Support literature:</b> ZALAI, K. a kol. Finančno-ekonomická analýza podniku. 8. vydanie. Bratislava : Sprint, 2013.					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 19					
A	B	C	D	E	FX
0.0	15.79	26.32	10.53	42.11	5.26
<b>Lecturer:</b> Ing. Daniela Tučníková, PhD.					
<b>Date of the latest change:</b> 22.02.2017					

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15263/15	<b>Title of course:</b> Corporate Governance (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> written essay written examination activity, discussion 10% seminar work 20 Written Exam 70%	
<b>Teaching results:</b> Know the ability to navigate in the annual reports, knowledge about the functioning of the administration, the ability to understand the meaning of ethics and social responsibility in business. Knowledge of: - The principle of operation of a capital company, and its administrative, -structure of corporate governance - Models management company - The role of business administration, - Principles, norms and principles of adequate corporate governance and social responsibility in accordance with the requirements of the OECD and the European Union skills: - Participate in drafting the annual report - Able to navigate adequate legal standards - Development of legal consciousness, - Navigate through documents administrations - The establishment's seen conceptually in line with economic, environmental and ethical requirements	
<b>Indicative content:</b> Provide an overview of the theoretical and methodological knowledge of the adoption process of corporate governance and social responsibility. Clarify the basic processes of standardization institutes and the business environment in particular in the EU.	
<b>Support literature:</b> Základná literatúra: 1. HUCĀKA M.- MALÝ M .- OKRUHLICA F.: Správa spoločnosti, Kernberg Publishing, Praha 2007. ISBN 978-80-903962-0-3	

2.KLÍROVÁ J.: Corporate governance, Management Press, Praha 2001 ISBN 80-7261-052-X  
3. PORVAZNÍK J. a kol.: Spoločenská zodpovednosť organizácii – Corporate social responsibility, Ekonóm, Bratislava 2008 ISBN 978-80-225-2622-7

4.PAVLÍK, M.- BELČÍK M. a kol.: Společenská odpovědnost organizace, Grada Publishing, Praha 2010 ISBN 978-80-247-3157-5

Doplňková literatúra:

1. Zjednotený kódex pre správu podniku, www.ineko.sk

2.KISLINGEROVÁ ,E.- NOVÝ I. a kol.: Chování podniku v globalizujícím se prostředí C.H.Beck, 2005, Praha ISBN 80-7179-8479

3. Princípy OECD pre správu podniku, www. oecd.com

4. HUCKA M.- KISLINGEROVÁ ,E .- MALÝ M. a kol.: Vývojové tendencie veľkých podniků C.H.Beck, 2011, Praha ISBN 978-80-7400-198-7

**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. Dr. Ing. Sujit Chaudhuri, CSc.

**Date of the latest change:** 24.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> ÚMP-Z/UMV002S/16		<b>Title of course:</b> Corporate Responsibility in Practice (en English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 6					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 73					
A	B	C	D	E	FX
30.14	24.66	26.03	13.7	1.37	4.11
<b>Lecturer:</b> doc. Ing. Mgr. Gabriela Dubcová, PhD.					
<b>Date of the latest change:</b> 24.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> ÚMP-Z/UMV002W/16		<b>Title of course:</b> Corporate Responsibility in Practice (en English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 6					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 35					
A	B	C	D	E	FX
65.71	28.57	0.0	5.71	0.0	0.0
<b>Lecturer:</b> doc. Ing. Mgr. Gabriela Dubcová, PhD.					
<b>Date of the latest change:</b> 24.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPH FPM/ MMC15033/15	<b>Title of course:</b> Cost Controlling (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work preliminary tests other (specify): samostatné vypracovanie prípadovej štúdie written examination 3 parts: <ul style="list-style-type: none"> <li>• 35 % continuous assesment test – successful passing the test during semester</li> <li>• 15% individual work –budgeting and cost case study creation, elaboration and presentation</li> <li>• 50 % - written final exam at the end of the module – evaluates a) – i) outputs</li> </ul>	
<b>Teaching results:</b> 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. <b>Knowledge and understanding level:</b> <ul style="list-style-type: none"> <li>• The ability to recognize concepts, theories and frameworks of cost accounting and understand them.</li> <li>• Understand various costing techniques and budget creations techniques.</li> <li>• Understand the role of cost accounting in the business process.</li> <li>• Formulation of a critical understanding of the issues associated with the application of cost accounting tools.</li> <li>• Demonstrate the ability to recognize and solve tasks arising from the use of tools - budgets and costing in business.</li> </ul> <b>Practical skills:</b> <ul style="list-style-type: none"> <li>• Demonstrate skills in using of the cost accounting tools.</li> <li>• Demonstrate creativity in the application and synthesis of know how associated with cost tasks.</li> <li>• Demonstrate the ability to obtain relevant information on the cost and performance of enterprise from the company information systems.</li> <li>• Formulate and justify findings to the relevant subjects.</li> </ul> <b>Competences:</b> <ul style="list-style-type: none"> <li>• Ability to handle tasks related to cost management through cost accounting tools.</li> <li>• Provide relevant information for the cost management.</li> </ul>	

- To interpret the results of calculations and designs obtained applying the tools of cost accounting.
- Take decisions on cost management.

**Indicative content:**

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

**Support literature:**

Základná literatúra:

1. FOLTÍNOVÁ, A. a kolektív: Nákladový controlling. Bratislava: Iura Edition 2011. ISBN 978-80-8078-425-6

2. FOLTÍNOVÁ, A. a kolektív: Nákladový controlling: Príklady a prípadové štúdie. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-366-2.

Odporúčaná literatúra:

1. SERINA, P., TÓTH, M. Strategické riadenie nákladov. Vybrané problémy. Bratislava: Vydavateľstvo EKONÓM, 2009. ISBN 978-80-225-2682-1.

2. KRÁL, B. & kol. Manažerské účtovníctví. Praha. Management Press, 2010. ISBN 978-80-7261-217-8.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 13

A	B	C	D	E	FX
53.85	23.08	23.08	0.0	0.0	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15252/15	<b>Title of course:</b> Development of Managerial Skills (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work project written examination Course evaluation: · Individual and team assignments 25% · Final research project 15% · Written exam 60% · Total: 100%	
<b>Teaching results:</b> <ul style="list-style-type: none"> <li>• To identify the students' management skills level as the base for the discussion on their future development.</li> <li>• 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,</li> <li>• 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.</li> <li>• To confirm the right using of gained managerial knowledge and skills through practice and application in business organization.</li> </ul> <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• On testing and evaluating the level of student's management skills.</li> <li>• 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.</li> <li>• On analytical skills: how to analyse the skills in various situation.</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• First step development of the analytical skills: to develop the students' abilities to identify the management skills.</li> <li>• To identify the problems in the process of using management skills and to develop alternatives for their solving.</li> </ul>	

• 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:**

The course Development of Management Skills is focused on studying the relevant knowledge and practical development of management skills, namely: personal skills, interpersonal skills and group skills.

**Support literature:**

Základná literatúra:

Templar, R. a Jay, R.: Velká kniha manažérských dovedností. Grada Publishing, Praha 2006. ISBN: 978-80-247-1279-6.

Odporúčaná literatúra:

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

McConnon, S, a McConnon, M.: Jak řešit konflikt na pracovišti. Grada Publishing. Praha 2009. ISBN: 978-80-247-3003-5

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 21

A	B	C	D	E	FX
71.43	9.52	9.52	9.52	0.0	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> ÚMP-Z/UMV001S/16		<b>Title of course:</b> Diplomacy in Practice (en English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> none					
<b>Teaching results:</b> Main goal is to provide the students with 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. Participants acquaint themselves not only with foreign policy aims and instruments, but also with the particular aims of the diplomatic missions of various countries and international organizations accredited in the Slovak Republic. Due to its content and approach, the course represents a valuable supplement to students' majors.					
<b>Indicative content:</b> Interactive presentations of respective ambassadors on topics related to current scalding issues in international relations and their homelands + moderated discussions					
<b>Support literature:</b> Kissinger, Henry. 1994. Diplomacy. New York: Simon & Schuster. ISBN: 978-0671510992.					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b> Lecturers of the course are ambassadors accredited in the Slovak Republic, representatives of international organizations and the Ministry of Foreign and European Affairs of the Slovak Republic.					
<b>Assessment of courses</b> Total number of evaluated students: 66					
A	B	C	D	E	FX
66.67	24.24	6.06	1.52	1.52	0.0
<b>Lecturer:</b> doc. Mgr. Boris Mattoš, PhD.					
<b>Date of the latest change:</b> 24.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> ÚMP-Z/UMV001W/16		<b>Title of course:</b> Diplomacy in Practice (en English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> none					
<b>Teaching results:</b> Main goal is to provide the students with 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. Participants acquaint themselves not only with foreign policy aims and instruments, but also with the particular aims of the diplomatic missions of various countries and international organizations accredited in the Slovak Republic. Due to its content and approach, the course represents a valuable supplement to students' majors.					
<b>Indicative content:</b> Interactive presentations of respective ambassadors on topics related to current scalding issues in international relations and their homelands + moderated discussions					
<b>Support literature:</b> Kissinger, Henry. 1994. Diplomacy. New York: Simon & Schuster. ISBN: 978-0671510992.					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b> Lecturers of the course are ambassadors accredited in the Slovak Republic, representatives of international organizations and the Ministry of Foreign and European Affairs of the Slovak Republic.					
<b>Assessment of courses</b> Total number of evaluated students: 64					
A	B	C	D	E	FX
56.25	28.13	7.81	1.56	0.0	6.25
<b>Lecturer:</b> doc. Mgr. Boris Mattoš, PhD.					
<b>Date of the latest change:</b> 24.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMEVaHD FMV/ VVA15210/17	<b>Title of course:</b> Diplomatic Protocol (in Russian Language)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project written exam	
<b>Teaching results:</b>	
<b>Indicative content:</b> 1. domestic and foreign state authorities for diplomatic relations 2. diplomatic privileges and immunities 3. protocol preferential order in diplomatic practice 4. Protocol principles and rules in the Slovak Republic 5. State symbols in diplomatic practice 6. Correspondence in diplomatic practice 7. social events in diplomatic practice 8. Selected issues of diplomatic practice 9. Excursion at the premises of the selected institution	
<b>Support literature:</b> MATTOŠ, B.: Diplomatický protokol Slovenskej republiky. Bratislava: Vydavateľstvo EKONÓM 2010. ISBN 978-80-225-3145-0. TÓTH, L.: Diplomatický protokol. Bratislava: Vydavateľstvo EKONÓM 2004. ISBN 80-225-1866-2 BARSTON, R. P. 2006. Modern diplomacy. Harlow : Pearson Longman, 2006. ISBN-13: 978-1-4058-12-1-6. McCaffree, M. J. – Innis, P. 1985. Protocol – The Complete Handbook of Diplomatic, Official and Social Usage. Washington D. C. : Devon Publishing Company Inc., 1985. 414 s. ISBN 0-941402-04-5. Wood, J.R. – Serres, J. Ch. 1970. Diplomatic Ceremonial and Protocol: Principles, Procedures and Practices. New York : Columbia University Press, 1970.	
<b>Language whose command is required to complete the course:</b> russian	
<b>Notes:</b>	

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** JUDr. Peter Rusiňák, PhD.**Date of the latest change:** 21.02.2017**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15105/15	<b>Title of course:</b> Direct and indirect sales (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay written examination 70% exam 30% student presentations	
<b>Teaching results:</b> Subject pursues the objectives: to understand the structure of distribution channels, the state of relations between distributors and manufacturers and their development, performance measurement tools to handle direct and indirect sales. The main part of the course is devoted to case studies from the field of typology distribution channels. Knowledge and understanding. After graduating this module, students should be able to: apply the knowledge, skills and approaches to the selection of distribution channels, enabling them to develop skills for national and international employers.	
<b>Indicative content:</b> Structure of direct and indirect distribution channels and their specifications.	
<b>Support literature:</b> Moinet, F. 2010. Vente directe&circuits courts. Paris: France Agricole, 2010, 404 s. ISBN 978-285557-174-4. Dioux, J., Dupuis, M. 2005. La distribution – stratégies des groupes et marketing des enseignes. Paris: Pearson Education, 2005, 526 s. ISBN 2-10050672-2-526. Desmet, P. 2001. Marketing direct.concepts et méthodes, 2001, 376 s. ISBN 979-2-1000-7395-5. Vernet, E. 2008. L'essentiel du marketing – marketing fondamental, 2008, 384 s. ISBN 221-2-54148-1.	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 10	

A	B	C	D	E	FX
30.0	30.0	30.0	0.0	10.0	0.0
<b>Lecturer:</b> Ing. Patrícia Kollár					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

Total number of evaluated students: 14					
A	B	C	D	E	FX
42.86	42.86	14.29	0.0	0.0	0.0
<b>Lecturer:</b> prof. Ing. Jaroslav Kita, CSc., doc. Ing. Pavol Kita, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM OF/OOA15125/16	<b>Title of course:</b> Distribution Systems and Logistics (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b> KM OF/MOA15008/16	
<b>Requirements to complete the course:</b> The maximum number of points for each activity is 100 points. - Full-time study - Seminars: 20%, including active participation in seminars, processing of semestrial project and presentation: 50%, successful completion of semestrial test: 50%; written exam: 80% - Part-time study - active participation in consultations: 20%, written exam: 80%. Condition for participation in the examination is to achieve at least 51% active participation in consultations.	
<b>Teaching results:</b> Understand the importance of distribution as a key element of the marketing mix. Gain knowledge of the basic terms used in the processes of distribution and logistics. Identify how to involve different distribution bodies in distribution channels and assess the appropriateness of the development and the involvement of this type of distribution channel into the distribution of goods. Adopt management approach to decision-making about the concept of solving logistical tasks in the areas of purchasing, transportations, warehousing and sales. Understand the growing importance of corporate social responsibility and green logistics in logistics companies. Knowledge and understanding: After completing the course, students should be able to understand the importance of distribution in the marketing mix, define and specify the basic concepts, tools and methods of distribution and logistics. Be able to evaluate different approaches in terms of the theory of distribution. Practical skills: After completing the course, students should be able to apply the elements of decision-making within the practical tasks of lower and middle management in distribution and logistics. Present their own views on the issue and provide reasons of their decisions. Work effectively as individuals but also as team members. Competencies: After completing the course, students should be able to work individually with competencies in the areas of distribution and logistics. They should be involved in solving tasks and delegating certain responsibilities in choosing distribution channels, bodies and also in various applied logistics and logistics sub- processes.	
<b>Indicative content:</b> Introduction to the theory of distribution and logistics. Distribution channel and its importance in the commercialization of a product. Franchising as a modern form of distribution channel. Distribution bodies and their involvement in the distribution process. Logistics and methods of	

logistics. Logistics of purchasing, warehousing, transportation and sales. Importance of transport by road and its position. Transport nodes. Green logistics and corporate social responsibility of logistics companies.

Short curriculum: An Overview of Logistics. Logistics and Information Technology. Strategic and Financial Logistics. Organizational and Managerial Issues in Logistics. The Supply Chain Management Concept. Procurement. Demand Management, Order Management and Customer Service. Inventory Management. Facility Location. Warehousing Management. Packaging and Materials Handling. Transportation, Transportation Management. International Logistics.

**Support literature:**

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

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

English

**Notes:**

-

**Assessment of courses**

Total number of evaluated students: 18

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

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15102/15	<b>Title of course:</b> Distributor Deployment Strategy (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay written examination 70 % exam 30 % student presentations	
<b>Teaching results:</b> The course aims to create a panoramic vision of the processes and sales strategies on an international scale. The course focuses mainly on case studies solving and presentation of decision-making models within distributor expansion strategies selection in sales and marketing. Knowledge and understanding. After validation of this course, students are supposed to have the capacity to put in practice the acquired knowledge, know-how and model approaches to distributor strategies. The students will have to demonstrate the capacity to apply distributor expansion strategies which will be seen as a valuable asset by national and international employers.	
<b>Indicative content:</b> Resource optimization and seeking of opportunities on the global market from the point of view of the distributor and his products.	
<b>Support literature:</b> Pasco-Berho, C., Le Ster-Beaumeveille, H. 2007. Marketing international. Paris:Dunod, 2007, 528 s. ISBN 978-2-10-051120-4. Jolivot, A.-G. 2012. Marketing international. Paris: Dunod, 2012, 128 s. ISBN 978-2-1005-1731-2. Filser, M., Des Garets, V., Paché, G. 2012. La distribution: organisation et stratégie. Paris: Edition d' organisation, 2012. 394 s. ISBN 978-2-84769-403-1. Garcia., C., Martinez, J.-L. 2013. 10 Cas de marketing. Paris: Dunod, 2013, 256 s. ISBN 978-2-1005-58816-9.	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 11	

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> PhDr. Rudolf Kucharčík, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMr OF/OOA15103/15		<b>Title of course:</b> Distributor Implantation Tools (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> individual work written essay written examination 70% exam 30% student presentations					
<b>Teaching results:</b> Subject pursuing a goal: to understand the techniques of implantation retail operating units. The main part of the course is devoted to case studies in the field of implant retail operating units. Knowledge and understanding: After completing this module, students should be able to: apply the knowledge, skills and modeling approaches to implantation of operating retail units to enable them to develop skills for national and international employers.					
<b>Indicative content:</b> Concepts of implantation retail units and applications geomarketing on operated distributor.					
<b>Support literature:</b> Latour, P., Le Floch, J. 2001. Géomarketing. Paris: Editions d'organisations, 2001, 271 s. ISBN 2-7081-2526-5. Douard, J.-P., Heitz, M. 2004. Le géomarketing. Paris: Dunod, 2004, 238s. ISBN 2-10-006906-3					
<b>Language whose command is required to complete the course:</b> French					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 9					
A	B	C	D	E	FX
33.33	33.33	22.22	11.11	0.0	0.0
<b>Lecturer:</b> Ing. Zuzana Okasová					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KIM FPM/ MMA15022/15		<b>Title of course:</b> E-business (in English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 4					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Matej Černý, PhD.					
<b>Date of the latest change:</b> 24.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

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

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

**Support literature:**

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

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

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 22

A	B	C	D	E	FX
59.09	9.09	13.64	13.64	4.55	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KAJ FAJ/EJJ215040B/16		<b>Title of course:</b> ERASMUS - Business English for Intermediate Students II.(10)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> Activity at seminars -20% Assessment of homework assignments -10% Results of a final written test and oral exam- 70%					
<b>Teaching results:</b> To understand extended speech and lectures provided the topic is reasonably familiar. To be able to read articles and reports concerned with contemporary problems and understand the main points in general and business texts. In spoken interaction to be able to communicate on the adequate level also with native speakers. In written communication to be able to write texts on a wide range of subjects while expressing agreeing or disagreeing viewpoint.					
<b>Indicative content:</b>					
<b>Support literature:</b> Cotton, D. Market Leader Intermediate. Pearson. 2012 Whitby, N. Business Benchmark Pre-intermediate to intermediate. Cambridge University Press. 2013. ISBN 978-1-107-69399-9 Robbins, S.: First Insights into Business. Pearson Education Limited, 2000					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 7					
A	B	C	D	E	FX
28.57	42.86	28.57	0.0	0.0	0.0
<b>Lecturer:</b> PaedDr. Jolana Meľsitová					
<b>Date of the latest change:</b> 01.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KOVE FHI/ IIB15006/15		<b>Title of course:</b> Econometrics (in English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b> 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-colinearity. 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.					
<b>Support literature:</b> Lecture notes and presentations. Wooldridge, J. M.: Introductory econometrics: a modern approach, Mason: South-Western, 2009. Gujarati, D. N.: Basic econometrics, Boston: McGraw-Hill, 2004.					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 52					
A	B	C	D	E	FX
34.62	32.69	11.54	7.69	11.54	1.92
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 17.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 1

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

**Lecturer:** Ing. Martin Hudcovský, PhD., Ing. Alžbeta Šišková, doc. Ing. Martin Lábaj, PhD.

**Date of the latest change:** 07.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

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

EN

**Notes:**

**Assessment of courses**

Total number of evaluated students: 46

A	B	C	D	E	FX	np	p
6.52	23.91	10.87	15.22	41.3	2.17	0.0	0.0

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

**Date of the latest change:** 07.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15041/16	<b>Title of course:</b> Economy of EU States (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written examination Active participation in lectures: 20% Final test: 80%	
<b>Teaching results:</b> The objective of this course is to familiarize students with the economies of EU countries and with their economic role in EU area and global economy. <b>Knowledge and understanding:</b> Students will acquire knowledge on macroeconomic development, the structure of the economy, FDI, foreign trade of the EU. <b>Practical skills:</b> Knowledge acquired will enable students to analyze individual sectors of corresponding economy as well as to interpret the results obtained. <b>Competencies:</b> After completing the course students will be able to perceives the position of the EU States in the broader context of global economic development.	
<b>Indicative content:</b> Characteristics and analysis of individual economies of European Union countries.	
<b>Support literature:</b> BARTHE, M.-A. 2006. Economie de l'Union européenne, 3e édition, Paris: Economica 2006, 400 p. ISBN 2-7178-5079-1 Collectif: Guide de l'Europe des 25: Repère pratique. Paris: Nathan 2004, 159 p. ISBN 2091831085	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 7	

A	B	C	D	E	FX
57.14	14.29	14.29	14.29	0.0	0.0
<b>Lecturer:</b> prof. Ing. Magdaléna Přívarová, CSc.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava							
<b>Faculty:</b>							
<b>Course code:</b> KHP NHF/NND15801/17		<b>Title of course:</b> Efficiency and Productivity Analysis					
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present							
<b>Number of credits:</b> 5							
<b>Recommended semester/trimester of study:</b>							
<b>Degree of study:</b> I., II., N							
<b>Prerequisites:</b>							
<b>Requirements to complete the course:</b> mid-term test, final exam							
<b>Teaching results:</b> 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							
<b>Indicative content:</b> 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.							
<b>Support literature:</b> 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.							
<b>Language whose command is required to complete the course:</b>							
<b>Notes:</b>							
<b>Assessment of courses</b> Total number of evaluated students: 0							
A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Eduard Nežinský, PhD.							
<b>Date of the latest change:</b> 07.03.2017							

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava							
<b>Faculty:</b>							
<b>Course code:</b> KET NHF/ONE15006/15		<b>Title of course:</b> Ekonomická teória 1 (vo francúzskom jazyku)					
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present							
<b>Number of credits:</b> 5							
<b>Recommended semester/trimester of study:</b>							
<b>Degree of study:</b> I., N							
<b>Prerequisites:</b>							
<b>Requirements to complete the course:</b>							
<b>Teaching results:</b>							
<b>Indicative content:</b>							
<b>Support literature:</b>							
<b>Language whose command is required to complete the course:</b>							
<b>Notes:</b>							
<b>Assessment of courses</b> Total number of evaluated students: 29							
A	B	C	D	E	FX	np	p
44.83	6.9	31.03	10.34	3.45	3.45	0.0	0.0
<b>Lecturer:</b> prof. Ing. Magdaléna Přívarová, CSc.							
<b>Date of the latest change:</b> 08.03.2017							
<b>Approved by:</b>							

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava							
<b>Faculty:</b>							
<b>Course code:</b> KET NHF/ONE15007/15		<b>Title of course:</b> Ekonomická teória 2 (vo francúzskom jazyku)					
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present							
<b>Number of credits:</b> 5							
<b>Recommended semester/trimester of study:</b>							
<b>Degree of study:</b> I., N							
<b>Prerequisites:</b>							
<b>Requirements to complete the course:</b>							
<b>Teaching results:</b>							
<b>Indicative content:</b>							
<b>Support literature:</b>							
<b>Language whose command is required to complete the course:</b>							
<b>Notes:</b>							
<b>Assessment of courses</b> Total number of evaluated students: 29							
A	B	C	D	E	FX	np	p
24.14	27.59	13.79	17.24	17.24	0.0	0.0	0.0
<b>Lecturer:</b> prof. Ing. Magdaléna Přívarová, CSc.							
<b>Date of the latest change:</b> 08.03.2017							
<b>Approved by:</b>							

## DESCRIPTION OF COURSE

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

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

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

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

EN

**Notes:**

**Assessment of courses**

Total number of evaluated students: 6

A	B	C	D	E	FX	np	p
0.0	0.0	33.33	66.67	0.0	0.0	0.0	0.0

**Lecturer:** Ing. Andrea Valachová, PhD.

**Date of the latest change:** 07.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

The legal forms of enterprises. The life cycle of an enterprise and its phases. Association of enterprises and its forms.

**Support literature:**

Povinná literatúra:

1) Majdúchová, H. - Neumannová, A.: (2012). Podnik a podnikanie. Sprint 2 s.r. o. Bratislava. ISBN 978-80-89393-83-1

2) Neumannová, A. a kol.: (2013). Podnik a podnikanie. Príklady a prípadové štúdie - pracovný zosbit. IURA EDITION Bratislava (v tlači).

Odporúčaná literatúra:

1) Majtán, S. a kol.: (2012). Podnikové hospodárstvo. Sprint 2 s.r.o. Bratislava.

2) Neumannová, A. a kol.: (2009). Podnik a podnikanie. Príklady a prípadové štúdie. IURA EDITION Bratislava. ISBN 978-80-8078-285-6

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 31

A	B	C	D	E	FX
29.03	54.84	12.9	0.0	3.23	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPF FPM/MME15133/15	<b>Title of course:</b> Financial Analysis and Financial Planning (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work project oral examination Essay 40% Defense seminar paper 20% Oral question 40%	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> Part Financial analysis: 1. Financial statements (FS) offsetting Cashier company under the Act 431/2002 z. and its use in financial analysis (FA) 2. I□U□z under IFRS and its use for FA 3. CFS according to IFRS and its use for FA Part Financial Planning: Creating a financial plan based on real data accounts of the enterprise.	
<b>Support literature:</b> ZALAI, K. a kol. Financ□no-ekonomická analýza podniku. 8. vydanie. Bratislava : Sprint, 2013. ZALAI, K. – KALAFUTOVÁ, L□. - S□NIRCOVÁ, J.: Financ□no-ekonomická analýza podniku – Financ□ná analýza – Praktikum. Bratislava : Vydavateľ□stvo EKONÓM, 2006. Kral□ovic□, J.: Financ□né plánovanie podniku. Sprint dva, Bratislava 2010	
<b>Language whose command is required to complete the course:</b>	
<b>Notes:</b>	
<b>Assessment of courses</b>	

Total number of evaluated students: 1					
A	B	C	D	E	FX
0.0	0.0	0.0	100.0	0.0	0.0
<b>Lecturer:</b> Ing. Miroslav Kmeřko, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** Ing. Anton Čiernik, PhD.

**Date of the latest change:** 13.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

**Support literature:**

Support literature:

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

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 38

A	B	C	D	E	FX	np	p
5.26	7.89	42.11	26.32	15.79	2.63	0.0	0.0

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

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

**Support literature:**

- KRÁLĀOVICĀ, J. – VLACHYNSKÝ, K. 2011. FinancĀný manazĀment. Bratislava : IURA EDITION, 2011. ISBN 978-80-8078-356-3.
- KRÁLĀOVICĀ, J. – POLEDNÁKOVÁ, A. – SOCHOR, M. – VLACHYNSKÝ, K. 2011. FinancĀný manazĀment – zberka príkladov. Bratislava : IURA EDITION, 2011. ISBN 978-80-8078-431-7.
- AKERLOF, G. A. - SHILLER, R. J. 2010. ZĀivocĀísĀne pudy. Praha : DoktorĀn, 2010. ISBN 978-80-7363-299-1.
- FERGUSON, N. 2011. Vzostup penĀazĀ. FinancĀné dejiny sveta. Bratislava : Kalligram, 2011. ISBN 978-80-8101-456-7.
- FRANKE, G. - HAX, H. 2009. Finanzwirtschaft des Unternehmens und Kapitalmarkt. Berlin : Springer Verlag, 2009. ISBN 978-3-642-02552-5.
- HEYD, R. - BEYER, M. 2011. Die Prinzipal-Agenten-Theorie in der Finanzwirtschaft. Berlin : Erich Schmidt Verlag, 2011. ISBN 978-3-503-12991-1.
- HULL, J. C. 2011. Risikomanagement. MĀnchen : Pearson Studium, 2011. ISBN 978-3-86894-043-5.
- KAUFMAN, H. 2010. Die Neuordnung der FinanzmĀrkte. MĀnchen : FinanzBuch Verlag, 2010. ISBN 978-3-89879-562-3.
- SHILLER, R. J. 2010. InvesticĀnĀ horecĀka. Praha: Grada Publishing, 2010. ISBN 978-80-247-2482-9.
- TALEB, N. N. 2011. CĀernĀ labutĀ - nĀsledky vysoce nepravdeĀpodobnĀch udĀlostĀ. Praha : Paseka, 2011. ISBN 978-80-7432-128-3.
- WAHREN, H. K. 2011. Gier - der menschliche Faktor der Finanzkrise. MĀnchen : Wilhelm Fink Verlag, 2011. ISBN 978-3-7705-5097-5.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 22

A	B	C	D	E	FX
18.18	31.82	13.64	4.55	31.82	0.0

**Lecturer:** Ing. Miroslav Kmeťko, PhD., prof. Dr. Ing. Menbere Workie Tiruneh, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KOVE FHI/ IIB15002/15		<b>Title of course:</b> Financial Mathematics (in German)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 8					
A	B	C	D	E	FX
37.5	0.0	37.5	12.5	0.0	12.5
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 17.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava							
<b>Faculty:</b>							
<b>Course code:</b> KBaMF NHF/ NNC15151/16		<b>Title of course:</b> Financie a mena (v nemeckom jazyku)					
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 0 <b>Per course:</b> 26 / 0 <b>Method of study:</b> present							
<b>Number of credits:</b> 6							
<b>Recommended semester/trimester of study:</b>							
<b>Degree of study:</b> I., N							
<b>Prerequisites:</b>							
<b>Requirements to complete the course:</b>							
<b>Teaching results:</b>							
<b>Indicative content:</b>							
<b>Support literature:</b>							
<b>Language whose command is required to complete the course:</b>							
<b>Notes:</b>							
<b>Assessment of courses</b> Total number of evaluated students: 0							
A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> prof. Ing. Otto Sobek, CSc.							
<b>Date of the latest change:</b> 08.03.2017							
<b>Approved by:</b>							

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMEVaHD FMV/ VVA15018/15	<b>Title of course:</b> Foreign Direct Investments (in English Language)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> <ol style="list-style-type: none"> <li>1. Foreign direct Investments – introduction             <ul style="list-style-type: none"> <li>• Introduction of the course</li> <li>• The place of FDI in the world economy</li> </ul> </li> <li>2. Review of the major theories of FDI             <ul style="list-style-type: none"> <li>• The main theories on the macroeconomic level</li> <li>• The main theories on microeconomic level</li> <li>• Development theories of FDI</li> <li>• John Dunning’s eclectic theory</li> </ul> </li> <li>3. The latest trends in global FDI flows             <ul style="list-style-type: none"> <li>• The global FDI inflows and outflows</li> <li>• Regional trends – Asia, Africa, Latin America and the developed countries</li> </ul> </li> <li>4. FDI in Central and Eastern Europe with emphasis on Slovakia             <ul style="list-style-type: none"> <li>• FDI inflows into CEE countries from 1990 to 2007</li> <li>• FDI inflows into Slovakia from 1993 to 2007</li> </ul> </li> <li>5. The possible impacts of FDI inflows on the economy of the host country             <ul style="list-style-type: none"> <li>• The evaluation of the possible positive and negative impacts of FDI inflows</li> </ul> </li> <li>6. The main attributes of the investment attractiveness of host countries             <ul style="list-style-type: none"> <li>• Investment climate</li> <li>• Macroeconomic attributes</li> <li>• Investment promotion</li> </ul> </li> <li>7. Investment promotion as a tool of improving the investment attractiveness             <ul style="list-style-type: none"> <li>• Tool of investment promotion</li> <li>• IPAs – Investment promotion agencies</li> <li>• The role of investment promotion in Slovakia</li> </ul> </li> <li>8. The role of investment promotion agencies in FDI promotion             <ul style="list-style-type: none"> <li>• Guest speaker from the SARIO (Slovak investment promotion agency)</li> </ul> </li> <li>9. Guest speaker from SARIO – Slovak Investment Promotion Agency</li> </ol>	

- 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](http://www.unctad.org)
- Assorted papers and articles

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 48

A	B	C	D	E	FX
52.08	39.58	8.33	0.0	0.0	0.0

**Lecturer:** doc. Ing. Tomáš Dudáš, PhD.

**Date of the latest change:** 20.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMPV FMV/ VVB15018/15	<b>Title of course:</b> Geopolitics (in English Language)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Active in-class participation (20%), mid-term exam (30%), final written open-book exam (50%)	
<b>Teaching results:</b> -	
<b>Indicative content:</b> 1. Course introduction 2. What is geopolitics (definitions and history) 3. The concept of borders 4. Critical border studies 5. Contested cities – case of Jerusalem 6. Homeland and terror cities 7. Mid-term exam 8. Geopolitics and the patterns of world trade 9. Geopolitics of Central Europe (T. G. Masaryk) 10. Geopolitics of Central Europe (Milan Hodža) 11. Anthropocene geopolitics 12. Future of Geopolitics	
<b>Support literature:</b> Cohen, B., S.: Geopolitics: The Geography of International Relations. Rowman & Littlefield Publishers, 2008 Dalby, S.-Routledge, P.: Geopolitical reader. Routledge, 2006 Glassner, M.-Fahrer, Ch.: Political Geography. Wiley, 2004 Selected scholarly articles following the reading list (journal articles)	
<b>Language whose command is required to complete the course:</b> English	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 46	

A	B	C	D	E	FX
41.3	17.39	23.91	6.52	10.87	0.0
<b>Lecturer:</b> Mgr. Samuel Goda, PhD.					
<b>Date of the latest change:</b> 20.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

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

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 27.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KSRaP NHF/ NNF15525/15	<b>Title of course:</b> Human Resources and Personnel Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> mid-term tests written exam oral exam	
<b>Teaching results:</b> The goal of this course is to provide to the students needed knowledge and skills in the area of personnel management and human resource management and to learn them to respect their main principles and rules on the various levels of society– mega (European Union), macro (national level), mezzo (region, organisation) and micro (individual) with the orientation to increase their competencies in individual development and in achievement of organisational progress.	
<b>Indicative content:</b> Personnel management and human resource management. Theory and trends of human resource development. Organisation and its elements. Organizational Culture. Human personality in organisation. Communication and negotiation. Forms of human development. Leading and coaching. Motivation. Assessment and remuneration. Application of specific management form in the process of human resource development: strategic management, change management and project management.	
<b>Support literature:</b> Základná literatúra: 1. ALEXY, J. – ANTALOVÁ, M. 2002. Trh práce a manažment ľudských zdrojov. Bratislava : Ekonóm, 2002. ISBN 80-255-1633-3. 2. ANTALOVÁ, M. 2004. Trh práce a manažment ľudských zdrojov. Semináre a cvičenia. Bratislava : Ekonóm, 2004. ISBN 80-225-1954-5. 3. ANTALOVÁ, M. 2011. Ľudské zdroje a personálny manažment. Bratislava : Vydavateľstvo EKONÓM, 2011. ISBN 978-80-225-3234-1. 4. MULLINS, L. J. 2005. Management and Organisational Behaviour. New York : FT Prentice Hall, Pearson Education, 2005. ISBN 978-073-70888-9. 5. WERNER, J. M. – DE SIMONE, R. 2009. Human Resource Development. Mason : Gengage Learning, 2008. ISBN 13:978-0324-57874-4.	

6. DECENZO, D. A. – ROBBINS, S. P. 1988. Personnel/Human Resource Management. New Jersey : Prentice Hall, Englewood Cliffs, 1988.

Odporúčaná literatúra:

7. ALEXY, J. – BOROŠ, J. – SIVÁK, R. 2004. Manažment ľudských zdrojov a organizačné správanie. Bratislava : Iris, 2004. ISBN 80-89018-59-9.

8. KACHAŇÁKOVÁ, A. 2001. Riadenie ľudských zdrojov, ľudský faktor a úspešnosť podniku. Bratislava: Sprint, 2001. ISBN 80- 80353-94-7.

9. KOUBEK, J. 2001. Řízení lidských zdrojů. Základy moderní personalistiky. Praha : Manažment Press, 2001. ISBN 80-7261-033-3.

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

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 45

A	B	C	D	E	FX	np	p
26.67	33.33	24.44	6.67	8.89	0.0	0.0	0.0

**Lecturer:** doc. PhDr. Mária Antalová, PhD., Ing. Jaroslava Szüdi, PhD.

**Date of the latest change:** 27.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/ HRAP/15	<b>Title of course:</b> Human Resources in American Practice
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> <ol style="list-style-type: none"><li>1. Introduction lesson: overview and introduction of approach, topics, evaluation and required reading, overview of Employee Life Cycle</li><li>2. Recruitment, finding the right match for the job, attracting best people, interview process</li><li>3. Onboarding: how new employees learn the company culture and strategy</li><li>4. Performance Management: evaluating employee's performance, types of performance, encouraging better performance and dealing with poor performance</li><li>5. Training &amp; Development of employees and encouraging growth</li><li>6. Talent development systems: how companies identify and work with top talents, succession planning</li><li>7. HR in inter-cultural context: working in large multi-national companies, supporting international assignments, international rotation programs and working in international environment</li><li>8. Companies striving to be the Employer of Choice, Compensation strategies and the competition for top talents on the market</li><li>9. Exit Management: restructuring, laying off low performers and dealing with leavers</li><li>10. Change Management and the Role in it</li><li>11. Advice to participants what they can really expect in their first year of employment, what companies expect from employees, how career progression usually works, what managers want from employees</li><li>12. Last Lecture : evaluation of the course, final words, extra information/suggested reading, students bring and hand-in their printed-out essays, final consultation for students</li></ol>	
<b>Support literature:</b> <p>Literature will be reviewed and completed according to further instructions and preferences of the respected pedagogues. Mandatory literature sources will be available through the archives of four companies involved in the course.</p>	
<b>Language whose command is required to complete the course:</b>	

**Notes:**

**Assessment of courses**

Total number of evaluated students: 22

A	B	C	D	E	FX
45.45	45.45	9.09	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 16.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

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

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

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 23

A	B	C	D	E	FX
21.74	0.0	30.43	34.78	13.04	0.0

**Lecturer:** Ing. Michal Zelina, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

Total number of evaluated students: 14	
NZ	Z
14.29	85.71
<b>Lecturer:</b> Ing. Michal Zelina, PhD.	
<b>Date of the latest change:</b> 22.02.2017	
<b>Approved by:</b>	



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMr OF/OOA15106/15		<b>Title of course:</b> Informatics tools in customer relationships (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> individual work written examination 70% exam 30% students' presentations					
<b>Teaching results:</b> Subject pursues objectives: to understand the concept and historical development of customer databases, use of specific programs, statistical usage of customer databases. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills, tools and IT tools in managing the relationships with customers, enabling them to develop skills for national and international employers.					
<b>Indicative content:</b> Theoretical and practical aspects of using the databases in favor of the development of customer service.					
<b>Support literature:</b> Peelen, E., Jallat, F., Stevens, E., Volle, P. 2005. Gestion de la relation client. Paris: Eyrolles, 2005, 465 s. –ISBN 10-2744074098. Billon, D., Tardieu, J.-M. 2002. Les nouvelles techniques de mqrketing. Paris: Chiron Editeur, 2002, 188s. ISBN 2-702707092. Browns, S. 2001. CRM. Paris: Village mondial, 2001, 363 s. ISBN 2-842111184.					
<b>Language whose command is required to complete the course:</b> French					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 10					
A	B	C	D	E	FX
90.0	0.0	0.0	10.0	0.0	0.0
<b>Lecturer:</b> Ing. Zuzana Okasová					

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM OF/OOA15007/17	<b>Title of course:</b> Information Systems in Marketing (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination DS Project of semestral thesis – 10 % Semestral test – 10 % Written exam – 80 % ES Project of semestral thesis – 20 % Written exam – 80 %	
<b>Teaching results:</b> Show possibilities of using information systems (IS) in business and marketing. Increase the level of overview, skills and competences of students in the area of marketing IS. Train managers, who will be able to orientate themselves in the topic of MIS and MkIS, will be able to think critically, apply the knowledge when implementing MIS or MkIS, outsourcing these activities or being part of project management team by internal and external projects. Subject graduates are able to navigate in the issues and later, after gaining relevant experience, manage elementary activities in the area of company, management and marketing information systems. Subject graduates are able to apply the knowledge in the field of new marketing forms and use of IT in marketing (SEM, SEO, PPC, MM, SMM).	
<b>Indicative content:</b> Students get the information on the need to use the information systems for strategic control of business. The subject informs on the use of information and communication technologies to realize the marketing and business activities. It shows the possibilities of the most widely used information systems for marketing and business activities. It highlights the utilization of the Internet in marketing and e-commerce and for the development of knowledge economy.	
<b>Support literature:</b> Miklošík, A.: Informačné systémy marketingu: technológie pre interaktívny marketing. Bratislava: Vydavateľstvo EKONÓM, 2014.	

Miklošík, A. - Hvizdová, E.: Informačné systémy marketingu: praktikum. Bratislava: Vydavateľstvo EKONÓM, 2012.  
Miklošík, A.: E-marketing ako integrálna súčasť marketingu vysokej školy. Bratislava: Vydavateľstvo EKONÓM, 2013.

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

French

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:**

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> ÚMP EU/CNAS/IM/17		<b>Title of course:</b> Innovation Management in Small Enterprises			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 03.03.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15300/15	<b>Title of course:</b> Intercultural Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> 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.	
<b>Support literature:</b>	

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.

ĎURIGOVÁ, 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.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 8

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

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/ IINAS/15	<b>Title of course:</b> Interdisciplinary Introduction to North-American Studies
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>- Introductory session: Prospects and Challenges for North-American – Central European Relations in the 21st Century</li> <li>- Founding Ideas: The Individuality vs. the Community</li> <li>- American Ideals in Practice</li> <li>- Democracy and Politics</li> <li>- U.S. Economic System</li> <li>- American Foreign Policy</li> <li>- American Religion</li> <li>- American Society and Sense of Self (How Americans see &amp; present themselves)</li> <li>- The Media</li> <li>- American Landscape</li> <li>- Invention and Innovation</li> <li>- Where Canada meets the US: similarities and differences?</li> </ul>	
<p><b>Support literature:</b></p> <p>Compulsory literature  Bradbury, Malcolm – Temperley, Howard (eds.): Introduction to American Studies. 3 edition. Longman 1998.  Brzezinski, Zbigniew: Volba: globální nadvláda nebo globální vedení. Praha, Mladá fronta 2004.  de Tocqueville, Alexis: O demokracii v Amerike, Kalligram 2006.  Dvořáková, Vladimíra: Spojené státy americké. Společnost a politika. Praha, Nakladatelství Libri 2002.  Fukuyama, Francis: America at the Crossroads. Democracy, Power, and Neoconservative Legacy. New Haven, Yale University Press 2006.  Janda, Kenneth – Berry, Jeffrey M. – Goldman, Jerry – Huff, Earl: Výzva demokracie. Systém vlády v USA. Praha, Sociologické nakladatelství 1998.  Johnson, Paul: Dějiny amerického národa, Accademia, Praha, 2000.</p>	



Kissinger, Henry: Potřebuje Amerika zahraničí politiku? Cesta k diplomacii pro 21. století. Praha, BB art 2002.

Kohut, Andrew. – Stokes, Bruce.: Amerika proti světu. V čom je iná a prečo ju nemajú radi. Bratislava, SLOVART 2006.

Luňák, Petr: Západ. Spojené státy a západní Evropa ve studené válce. Praha, Nakladatelství Libri 1997.

McKay, David H.: American politics and society. Chichester, U.K. ; Malden, MA : Wiley-Blackwell 2009.

Nye Jr., Joseph S.: Soft Power. The Means to Success in World Politics. New York, Public Affairs 2004.

Ondrejcsák, Róbert: Zahraničná a bezpečnostná politika Spojených štátov. Bratislava, centrum pre európske a severoatlantické vzťahy 2009.

Papp, Daniel – Hojinson, Loch K. – Endicott, John E.: American Foreign Policy. History, Politics, and Policy. New York, San Francisco, Boston, Longman 2005.

Revel, Jean-Francois: Anti-Americanism. San Francisco, Encounter Books 2000.

Soros, George: Bublina americkej nadvlády. Ako napraviť zneužitie americkej sily. Bratislava, Kalligram 2004.

Temperley, Howard - Bigsby, Chris – Bigsby, C. W. E.: New Introduction to American Studies. Longman 2005.

Tindall, George B. – Shi, David E.: Dějiny Spojených států amerických. Nakladatelství Lidové noviny 1996.

Complementary literature: History

Bailey, Thomas A. – Kennedy, David M.: The American Pageant. A History of the Republic. Volume 1. Palo Alto, Stanford University 1987.

Bailey, Thomas A. – Kennedy, David M.: The American Pageant. A History of the Republic. Volume 2. Palo Alto, Stanford University 1987.

Boorstin, Daniel J.: The Americans: The Colonial Experience. New York, Random House 1958.

Boorstin, Daniel J.: The Americans: The National Experience. New York, Random House 1965.

Boorstin, Daniel J.: The Americans: The Democratic Experience. New York, Vintage Books 1974.

Boyer, Paul S. – Clark Jr., Clifford E. – Kett, Joseph F. – Purvis, Thomas L. – Sitkoff, Harvard – Woloch, Nancy: The Enduring Vision. History of the American People. Volume 1: To 1877. Lexington, D.C.Heath and Company 1990.

Boyer, Paul S. – Clark Jr., Clifford E. – Kett, Joseph F. – Purvis, Thomas L. – Sitkoff, Harvard – Woloch, Nancy: The Enduring Vision. History of the American People. Volume 2: From 1865. Lexington, D.C.Heath and Company 1990.

Mareš, Petr – Marešová, Jarmila: Prezidenti Spojených států. Praha, Práh 1994.

Complementary literature: Politics, Society

An American Dilemma Revisited. *Daedalus, Journal of the American Academy of Arts and Science*, 124, Winter 1995, No. 1.

Bellah, Robert – Madsen, Richard - Sullivan, William – Swidler, Ann – Tipton, Steven M.: Habits of the Heart. Individualism and Commitment in American Life.

Lévy, Bernard-Henri: Americká závrať. Praha, Host 2006.

Novak, Michael: Duch demokratického kapitalizmu. Praha, Občanský institut 1992.

Novak, Michael – Brailsford, William – Heesters, Cornelis (Eds.): A Free Society Reader. Principles for the New Millenium. Lanham, Boulder, New York, Lexington Books 2000.

Patterson, Thomas E.: The American Democracy. New York, St. Louis, San Francisco, McGraw-Hill 1990.

Ravitch, Diane: The American Reader. Words that Moved a Nation. New York, HarperCollins 2000.

Rybáčková, Jiřina: Svět zvaný Amerika. Praha, EPOCH 2004.

Schlesinger, Arthur M.: The American Reformer. Cambridge, Harvard University Press 1968.

Ulč, Ota: Příručka pro zájemce o americký svět. Praha, Rozmluvy 1992.

Complementary literature: Foreign Policy

Barša, Pavel: Hodina impéria: Zdroje současné zahraniční politiky USA. Brno, Masarykova univerzita 2003.

Brzezinski, Zbigniew: Second Chance: Three Presidents and the Crisis of American Superpower. New York, Basic Books 2007.

Brzezinski, Zbigniew: America and the World: Conversations on the Future of American Foreign Policy. New York, Basic Books 2008.

Haas, Richard N.: The Reluctant Sheriff. The United States After the Cold War. Washington, Council on Foreign Relations Press 1997.

Joch, Roman: Americká zahraniční politika a role USA ve světě. Praha, Občanský institut 2000.

Kissinger, Henry: Umění diplomacie. Praha, Prostor 1997.

Mead, Walter Russell: Special providence. American Foreign Policy and How It Changed the World. New York, Alfred Knopf 2001.

Nye Jr., Joseph S.: The Paradox of American Power. Oxford, Oxford University Press 2002.

Wallerstein, Immanuel: Úpadek americké moci. USA v chaotickém světě. Praha, Sociologické nakladatelství 2005.

Compulsory literature – Canadian Studies

Blakwell, John D. – Stanley-Blackwell, Laurie C.C.: Canadian Studies: A Guide to the Sources. 1997. Regularly updated for The International Council for Canadian Studies. American Library Association 2006. <http://www.iccs-ciec.ca/blackwell.html>

Canadian Studies. A Select Bibliography of Reference Sources. New Haven, Yale University, Sterling Memorial Library. <http://www.library.yale.edu/humanities/english/canabib.html>;

Fleras, Augie – Elliott, Jean Leonard: Multiculturalism in Canada : the challenge of diversity. Toronto: ITP Nelson 1992.

<http://www.library.yale.edu/humanities/canada/canabib.html>

Senécal, André J.: Canada: A Reader's Guide. International Council for Canadian Studies 2000. [http://www.iccs-ciec.ca/pages/8-otherpubs/readersguide\\_en.html](http://www.iccs-ciec.ca/pages/8-otherpubs/readersguide_en.html)

Complementary literature – Canadian Studies

Bissoondath, Neil: Selling Illusions Revised Edition: The Cult of Multiculturalism in Canada. Penguin Books Canada 2002.

Multiculturalism In Canada: The Good, the Bad, and the In-Between. Cross Cultures Magazine, Volume 1, Issue 4, 1992. [http://www.crosscultures.ca/article.php?article\\_id=53&issue\\_id=4](http://www.crosscultures.ca/article.php?article_id=53&issue_id=4)

Saywell, John T.: Canada: Pathways to the Present. Fitzhenry & Whiteside 1994.

Tarras, Davis – Rasporich, Beverly. (eds.) A Passion for Identity: An Introduction to Canadian Studies. Toronto: ITP Nelson 1997.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 17

A	B	C	D	E	FX
23.53	29.41	17.65	0.0	11.76	17.65

**Lecturer:**

**Date of the latest change:** 16.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 12

A	B	C	D	E	FX
0.0	50.0	25.0	8.33	8.33	8.33

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

**Date of the latest change:** 17.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMO OF/OOB15005/16	<b>Title of course:</b> International Business (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination Active participation in discussions: 10% Interim exams: 5% + 5% Project: 20% Final written exam: 60%	
<b>Teaching results:</b> 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"> <li>• Understand the main driving forces behind the process of globalization and changes in the world economy.</li> <li>• Apply theoretical framework for fundamental analysis of the structure of international trade and appropriate government policies.</li> <li>• Understand the system of foreign trade policy and its influence on the competitiveness of companies and firms</li> <li>• Understand the importance of country's dependence in foreign trade.</li> <li>• Understand the concept of foreign direct investment and the role of proper regulation of investment strategies.</li> <li>• Understand the modern resources-oriented and market-oriented strategies of transnational corporations and impacts on home and host economies.</li> </ul>	

- 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:**

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 17

A	B	C	D	E	FX
11.76	23.53	29.41	17.65	5.88	11.76

**Lecturer:** Ing. Stanislav Zábojník, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMO OF/OOB15006/16	<b>Title of course:</b> International Business (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination Active participation in discussions: 10% Interim exams: 5% + 5% Project: 20% Final written exam: 60%	
<b>Teaching results:</b> 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"> <li>• Understand the main driving forces behind the process of globalization and changes in the world economy.</li> <li>• Apply theoretical framework for fundamental analysis of the structure of international trade and appropriate government policies.</li> <li>• Understand the system of foreign trade policy and its influence on the competitiveness of companies and firms</li> <li>• Understand the importance of country's dependence in foreign trade.</li> <li>• Understand the concept of foreign direct investment and the role of proper regulation of investment strategies.</li> <li>• Understand the modern resources-oriented and market-oriented strategies of transnational corporations and impacts on home and host economies.</li> </ul>	

- 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:**

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 15

A	B	C	D	E	FX
26.67	6.67	20.0	13.33	33.33	0.0

**Lecturer:** Ing. Stanislav Zábojník, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMP FMV/ VVC150533/17		<b>Title of course:</b> International Criminal Justice (in English Language)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 2					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> JUDr. Klaudia Hraníková Pytel'ová, PhD.					
<b>Date of the latest change:</b> 21.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMP FMV/VVC15057/17		<b>Title of course:</b> International Economic Law II.			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. JUDr. Ing. Katarína Brocková, PhD.					
<b>Date of the latest change:</b> 21.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMEVaHD FMV/ VVA15056/16		<b>Title of course:</b> International Economic Relations (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 2					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> I., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b> 1. International Labor Division 2. World Trade 3. Foreign trade policy 4. WTO 5. International movement of capital 6. International labor movement 7. Ecology 8. Oil in the world economy					
<b>Support literature:</b> Medzinárodné hospodárske vzťahy / Ľudmila Lipková a kolektív. - Bratislava : Sprint dva, 2011. - 433 s. [27,67 AH] [27,67 AH] : diagr., grafy, sch., tab. - (Economics). - ISBN 978-80-89393-37-4.					
<b>Language whose command is required to complete the course:</b> french					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 15					
A	B	C	D	E	FX
40.0	13.33	26.67	20.0	0.0	0.0
<b>Lecturer:</b> Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.					
<b>Date of the latest change:</b> 20.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

**Indicative content:**

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

**Support literature:**

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

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

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

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

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

Interné materialy MMF

Odporúčaná literatúra:

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

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

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

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

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

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

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

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

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 34

A	B	C	D	E	FX	np	p
2.94	8.82	8.82	26.47	32.35	20.59	0.0	0.0

**Lecturer:** doc. Ing. Jana Kotlebová, PhD., Ing. Mária Širaňová, PhD.

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMEVaHD FMV/ VVA15014/15		<b>Title of course:</b> International Financial Institutions (in English Language)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 2					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b> 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.					
<b>Support literature:</b> WEB SIDES OF IFIS YAGO, ASAI, ITOH: HISTORY OF IMF STEIL: THE BATTLE OF BRETTON WOODS SPAHN: FROM GOLD TO EURO					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 50					
A	B	C	D	E	FX
96.0	4.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Eva Jančíková, PhD.					
<b>Date of the latest change:</b> 20.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KPF FPM/MME15161/16		<b>Title of course:</b> International Management (in German)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 9					
A	B	C	D	E	FX
33.33	44.44	22.22	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Katarína Vavrová, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15163/15	<b>Title of course:</b> International Management and International Business (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project other (specify): zápočetový 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%	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> 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:**

Základná literatúra:

Srsňanová, J. a kolektív: Medzinárodné strategické rozhodovanie podniku. In: Bratislava, Sprint 2010. Druhé vydanie

Roby, Z. – Procházková K.: Medzinárodný manažment a medzinárodné podnikanie – prípadové štúdie. Bratislava, Ekonóm 2012

Odporúčaná literatúra:

Fuzyová, L., Srsňanová, J., Roby, Z.: Medzinárodný manažment a medzinárodné podnikanie – faktografické údaje a prípadové štúdie. Bratislava, Ekonóm 2009

Krizánová, A. a kolektív: Medzinárodný marketing. Zilina, GEORG 2010

Štrach, P. 2009: Mezinárodní manažment. Praha, Grada Publishing 2009.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 29

A	B	C	D	E	FX
37.93	17.24	20.69	20.69	3.45	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMO OF/OOB15002/16	<b>Title of course:</b> International Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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%	
<b>Teaching results:</b> 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  
The Economist, The Wall Street Journal, Fortune, Business week, Barrow, Forbes

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 52

A	B	C	D	E	FX
15.38	28.85	23.08	19.23	13.46	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMO OF/OOB15007/16	<b>Title of course:</b> International Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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%	
<b>Teaching results:</b> 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  
The Economist, The Wall Street Journal, Fortune, Business week, Barrow, Forbes

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 38

A	B	C	D	E	FX
23.68	23.68	31.58	21.05	0.0	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMO OF/IOB15012/16		<b>Title of course:</b> International Marketing (in German)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 9					
A	B	C	D	E	FX
22.22	33.33	11.11	33.33	0.0	0.0
<b>Lecturer:</b> doc. Ing. Ľuboš Pavelka, PhD., RNDr. Janka Pásztorová, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMEVaHD FMV/ VVA15017/15	<b>Title of course:</b> International Sources of Raw Material (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> 1. Introduction to international raw materials 2. Raw materials. Raw materials classification 3. Crude oil 4. Natural gas 5. Coal 6. Uranium 7. Ferrous metals 8. Non-ferrous metals: lead, zinc 9. Non-ferrous metals: nickel, copper 10. Precious metals, diamonds 11. Wood production 12. Water resources 13. Raw materials and environment	
<b>Support literature:</b> Gilardoni, A. 2008. The World Market for Natural Gas: Implementation for Europe. Geoffrey, G.M. 2010. Coal, Oil, and Natural Gas. OECD. 2010. The Economic Impact of Export Restrictions on Raw Materials. Keen, A. 2004. Regional Issues in the Global Lead Market. Journal of Power Sources.	
<b>Language whose command is required to complete the course:</b> English	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 41	

A	B	C	D	E	FX
85.37	12.2	0.0	2.44	0.0	0.0
<b>Lecturer:</b> Ing. Mykhaylo Kunychka, PhD.					
<b>Date of the latest change:</b> 20.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KSaCR OF/ OOC15046/16	<b>Title of course:</b> International Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project written examination Evaluation of individual activity of the student during the seminars – 10 %, presentation of the project - 20 % , evaluation by colleagues – 10 %. Final written exam: test and quantitative evaluation – 60 %	
<b>Teaching results:</b> To educate the students for the international tourism market. The student is able to act and to operate in the area of international tourism. Student obtains professional review about the international tourism market. The knowledge about specifics of competitiveness, about FDI and about the tourism market in the EU, creates the basic preconditions for mentioned aim.	
<b>Indicative content:</b> Travel and tourism and international market. Criteria of performance and results of travel and tourism in international market, Economic conditions for development of international tourism in the global framework and in the selected world tourist destinations. Travel and tourism in the EU. Special programmes of tourism development in the EU.	
<b>Support literature:</b> Novacká L: Cestovný ruch a Európska únia, Sprintdva, 2010, Bratislava, 9-788089393268 Novacká L.. Cestovný ruch, zodpovednosť a udržateľnosť na medzinárodnom trhu, Ekonóm Bratislava, 2013, The Travel and Tourism Competitiveness, Svetové ekonomické Fórum, Davos FDI report Global code of Ethics – UNWTO Časopis BAROMETER UN WTO Web stránky UN WTO, Európskej komisie	
<b>Language whose command is required to complete the course:</b> English	

**Notes:**

**Assessment of courses**

Total number of evaluated students: 23

A	B	C	D	E	FX
56.52	8.7	21.74	4.35	8.7	0.0

**Lecturer:** prof. JUDr. Ludmila Novacká, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMEVaHD FMV/ VVA15053/16		<b>Title of course:</b> International Trade Finance			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b> The course deals with the basic characteristics of trade finance, international payment systems, defines the basic terms of payment - open account and non-documentary forms of payment, letter of credit as the most important part of trade finance, documentary collection and documents used in trade finance, bank guarantees role in international trade. Represents various forms of financing - factoring, forfaiting and leasing. Analyzes new trends in trade finance. Draws attention to the risks associated with the misuse of international trade and trade finance for money laundering and terrorist financing.					
<b>Support literature:</b> JANČIKOVÁ, E.: MEDZINÁRODNÝ PLATOBNÝ STYK, EKONOM, 2009 JANČIKOVÁ E.: AKREDITÍV V MEDZINÁRODNÝCH HOSPODÁRSKYCH VZŤAHOCH. JEDNOTNÉ PRAVIDLÁ VYDÁVANÉ ICC PARÍŽ					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 25					
A	B	C	D	E	FX
64.0	24.0	12.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Eva Jančíková, PhD.					
<b>Date of the latest change:</b> 07.11.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

Practical skills and competences:

a) to demonstrate the ability to work in team

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

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

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

e) to formulate understandable and compelling presentations of own results

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

**Indicative content:**

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

**Support literature:**

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



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

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 19

A	B	C	D	E	FX	np	p
10.53	15.79	42.11	0.0	31.58	0.0	0.0	0.0

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

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KF NHF/NNB15809/16	<b>Title of course:</b> International taxation
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Requirements to complete the course: <ul style="list-style-type: none"> <li>• Activities during lecture 12%</li> <li>• Activities during exercise 19%</li> <li>• Course project 23%</li> <li>• Assignment 15%</li> <li>• Written exam 31%</li> </ul> Total 100%	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> 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).

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** doc. Ing. Jana Kubicová, PhD., Ing. Zuzana Korytárová, PhD.

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KAI FHI/ UMPIA15480/15		<b>Title of course:</b> Internet Marketing			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 6					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b> 1. Introduction to eMarketing 2. The Internet and Social Media 3. eMarketing Strategy 4. Online Copywriting 5. Blogs, Podcasts and SEO 6. Online Reputation Management 7. Web Public Relations 8. E-mail marketing 9. Online Advertising 10. Pay per Click 11. Crowdsourcing Viral Marketing.					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 33					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Mária Szivósová, PhD.					
<b>Date of the latest change:</b> 17.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/ LENOV/15	<b>Title of course:</b> Interpersonal Managerial Skills: Lenovo Case Studies
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<p><b>Indicative content:</b></p> <ol style="list-style-type: none"> <li>1. Introductory Lesson - general overview of the whole course, course flow, requirements and expectations from students</li> <li>2. Personal Branding and Self Assessment I. - Understanding personal brand attributes and personal branding process</li> <li>3. Personal Branding and Self Assessment II. - Defining one's brand and learning how to use it for her/his profit</li> <li>4. E-mail communication I. - How to write good and effective emails: clarity, politeness and assertiveness in email responses</li> <li>5. E-mail communication II. - Writing well-composed, polite, assertive and clear emails as a key skill: application to difficult cases</li> <li>6. Time Management I. - Identifying and discovering Time Wasters and Interruptions and learning ways how to eliminate them</li> <li>7. Time Management II. - Practical Application of Urgent &amp; Important Matrix and its use in identifying and prioritizing daily life in school and at work</li> <li>8. Effective Listening I. - Learning and practicing effective listening techniques in private and professional conversations</li> <li>9. Effective Listening II. - How to accept a new task: how to gain trust and respect from people and companies</li> <li>10. Interview &amp; Career I. - Preparing for interviews: explanation of several types of interviews, how they are organized and what the interviewers look for in those types of interviews</li> <li>11. Interview &amp; Career II. - Practical career advice: working in international companies and being successful and practical advice for improving one's career</li> <li>12. Closing Lesson - evaluation of the course, concluding remarks, extra information / suggested further readings, final consultation for students / Possible Extras: Further soft skills trainings, job or internship offer presentations</li> </ol>	
<b>Support literature:</b>	

- 1) Allen, David: Getting Things Done: The Art of Stress-free Productivity, Pinguin Books, 2003, ISBN 0-670-89924-0
- 2) Jay, Ros: Brilliant Interviews, 3rd edition, Pearson/Prentice Hall, 2010, ISBN 978-0273743934
- 3) Lenovo Slovakia and Class Language School: Writing effective emails handbook
- 4) Schulz von Thun, Friedemann: Communication Model
- 5) Internet source: <http://www.fastcompany.com/28905/brand-called-you>

Readings will be available in a course pack, which will include a full bibliography of sources. All readings will be made available in PDF format at the Center's webpage (cnas.euba.sk), clearly stating source and author at the beginning of the course.

**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	np	p
43.9	51.22	2.44	2.44	0.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 16.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15137/16	<b>Title of course:</b> Introduction to Sociology (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> written essay written examination Active participation in lectures: 20% Final test: 80%	
<b>Teaching results:</b> The goal of the subject is to understand the dynamics of social change, reflected at the level of the individual, the family and society and their impact on consumption. Knowledge and understanding: Students acquire knowledge of the development trends of the most important contemporary social phenomena. Practical Skills: Mastering the basics of the field of quantitative and qualitative methods of sociological research. Competencies: Upon completion of this course students should be able to identify the main factors of socio-economic change and use the basic tools of sociological analysis.	
<b>Indicative content:</b> Understanding of society as a whole through its elements and the relationships between them. Application on the area of consumption and trade.	
<b>Support literature:</b> REA, A., TRIPIER, M. 2003. Sociologie de l'immigration. Paris: La Découverte. 128p. ISBN 9782707154736. LAPEYRONNIE, D., COURTOIS, L. 2008. Gheto urbain. Paris: Laffont. 624 p. ISBN 978-2221107669. ATTIAS-DONFUT, C., SEGALLES, M. 2002. Le nouvel esprit de la famille. Paris: O. Jacob. 294 p. ISBN 9782738110664.	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 6	

A	B	C	D	E	FX
16.67	16.67	66.67	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Andrej Přivara, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15282/15	<b>Title of course:</b> Leadership (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work project written examination Course evaluation: · Written assignments 25% · Final research project 15% · Written exam 60% Total 100%	
<b>Teaching results:</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• To share the knowledge on leadership theories and their practical consequences.</li> <li>• 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.</li> </ul> <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• On leadership theories and leadership skills</li> <li>• On methods of analysis and evaluation the level of leadership skills.</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	
<b>Indicative content:</b> 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.	
<b>Support literature:</b>	

**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.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 13

A	B	C	D	E	FX
30.77	46.15	15.38	7.69	0.0	0.0

**Lecturer:** Ing. Ivana Ljudvigová, PhD., Ing. Rudolf Gálik, CSc., Ing. Katarína Procházková, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMVaL FPM/ MMD15032/15	<b>Title of course:</b> Logistics (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> preliminary tests other (specify): záverečný test written examination <ul style="list-style-type: none"> <li>• Participation and activity in lectures .... 5%</li> <li>• Active on exercises ..... 5%</li> <li>• Final written test ..... 20%</li> <li>• Exam ..... 70%</li> </ul>	
<b>Teaching results:</b> 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. <b>Knowledge and understanding:</b> 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. <b>Skills and competencies:</b> Ability to apply practical knowledge of exercise in practice, monitor and measure the performance of the logistics system, optimize and improve processes in logistics.	
<b>Indicative content:</b> 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.	
<b>Support literature:</b> Základná literatúra: - Dupal Ľ, A., Brezina, I., 2006. Logistika v manazmente podniku. Bratislava: Sprint vfra, 2006. ISBN 80 – 89085 – 38 – 5 - Dupal Ľ, A. a kol., 2013. Logistika – zberka príkladov. Bratislava: Vydavateľstvo Ekonóm, 2013. ISBN 987-80-225-3582-3 Odporúčaná literatúra:	

- Bowersox, J., Closs, J., 1996. Logistical management: the integrated supply chain process. New York: McGraw – Hill, 1996. ISBN 007 – 0068 – 83 – 6
- Lambert, D., Stock, J., Ellram, L., 2000. Logistika. Praha: Computer press, 2000. ISBN 80 – 7226 – 221 – 1

**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
38.78	24.49	20.41	12.24	4.08	0.0

**Lecturer:** Ing. Martina Džubáková, PhD., Ing. Klaudia Porubanova, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KOVE FHI/ IIB15005/15	<b>Title of course:</b> Macroeconomic Analysis (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b> <p>We will teach to understand fundamental long-run and short-run macroeconomic relationships. Long-run macroeconomics helps to understand determinants of economic growth, so that we will be able to respond on questions like why in some countries the real GDP per capita has been growing by the rate of 2 % for more than 150 years; why South-Asian countries had experienced huge economic development in the period since 1960 till 2000 or why there are economies that do not grow. A complete microeconomic framework is more important for satisfactory analyses of economic fluctuations. Using microeconomic foundations we will form different static and dynamic business cycle equilibrium models. We will understand how consumers make decisions between consumption and leisure or between present and future, we will present income and substitution effects. Dealing with joint interactions between consumers firms and government we will develop a general equilibrium and we will discuss its efficiency. We are going to develop short-run and long-run economic models that build on one another in a natural, comprehensible, and elegant way. One of the common features of these models is that they consider real economy. The exchange medium is not money but consumption units of a produced commodity. Economic subjects use these units to pay for labour, bonds and capital in the aggregate markets. Such simplification is suitable to analyse an economy integrated to the monetary union (such as the European Monetary Union) that do not dispose of its own monetary policy. Studying business cycle we will focus on the small open economy. We will explain short-run fluctuations of the trade balance and current account and effect of the changes in the terms of trade.</p>	
<b>Indicative content:</b> <p>Mesuring macroeconomics and national income and product accounts. Growth theory. Static equilibrium business cycle model. Dynamic equilibrium business cycle model.</p>	
<b>Support literature:</b> <p>Barro, R. J. (2007): Macroeconomics: A Modern Approach. Thomson South Western.          Doepke, M. – Lehnert, A. – Sellgren, A.W. (1999): Macroeconomics. [Online], <a href="http://faculty.wcas.northwestern.edu/~mdo738/book.htm">http://faculty.wcas.northwestern.edu/~mdo738/book.htm</a>, (30th March, 2011). Schmitt-Grohé, S. – Uribe, M. (2014): International Macroeconomics. [Online], <a href="http://www.columbia.edu/~mu2166/">http://www.columbia.edu/~mu2166/</a></p>	

UIM/notes.pdf, (11th June, 2014). Williamson, S.D. (2014): Macroeconomics. 5th edition, Pearson.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 24

A	B	C	D	E	FX	np	p
66.67	12.5	8.33	0.0	4.17	8.33	0.0	0.0

**Lecturer:**

**Date of the latest change:** 17.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KET NHF/NNE1591/15	<b>Title of course:</b> Macroeconomics 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay preliminary tests other (specify): vypracovanie a prezentácia seminárnej práce written examination Elaboration case studies, tasks and activity in seminars 10% Elaboration and presentation of seminary work 10% Results semester test 10% Written tests of quantitative and graphical tasks 10% Result of final written exam 60%	
<b>Teaching results:</b> Based on the theoretical knowledge of the contents of this course students will be able to systematize the knowledge of macroeconomics in relation to another subjects of economic policy, public finance, social policy and public administration. On the basis of relevant macroeconomic data students will be able to evaluate by using empirical and quantitative approaches basic macroeconomic phenomena, processes and connection. Students will gain the ability to think abstractly, analytically and economically and use macroeconomic views and opinions. They also get the ability to search, process, analyze and evaluate macro-economic developments and macroeconomic information from different sources (OECD, World Bank, IMF, Eurostat and others) and the findings applied in practical situations.	
<b>Indicative content:</b> Theoretical background macroeconomics. Macroeconomic indicators. Basic models of aggregate demand and aggregate supply. Macroeconomic equilibrium models and theories of economic imbalances. Theory of distribution, consumption and savings. Determinants and subdeterminants consumption and savings. Macroeconomic equilibrium in a closed economy. IS-LM model. Performance of the economy and economic growth. Theory of economic growth. Money. The mechanism of money creation. Money market. Theory of money. Theoretical and practical problems of inflation. Theoretical approaches to unemployment. Correlation of inflation and unemployment. Fiscal policy. Monetary policy. Capital market theory. Effect of foreign economic relations at the national economy.	

**Support literature:**

Základná:

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

Odporúčaná:

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

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

Total number of evaluated students: 0

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

**Lecturer:** Ing. Daniel Dujava, PhD.**Date of the latest change:** 02.10.2017**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15046/15	<b>Title of course:</b> Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests combined examination <ul style="list-style-type: none"> <li>• Seminar project - 15%</li> <li>• Seminar testing - 15%</li> <li>• Seminar assignments - 10%</li> <li>• Final test (verbal and written) - 60%</li> </ul>	
<b>Teaching results:</b> The major aim of the course is to provide knowledge of complex approach to management in the context of contemporary tendencies and up to date knowledge. The course content is oriented to the content approach, process orientation as well as the soft skills factors of management. At the level of knowledge and understanding: to gain the ability to gather, analyze and interpret relevant data and information for decision-making process within all basic functions of business management. At the practical level and the level of competence: to prove the ability to apply methods, techniques and procedures in the area of soft skills and hard factors in business management.	
<b>Indicative content:</b> The content of the course is the theoretical sources and practical application of knowledge in following areas of management: characteristics and basis themes of management, major concepts of management, managerial decisions, information and information system, strategy and its implementation, planning, organization and organizational structure, control and control process, human resource management, leadership, communication, motivation, corporate ethics.	
<b>Support literature:</b> Základná literatúra: <ul style="list-style-type: none"> <li>• MAJTÁN, M. a kol. 2009. Manazment. Bratislava : Sprint dva, 2009. ISBN 978-80-89393-07-7.</li> </ul> Odporúčaná literatúra: <ul style="list-style-type: none"> <li>• PORVAZNÍK, J. – LADOVÁ, J. 2010. Celostní management. Bratislava : IRIS, 2010. ISBN 978-80-89256-48-8.</li> </ul>	

• VEBER, J. a kol. 2012. Management. Praha : Management Press, 2012. ISBN 978-80-7261-200-0.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 24

A	B	C	D	E	FX
8.33	12.5	20.83	25.0	20.83	12.5

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KOVE FHI/ IIB15001/15		<b>Title of course:</b> Management Decision Support Systems (in German)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 8					
A	B	C	D	E	FX
0.0	25.0	62.5	12.5	0.0	0.0
<b>Lecturer:</b> Prof. Dr. Rolf Rogge					
<b>Date of the latest change:</b> 17.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

**Assessment of courses**

Total number of evaluated students: 17

A	B	C	D	E	FX
35.29	23.53	35.29	0.0	5.88	0.0

**Lecturer:** Ing. Zuzana Okasová**Date of the latest change:** 22.02.2017**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KIOF OF/OOF15020/16		<b>Title of course:</b> Managerial Simulation (Marketplace) (in English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b> Students , as a leaders of virtual business gain knowledge on all aspects of business and by re-evaluation of business decisions understand their interdependence.					
<b>Indicative content:</b> Team formation, developing the company mission and determine the long-term business strategy, market research, initial market analysis, production scheduling, tactical decisions on production capacity, sales office distribution, human resources, market position analysis ( competitions, customers, market parameter analysis), opportunities, problems, preparation of the business plan, plan investments in research and development of new products, negotiations with competitors, final report, a summary of the final results of the company.					
<b>Support literature:</b> Kristová,G. - Káčer, T.: The Global Marketplace, Ekonóm 2004 Sekera, J: Anglicko-slovenský odborný slovník k simulácii, 2000					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 13					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Ingrid Potisková, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15032/16	<b>Title of course:</b> Managerial Simulations (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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.	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> Characteristics of managerial simulations. Strategic Management Simulation LUDUS. Market segments in the simulation LUDUS. Analysis and decision-making opportunities in the functional areas of business. 1 decision period. Purpose and range of strategies to achieve it. 2 decision period. Market research. Analysis of competitors in the industry. 3 decision period. Human resources in the enterprise. 4 decision period. Governance and funding. Planning aids. 5 decision period.	

Decision-making protocol. The consequences of the decision. 6 decision period.  
Profit and loss account. Balance sheet. Sales Statistics and report on the operation of the enterprise.  
7 decision period.  
Presentation of the results achieved during the simulation and evaluation of the most successful team. Final decision period.

**Support literature:**

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 5

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

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

**Date of the latest change:** 22.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/MIB/15	<b>Title of course:</b> Managing International Business: Dell Case Studies
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> 1) Introductory lesson: general overview of the whole course, course flow, requirements and expectations from students + communication and soft skills training 2) DELL Direct model – how you can build a company around a pioneering idea and today’s challenges 3) DELL Culture – Purpose, Values, CSR activities, why do we need all this? 4) DELL brand – how do you manage a global brand 5) Global trends in IT industry and how DELL is following 6) Customer experience – why is it important and how global company can manage that? 7) Managing remote teams globally – how global teams operate, challenges and DELL approach 8) Shared Services Centres World – what is the need and what is the future? 9) Social Media of today – can a global company not be involved? 10) BRIC power - Emerging countries (Brazil, Russia, India, China) and DELL strategy 11) DELL M&A strategy globally 12) Last Lecture: evaluation of the course, concluding remarks, extra information / suggested further readings, final consultation for students / Possible Extras: Further soft skills trainings, job or internship offer presentations	
<b>Support literature:</b> Readings will be available in a course pack, which will include a full bibliography of sources. All readings will be made available in PDF format at the Center’s webpage (cnas.euba.sk), clearly stating source and author at the beginning of the course.	
<b>Language whose command is required to complete the course:</b>	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 38	

A	B	C	D	E	FX
78.95	13.16	5.26	2.63	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 16.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KM OF/OOA15006/17		<b>Title of course:</b> Marketing (in English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Milan Oreský, PhD., Ing. Katarína Chomová, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM OF/OOA15040/16	<b>Title of course:</b> Marketing (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination Seminars: 20% of which: - activity on seminars: 4 % - semester test result: 10 % - interim verification of knowledge: 6 % Result of the final written examination: 80 %	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> 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.	
<b>Support literature:</b> Basic literature: KITA, J. a kol. 2010. Marketing. Bratislava: IURA EDITION, 2010. 411 s. ISBN 978-80-8078-327-3.	

KITA, J. a kol. 2012. Marketing – praktikum. Bratislava: Vydavateľstvo EKONÓM, 2012. 126 s. ISBN 978-80-225-3492-5.

Recommended:

KOTLER, P. – KELLER, K. L. 2013. Marketing management. 14. vydanie. Praha: Vydavateľstvo Grada, 2013. Edícia: Profesional. 816 s. ISBN 978-80-2474-150-5.

MCDONALD, M. – WILSON, H. 2012. Marketingový plán. 7.vydanie. Brno: Bizbooks, 575 s. ISBN 978-80-265-0014-8.

**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
100.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Pavol Kita, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM OF/OOA15101/15	<b>Title of course:</b> Marketing Analyses (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination Active work in seminars 20%. Essay 20% Final test 60%.	
<b>Teaching results:</b> Subject expanding knowledge of problems marketing analysis. Is devoted to statistical analysis of marketing data relating to, for example, a new product, the choice of market positions, brands, and the like. Develops knowledge on methods and procedures analysis of statistical data, explain the relationship between variables in the context of marketing management. Knowledge and understanding: Students acquire knowledge about the content and scope of marketing analysis, marketing manager for the company based on the use of statistical methods. Practical Skills: Students will acquire practical skills in analyzing marketing data and marketing decisions. Competencies: Upon successful completion of this course, students will know the basic types of variables, their relationships, basic statistical methods necessary for the decision on the selection of market position, pricing, advertising, and the like. They will be able to use statistical methods and optimize marketing business venture.	
<b>Indicative content:</b> Application of statistical analysis of marketing data to specific situations.	
<b>Support literature:</b> FENNETEAU, H. - BIALÈS, C. Analyse statistique des donnés. Ellipses, 1993.191 s. ISBN 2-7298-9365-2 VERNETTE, É. - FILSER, M. - GIANNELLONI, J.L. Études marketing appliquées. DUNOD 2008. 441 s. ISBN 978-2-10-004766-6	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 17	

A	B	C	D	E	FX
76.47	17.65	5.88	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Pavol Kita, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15005/17	<b>Title of course:</b> Marketing Case Studies (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination Seminars: 100% of which: - activity on seminars: 10 % - semester test result: 20 % - interim verification of knowledge: 10 % Result of the final written examination: 60%	
<b>Teaching results:</b> The subject consists of marketing case studies of different sized companies which are established on the B to C as well as the B to B market. Their solutions lead to creation of marketing strategies and formulating marketing policies. Case studies concern application of marketing terminology, marketing tool which are used in various stages of a marketing approach, relation of strategy and policy, analysis of needs, marketing mix tools and budget creation. They require oral presentation of solution results, elaboration of a written report, critical analysis of strategic and operative marketing tools. Knowledge and understanding: Basic knowledge of marketing solutions market situations BtoC and BtoB. Engine. Understand the principles of marketing approach. Understand the factors affecting the marketing process in the company. Practical skills: Ability to apply theoretical knowledge to specific examples. Baseline analysis, devise a strategy and solution marketing problems. Competences: Control terminology. Ability and capacity to participate actively in the work of the team solving the marketing problem. Find creative solutions posed problems. To understand the marketing issues and current trends in the marketplace.	
<b>Indicative content:</b> Methodology the case study of marketing. Specifics of the French marketing. Terminology. Environment and market. Market analysis. Enterprise and market. Analysis of the situation on the market. Market segmentation study B to C. Politics product. New product. Distribution policy. Communication policy. Market share. Analysis of the marketing mix. Change strategy.	
<b>Support literature:</b>	



KOTLER, P., KELLER, K, MANCEAU, D. (2012). Marketing Management. 14e édition. Pearson: Paris, 2012. 912 s. 978-2744076237  
Moinet, F. (2010). Vente directe&circuits courts. Paris: France Agricole, 2010, 404 s. ISBN 978-285557-174-4.  
DARPY, D. (2012). Comportements du consommateur. Paris: Dunod, 2012, 372 s. ISBN 987-2-10-057724.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** prof. Ing. Dagmar Lesáková, CSc.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

A	B	C	D	E	FX
40.0	20.0	40.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Patrícia Kollár					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMr OF/OOA15108/15		<b>Title of course:</b> Marketing Management (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> project written examination Active work in lectures 20% essay 20% final test 60%.					
<b>Teaching results:</b> Subject expanding knowledge of the problems of marketing management. It is dedicated to decide on parameters, criteria and methods used in a marketing management company. Knowledge and understanding: Students will acquire knowledge about the content and importance of marketing management company operating in the market of consumer goods. Practical Skills: Students will acquire practical skills in managing marketing activities, such as product planning, production rates, distribution channel management and marketing communications. Competencies: Upon successful completion of this course, students will know the basic types of decisions in the field of marketing management in the enterprise.					
<b>Indicative content:</b> The basic concepts of marketing management explaining the company orientation on the customer and the market.					
<b>Support literature:</b> KOTLER, P., KELLER, K, MANCEAU, D. Marketing Management. 14e édition. Pearson: Paris, 2012. 912 s. 978-2744076237					
<b>Language whose command is required to complete the course:</b> French					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 14					
A	B	C	D	E	FX
92.86	7.14	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Pavol Kita, PhD.					
<b>Date of the latest change:</b> 22.02.2017					

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KSaCR OF/ OOC15045/16		<b>Title of course:</b> Marketing Management of International Events (in English)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> project credit 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 %					
<b>Teaching results:</b> 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.					
<b>Indicative content:</b> The education of the student with the ability of the student to manage international event.					
<b>Support literature:</b> Novacká a kol.: Cestovný ruch, technika služieb, delegát a sprievodca Ekonóm Bratislava, 2011 a 2. Doplnené vydanie 2014 Novacká a kol.: Destinatur 2013, kap. VIII. Podujatia ako faktor rozvoja cestovného ruchu v regióne, Vydavateľstvo Ekonóm Bratislava, 2013, ISBN 978-80-225-3752-0 Kotler Ph. Marketing for hospitality and Tourism, Pearson, Prentice Hall, ISBNB 0-13-201 773-3 Bowdin g.j., Glenn, Allen J., O'Toole W., Harris R., McDonell I.I: Events Management, Butterworht-Heinemann, 2008, ISBN 978-0-7506-6533-9					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 11					
A	B	C	D	E	FX
36.36	27.27	36.36	0.0	0.0	0.0

**Lecturer:** prof. JUDr. Ľudmila Novacká, PhD., Ing. Ladislav Bažó, PhD., Ing. Roman Staňo, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMA FHI/IIC15001/15		<b>Title of course:</b> Mathematics			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> I., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b> A successful graduate of the course gained knowledge of differential and integral calculus, necessary for the study of other economic subjects. The graduate students can: - solve fundamentals problems of differential and integral calculus also by using appropriate open source software systems - solve fundamentals problems of economic analysis - independently acquire new knowledge and actively expand their mathematical knowledge					
<b>Indicative content:</b> Function of one variable. Functions of economic analysis. Sequences. Limit and continuity of function. Differential calculus of functions of one and several variables. Integral calculus - indefinite and definite integral.					
<b>Support literature:</b> Ondrejková Krčová, I.- Šoltésová, T.: Funkcia jednej premennej. Diferenciálny počet funkcie jednej premennej. Ekonóm, Bratislava, 2012 Mucha, V.- Gogola, J.: Funkcia dvoch a viac premenných. Integrálny počet. Ekonóm, Bratislava, 2009 Fecenko, J. – Pinda, Ľ.: Matematika 1, IURA EDITION, Bratislava, 2006 Fecenko, J.- Sakálová, K.: Matematika 2, IURA EDITION, Bratislava, 2006					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 7					
A	B	C	D	E	FX
14.29	0.0	42.86	42.86	0.0	0.0
<b>Lecturer:</b> prof. RNDr. Katarína Sakálová, CSc.					
<b>Date of the latest change:</b> 13.02.2017					



**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPH FPM/ MMC15022/15	<b>Title of course:</b> Microeconomics (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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).	
<b>Teaching results:</b> 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"> <li>• Knowledge and understanding of market operation and market equilibrium with focus on microeconomic market.</li> <li>• Knowledge and understanding of behaviour of the market subjects in the market of perfect competition and the various market types of imperfect competition.</li> <li>• Knowledge and understanding of consumer behaviour and utility theory, behaviour of the firm and efficiency in the production.</li> <li>• Knowledge and understanding of an achievement of the general equilibrium.</li> </ul> 2. Crafts: <ul style="list-style-type: none"> <li>• Identify and established an effective consumer's strategy yielding maximum utility.</li> <li>• Identify and established an individual demand and determine its sensitivity to the changing parameters of external surrounding.</li> <li>• Identify and established an effective firm's strategy yielding maximum profit.</li> <li>• Identify and established an economic equilibrium in national and international markets.</li> </ul>	
<b>Indicative content:</b> 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.

**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	0.0	0.0	100.0	0.0	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KET NHF/NNE15800/16	<b>Title of course:</b> Microeconomics 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay preliminary tests written examination Continuous assessment: 40 % · activity on seminars 10 % · mid-terms exams 20 % · seminar work and its presentation 10 % Written exam 60 %	
<b>Teaching results:</b> The aim of the course is to familiarize students with standard microeconomic theory, which is aimed at analyzing the behavior and decisions of market subjects in terms of perfect and imperfect competition, the problems of achieving general equilibrium, efficiency and fairness, as well as to investigate the causes of market failure and the role of government in addressing market imperfections. On the basis of theoretical knowledge to bring students to a deeper reflection on contemporary microeconomic problems of economic life, so that they are able to analyze and solve them. Study of microeconomic theory, will provide students with: · theoretical knowledge of rational decision of microeconomic market subjects in different forms of competition, the decisions of market subjects in terms of risk and uncertainty, · theoretical knowledge of setting the general a equilibrium and efficiency in relation to the justice of market failures and problems associated with various market failures, · ability to evaluate specific cases of consumer choice and firms in different market situations through the tools of microeconomic analysis, to evaluate the effects of government measures to address market failures - skills to apply knowledge of microeconomics in economic practice.	
<b>Indicative content:</b> The emergence and development of microeconomic theory. Rational choice and standards of its assessment. Models of rational consumer choice and their application in practice. Shaping demand from the perspective of the individual factors. Decision making under risk and uncertainty. The	

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

**Support literature:**

**ZÁKLADNÁ**

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

**DOPLŇUJÚCA**

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 18

A	B	C	D	E	FX	np	p
0.0	16.67	22.22	16.67	38.89	5.56	0.0	0.0

**Lecturer:**

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> ÚMP EU/CNAS/NCR/15	<b>Title of course:</b> Negotiation and Conflict Resolution in US Context
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b>	
<b>Indicative content:</b> 1. WEEK: INTRODUCTION TO COURSE AND CURRICULUM OVERVIEW 2. WEEK: BASIS FOR CONFLICT ANALYSIS 3. WEEK: NEGOTIATION PRINCIPLES 4. WEEK: PRICE NEGOTIATION IN POSITIONAL BARGAINING 5. WEEK: PROBLEMATIC SITUATIONS IN NEGOTIATIONS AND COLLECTIVE BARGAINING 6. WEEK: PHASES OF NEGOTIATION 7. WEEK: NEGOTIATION STYLE 8. WEEK: INTERCULTURAL NEGOTIATIONS 9. WEEK: SPECIFIC NEGOTIATIONS AREAS 10. WEEK: ETHICS IN NEGOTIATION 11. WEEK: MEDIATION 12. WEEK: GLOBAL NEGOTIATIONS 13. WEEK: CONCLUSIONS	
<b>Support literature:</b> <input type="checkbox"/> Ondrušek, D. and Shapiro, I.: Demokracie a alternativní přístupy k řešení konfliktu. In: kol. Demokracie a ustavnost. Karlova Universita Praha, Karolinum, Praha, 1999 <input type="checkbox"/> Křivohlavý, J.: Konflikty mezi lidmi, Praha, 2002 <input type="checkbox"/> Fisher, R., Ury, W., Patton, B. - Dohoda jistá. Zásady úspěšného vyjednávání, Management Press. Praha 1994. <input type="checkbox"/> Ury, W., Jak překonat nesouhlas - Zásady vyjednávání s lidmi, s nimiž nelze vyjednávat. 1995. Praha. Management Press. <input type="checkbox"/> Dukes, E. F. Resolving public conflict, Transforming community and governance, Manchester University Press, 1996. <input type="checkbox"/> Fisher, R. et al.: Beyond Machiavelli, Tools for coping with Conflict. Harvard University Press. Cambridge , Massachusetts, 1994 <input type="checkbox"/> Van Tongeren, P., de Veen, H., Verhoeven, J. (ed.): Searching for peace in Europe and Eurasia. European centre for Conflict Prevention . Lynne Rienner Publishers, USA 2002.	

Herrman, M. S. (ed.): Resolving Conflict. Strategies for Local Government. ICMA. Washington 1994.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 36

A	B	C	D	E	FX
63.89	16.67	8.33	8.33	2.78	0.0

**Lecturer:**

**Date of the latest change:** 16.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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



**Notes:**

**Assessment of courses**

Total number of evaluated students: 25

A	B	C	D	E	FX	np	p
52.0	16.0	8.0	12.0	12.0	0.0	0.0	0.0

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

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15192/15	<b>Title of course:</b> Organisational Behaviour (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> written essay written examination Active participation in the seminar - presentation of seminar assignments - 20% Final test - 80%	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> <ol style="list-style-type: none"><li>1. Introduction to the theory of organizational behavior.</li><li>2. Individual dispositions and differences within the organization.</li><li>3. Values of employees, groups and organizations.</li><li>4. Achievement motivation in the organization.</li><li>5. Career development of employees.</li><li>6. The working group within the organization.</li><li>7. Conflicts in the organization.</li><li>8. Social and psychological atmosphere in the organization as a component of organizational behavior.</li><li>9. Leader of the organization.</li><li>10. Leadership in the organization.</li><li>11. Power relations and roles in the organization.</li><li>12. Communication in the organization.</li><li>13. Ethics in the organization</li></ol>	
<b>Support literature:</b> Základná:	

Gazdová Adamková, H. a kolektív: Organizacné správanie v podniku. Bratislava: vyd. EKONÓM, 2010

Adamková, H.: Organizacné správanie: vybraté kapitoly. Bratislava: vyd. EKONÓM, 2006  
Doplnková:

Deřdina, J., Cejthamr, V.: Management a organizacní chování. 2. aktualizované a rozšířené vydanie. Praha: Grada Publishing 2010.

Rudy, J., Luptáková, S., Sulíková, R., Vargic, B.: Organizacné správanie. Bratislava: Faber 2004.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 38

A	B	C	D	E	FX
15.79	21.05	26.32	10.53	18.42	7.89

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15202/15	<b>Title of course:</b> Organizing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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.	
<b>Teaching results:</b> 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. <b>Knowledge:</b> The concept of the basis of organisation and organizational design and its importance in the management system of the company. Knowledge of process organisation, organizational structure of the company, mergers of companies and organization changes. Obtaining knowledge about technics of time management and their use of planning of time of manager, increase efficiency of administration and workshops, and familiarize students with the latest development and the perspectives in the fiels of organizing. <b>Skills:</b> To teach students to acquire new knowledge and information in activ way of thinking, integrate and make use of them in the applications for development of organization design of companies. A student will be able to solve the theoretic and applied paperworks in the field of organisation by the use of theory, research and development on the basis of the proactive attitude. <b>Competences:</b>	

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. DEČINA, J. – MALÝ, M. 2005. Moderní organizační architektura. Praha : Alfa Publishing, 2005. 176 s. ISBN 80-86851-11-7.
  2. DEČINA, J. – ODCHÁZEL, 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 způsob manažerského myšlení. Praha : Grada Publishing, 2009. 160 s. ISBN 978-80-247-2945-9.
  4. HUCÍKA, 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. zväzok. Bratislava : VEDA, 2006, s. 509 – 632. ISBN 80-224-0775-5.
  6. PORVAZNÍK, J. Celostný management. Bratislava : Sprint dva, 2011. 360 s. ISBN 978-80-89393-58-9.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 15

A	B	C	D	E	FX
26.67	33.33	20.0	13.33	6.67	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMEVaHD FMV/ VVA15054/17	<b>Title of course:</b> Practicing international economic relations theories (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b> To make students familiar with basic theoretical backgrounds in international trade and to widen their expert vocabulary	
<b>Indicative content:</b> Entrance test, introduction to the course, requirements, What Is International Economics About? 2. Quiz 1, Problems 1 3. World Trade: An Overview 4. Quiz 2, Problems 2 5. The Ricardian Model 6. Quiz 3, Problems 3 7. Specific Factors and Income Distribution 8. Quiz 4, Problems 4, Case studies 4 9. The Heckscher-Ohlin Model: Resources and Trade 10. Quiz 5, Problems 5, Case studies 5 11. The Standard Trade Model 12. Quiz 6, Problems 6 13. Final evaluation	
<b>Support literature:</b> Krugman – Obstfeld – Melitz: Intetrnational Economics, Theory & Policy, Ninth Edition. ISBN 978-0-13-214665-4	
<b>Language whose command is required to complete the course:</b> english	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 9	

A	B	C	D	E	FX
66.67	33.33	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Martin Grešš, PhD.					
<b>Date of the latest change:</b> 18.08.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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



French					
<b>Notes:</b>					
<b>Assessment of courses</b>					
Total number of evaluated students: 13					
A	B	C	D	E	FX
61.54	15.38	15.38	7.69	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

**RECOMMENDED:**

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 1

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

**Lecturer:**

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

**RECOMMENDED:**

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 4

A	B	C	D	E	FX	np	p
0.0	0.0	25.0	25.0	50.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KTaKT OF/ OOD15002/17	<b>Title of course:</b> Product Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b>	
<b>Teaching results:</b> Demonstrate a comprehensive understanding of the strategic importance of product management and its theoretical foundations. Ability to creatively apply knowledge in decision-making about the product in business conditions. Ability to formulate strategic decisions regarding product portfolio and product management throughout the product life cycle. Demonstrate ability to critically evaluate the environmental aspects of the product and its impact on sustainability. <b>Knowledge and understanding:</b> Understand the theoretical foundations of product management and its strategic importance. Apply knowledge in decision-making about the product in a creative way. Critically analyze the situation about the product from a micro and macro perspective. <b>Practical Skills:</b> Propose, justify and apply methods of managing the products and product portfolio. Use new product creation methods. Create a project plan and a proposal for the implementation of product strategy. Cooperate in a team. Develop communication and presentation skills. <b>Competencies:</b> Formulate proposals for product decisions throughout the product life cycle in terms of competitiveness and society-wide aspects with use of analytical methods and creative techniques.	
<b>Indicative content:</b> Introduction to Product Management. Theoretical foundations of Product Management. Competitive strategies and product strategies. Consumer behavior on the market. Product portfolio management. Product life cycle and technology life cycles. Environmental aspects of production and consumption with focus and sustainability. Product labeling. Management of new product development and appropriate organization. Techniques used in new product creation. Launching new product on the market. Managing product growth and managing mature product. Managing product in the decline phase and reaching the decision to delete a product.	
<b>Support literature:</b> Recommended reading: BAKER, Michael – HART, Susan. Product Strategy and Management. 2. Vyd. Harlow: Prentice Hall, 2007. 541 s. ISBN 978-0-273-69450-2	

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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



product policy. Integrated Management System. Protection of industrial property rights. Copyright protection. Social responsibility in the product policy.

**Support literature:**

KOLLÁR, Vojtech – KOŠÚTOVÁ, Tatiana – KRISTOVÁ, Ľudmila. Regulovaný trh výrobkov. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2012. 188 s. ISBN 978-80-225-3526-7.

KOŠÚTOVÁ, Tatiana – KOLLÁR, Vojtech – KRISTOVÁ, Ľudmila. Produkt a kvalita : praktikum. Bratislava : Vydavateľstvo EKONÓM, 2009. 163 s. ISBN 978-80-225-2781-1.

KRISTOVÁ, Ľudmila et al. Technické prekážky obchodu : regulovaný trh. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2013. 213 s. ISBN 978-80-225-3717-9.

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 27

A	B	C	D	E	FX
37.04	51.85	11.11	0.0	0.0	0.0

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMVaL FPM/ MMD15012/15	<b>Title of course:</b> Production Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> preliminary tests other (specify): záverečný test written examination <ul style="list-style-type: none"> <li>• Participation and activity in lectures ..... 5%</li> <li>• Activity in exercises ..... 5%</li> <li>• Final written test ..... 20%</li> <li>• Exam ..... 70%</li> </ul>	
<b>Teaching results:</b> The objective is to provide, both in theoretical and practical part of the course, a complete knowledge and practical experience in production management, incl. the creation, development and economic success of the company in this area. Knowledge and understanding: After completing the course, students should be able to understand basic concepts, to know the basic methods, concepts of production management development and to be conversant in issues of process approach. Skills and competencies: Ability to apply practical knowledge from course exercises into practice, to monitor and measure performance of production system in enterprises, optimize and improve the processes of production management.	
<b>Indicative content:</b> The content of this course is to provide students the fundamentals of production organism anatomy and its control system in the business unit. The course focuses on the organization and new production management and in the economic recovery of all production factors and intangible assets in the manufacturing business.	
<b>Support literature:</b> Základná literatúra: - Dupal, A., Lesčisín, M., Stern, J., 2008. Manazment výroby. Bratislava: Sprint v.fra, 2008. ISBN 80/89085-00-6 - Dupal, A., 2009. Manazment výroby – Zbierka príkladov. Bratislava: Vydavateľstvo EKONÓM, 2009. ISBN 978-80-225-2832-0 Odporúčaná literatúra:	

- Lesáček, M., Stern, J., Dupal, A., 1994. Rozvojový management výroby. Bratislava: Elita, 1994. ISBN 80-85323-80-X

**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. Brigita Boorová, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15242/15	<b>Title of course:</b> Project Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work project preliminary tests combined examination Seminar project, its presentation and team work participation: 40% Preparation for final exam: 60%	
<b>Teaching results:</b> 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	
<b>Indicative content:</b> Theoretical and methodological aspects of current major project management methodologies (PMI, IPMA, Prince2) in terms of procedures and competencies. Organizational and personnel support PM. Methods and techniques used in the various stages of the life cycle of projects. Project management in specific circumstances.	
<b>Support literature:</b> Základná literatúra: Majtán, M.: Projektový manažment. Bratislava: Vydavateľstvo Sprint dva 2009 Odporúčaná literatúra: Kolektív autorov. 2011 Projektové řízení pro začátečníky. Brno: Computer Press, 2011. ISBN 978-80-251-2835-0 Rosenau, M.D. 2010. Řízení projektu. Brno: Computer Press, 2010. ISBN 80-7226-218-1	

<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b>					
Total number of evaluated students: 48					
A	B	C	D	E	FX
27.08	25.0	22.92	12.5	10.42	2.08
<b>Lecturer:</b> Ing. Natália Tarišková, PhD.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15065/15	<b>Title of course:</b> Psychology (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 0 <b>Per course:</b> 26 / 0 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> preliminary tests combined examination lecture activity: 10%, semester test results: 10%, result in the final exam: 60%	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> 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:**

Povinná:

Szarková, M.: Psychológia pre manažérov a podnikateľov. Bratislava: Sprint dva, 2011.

Odporúčaná:

Bedrnová, E., Nový, I. a kol.: Psychologie a sociologie řízení. Praha: Management Press, 2002.

Provazník, V. a kol.: Psychologie pro ekonomy a manažery. Praha: Grada 2002.

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 22

A	B	C	D	E	FX
9.09	40.91	22.73	9.09	18.18	0.0

**Lecturer:** Mgr. Natália Matkovčíková, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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



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

Language whose command is required to complete the course:

English

Slovak

**Notes:****Assessment of courses**

Total number of evaluated students: 17

A	B	C	D	E	FX
29.41	5.88	5.88	41.18	11.76	5.88

**Lecturer:** doc. Ing. Erika Neubauerová, PhD., doc. Ing. Alena Zubaľová, PhD., doc. Ing. Jana Péliová, PhD., Ing. Martin Kocúrek, MSc.**Date of the latest change:** 08.03.2017**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KF NHF/NNB15039/15	<b>Title of course:</b> Public Finance II
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Requirements to complete the course: Individual activity 20% Seminar paper 20% Final written exam 60%	
<b>Teaching results:</b> 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"> <li>• Understanding the theoretical bases for fiscal policy, their methodological approaches and theoretical models</li> <li>• Knowledge of key analytical tools used in public financial analysis</li> </ul> Skills, attributes and attributes. <ul style="list-style-type: none"> <li>• Ability to use formalized models</li> <li>• Ability to formulate their own attitudes to fiscal and budgetary policy issues and criticize them using theoretical knowledge</li> </ul>	
<b>Indicative content:</b> 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.	
<b>Support literature:</b> Support literature:	

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

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

Language whose command is required to complete the course:

English

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 7

A	B	C	D	E	FX	np	p
28.57	14.29	28.57	28.57	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Jana Péliová, PhD., Ing. Martin Kocúrek, MSc.

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 12

A	B	C	D	E	FX	np	p
66.67	8.33	16.67	0.0	0.0	8.33	0.0	0.0

**Lecturer:** Tomáš Jacko, PhD.

**Date of the latest change:** 01.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

Total number of evaluated students: 13					
A	B	C	D	E	FX
53.85	23.08	15.38	7.69	0.0	0.0
<b>Lecturer:</b> prof. Ing. Jaroslav Kita, CSc.					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KSRaP NHF/ NNF15524/15	<b>Title of course:</b> Quality of Life
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> mid-term tests written exam oral exam	
<b>Teaching results:</b> The goal of course is to gain for students the Professional competencies in the field of theory, methodology and empiricism of the quality of life and have enough skills to form this phenomenon, with respecting of the fundamental principles and connections. To know the structure of the quality of life and its motivational function within the context of the socio-economic development. Also to deepen abilities to perceive the complex of this phenomenon, also in the frame of globalization and first of all in relation to the social quality.	
<b>Indicative content:</b> Theory of Quality of Life. Social Quality and Quality of Life. Quality of Life as Social Phenomenon. Consumer Models of Quality of Life. Quality of Life and Transformation Changes. Values and Value Orientations of Population. Quality of Working Life, Over Work Period and Life Style. Leisure Time and Industry of Leisure Time. Industrial Period in Quality of Life. Social Structure and Quality of Life. Megatrends in Quality of Life. Regional Disparities in Quality of Life.	
<b>Support literature:</b> Základná literatúra: 1. ANTALOVÁ, M. – LALUHA, I. – PŘÍVARA, A. 2013. Kvalita života. Bratislava : Vydavateľstvo EKONÓM, 2013. ISBN 978-80-225-3596-0. 2. ANTALOVÁ, M. – BEDNÁRIK, R. – LALUHA, I. – TKÁČIKOVÁ, J. 2010. Kvalita života. Teória, metodológia, empiria. Bratislava : Vydavateľstvo EKONÓM, 2010. ISBN 978-80-225-3043-9. 3. ANTALOVÁ, M. 2010. Sociálna kvalita a kvalita pracovného života. Bratislava : Vydavateľstvo EKONÓM, 2010. ISBN 978-80-225-3088-0. 4. LALUHA, I. 2010. Kvalita života. In Stanek, V, a kol. Sociálna politika, Bratislava : Sprint, 2010. ISBN 978-. 92-79-14884-2. 5. NAISBITT, J. – ABURDENOVÁ, P. 1992. Megatrendy 2000. Bratislava : Bradlo, 1992. ISBN 8071270504	



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

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

**Notes:**  
-

**Assessment of courses**

Total number of evaluated students: 176

A	B	C	D	E	FX	np	p
32.39	26.7	27.84	9.09	3.98	0.0	0.0	0.0

**Lecturer:** doc. PhDr. Mária Antalová, PhD., Ing. Roman Klimko, PhD., Ing. Jaroslava Szüdi, PhD., doc. Ing. Silvia Šipikalová, PhD., Gábor Szüdi, PhD.

**Date of the latest change:** 27.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

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

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

**Support literature:**

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

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

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

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

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

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

slovak  
english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 25

A	B	C	D	E	FX	np	p
4.0	32.0	16.0	12.0	20.0	16.0	0.0	0.0

**Lecturer:** Ing. Tomáš Ondruška, PhD., Raman Herasimau

**Date of the latest change:** 03.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KF NHF/NNB15812/16	<b>Title of course:</b> Risk and uncertainty in finance
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Requirements to complete the course: written seminar work, written tests during semester, exam,	
<b>Teaching results:</b> 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	
<b>Indicative content:</b> 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	
<b>Support literature:</b> Support literature: Sivák, Gertler, Kováč. (2010). Riziká a modely vo financiách a v bankovníctve. Sprint dva. Odporúčaná: Ross, Westerfield, Jaffe, & Jordan. (2011). Corporate Finance: Core Principles & Applications. 3rd Edition. McGraw Hill. P. Bernstein. Capital Ideas: The Improbable Origins of Modern Wall Street. New York: Free Press, 1992.	

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

Language whose command is required to complete the course:

English

Slovak

**Notes:****Assessment of courses**

Total number of evaluated students: 1

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

**Lecturer:****Date of the latest change:** 14.03.2017**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KRS FAJ/ MPSL030201E/12		<b>Title of course:</b> SLOVAK FOR BEGINNERS			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 139					
A	B	C	D	E	FX
56.83	28.06	6.47	3.6	0.0	5.04
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 09.05.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KRS FAJ/ MPSL030202E/12		<b>Title of course:</b> SLOVAK FOR BEGINNERS			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 122					
A	B	C	D	E	FX
66.39	23.77	4.92	3.28	1.64	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 09.05.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KMr OF/OOA15093/15	<b>Title of course:</b> Sales organization (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work written essay written examination 60% case studies solving, 20% presentations, 20% argumentation for the taken decision	
<b>Teaching results:</b> The subject has three goals: to handle the managerial benefits of the sales organization, identify management practices and stages of development of the sales force, handle the tools of evaluation and control of the sales force. Knowledge and understanding. After completing this module, students should be able to: apply the knowledge, skills and techniques of the organization of sales force; students will be asked to demonstrate the use of specialized tools calculating the size of the sales team, evaluation and supervision of sales personnel, enabling them to develop skills for domestic and international employers.	
<b>Indicative content:</b> Managerial aspects of the organization of selling and the creation of a sales team. Development of management skills and the ability to motivate and lead a sales team.	
<b>Support literature:</b> DAYAN, A., ZEYL, A. BRASSIER, P. Management de la force de vente, Paris: Pearson 2011, 681 s. ISBN 2744074705. DUGAS, L., JOURDAN, B. La vente complexe. Paris: Dunod, 2003. 200 s. ISBN 978-2100070336. BLANC, M.A., Le GALL, M. P. Toute la fonction commerciale. Paris: Eyrolles 2012, 512 s. ISBN 2100489828.	
<b>Language whose command is required to complete the course:</b> French	
<b>Notes:</b>	
<b>Assessment of courses</b> Total number of evaluated students: 12	



A	B	C	D	E	FX
75.0	16.67	8.33	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Zuzana Okasová					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava							
<b>Faculty:</b>							
<b>Course code:</b> KSRaP NHF/ NNF15012/15		<b>Title of course:</b> Selected problems of social policy					
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present							
<b>Number of credits:</b> 6							
<b>Recommended semester/trimester of study:</b>							
<b>Degree of study:</b> I., N							
<b>Prerequisites:</b>							
<b>Requirements to complete the course:</b> self study written works written exam							
<b>Teaching results:</b> Provide the latest theoretical and practical knowledge about the social policy in SR and other EU countries. Present new approaches to defining the role of state, demographic trends in the EU countries and their impact on social sphere, flexicurity policy, social inclusion, fundamentals of housing and learning policies, individual aspects of quality of life, as well as current problems in health system.							
<b>Indicative content:</b> The course provides the knowledge about demographic trends, labour markets, social differentiation of population in the EU countries. Attention is also paid to family, housing and learning policies in the EU countries, as well as labour market policy, analysis of individual aspects of quality of life and current problems in health system.							
<b>Support literature:</b> 1. Baldock, J., Manning, N., Viercherstaff, S.: Social Policy, Oxford 2007 2. Hartley, D.: Social Policy, Cambridge 2006							
<b>Language whose command is required to complete the course:</b> english							
<b>Notes:</b> -							
<b>Assessment of courses</b> Total number of evaluated students: 28							
A	B	C	D	E	FX	np	p
46.43	42.86	7.14	3.57	0.0	0.0	0.0	0.0

**Lecturer:** Ing. Andrej Přivara, PhD., Ing. Jaroslava Szüdi, PhD., Ing. Roman Klimko, PhD., Gábor Szüdi, PhD.

**Date of the latest change:** 27.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMr OF/OOA15138/16		<b>Title of course:</b> Social Psychology (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b> individual work written examination Active participation in lectures: 20%. Final test: 80%.					
<b>Teaching results:</b> The goal of the subject is to present the main theories of social psychology and apply them to the field of marketing. Knowledge and understanding: Students acquire knowledge in the field of psychological analysis of consumer behavior viewed as individuals and members of a particular social group. Practical Skills: The acquired knowledge will also be applied to specific problems in marketing. Competencies: This course will enable students to do their own analysis of consumer behavior from the social point of view and take the relevant decisions in marketing strategies.					
<b>Indicative content:</b> Theoretical and practical aspects of the application of social psychology to the field of marketing.					
<b>Support literature:</b> PLIVARD I. 2012: Mini manuel de psychologie sociale. Paris: Dunod. 2012. 224 p. ISBN 9782100575930.					
<b>Language whose command is required to complete the course:</b> French					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 7					
A	B	C	D	E	FX
71.43	0.0	28.57	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Andrej Přivara, PhD.					
<b>Date of the latest change:</b> 22.02.2017					

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KRasJ FAJ/ CJ615920B/17		<b>Title of course:</b> Spanish for Foreigners I.			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> I., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Mgr. Nina Mocková, PhD.					
<b>Date of the latest change:</b> 15.09.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KŠ FHI/MID15100/16	<b>Title of course:</b> Statistics (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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.	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> 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.	
<b>Support literature:</b> 1.Wonnacott, T. H., Wonnacott, R. J.:Introductory Statistics for Business and Economics. J. Wiley, New York, Fifth edition, 1990. 2.Kvanli, A.H., Pavur, R.A., Keeling, K.B.: Intorduction to Business Statistics: A Microsoft Excel Integrated Approach. West Publishing Company St. Paul. Sixth edition, 2002 3.Pacáková, V. a kol.: Štatistické metódy pre ekonómov. IURA	

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

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 20

A	B	C	D	E	FX
40.0	35.0	20.0	5.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 17.02.2017

**Approved by:**



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM FPM/ MMB15272/15	<b>Title of course:</b> Strategic Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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	
<b>Teaching results:</b> 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	
<b>Indicative content:</b> 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:**

a) základná:

1. Slávik, S.: Strategický manažment. Sprint 2, Bratislava 2013
2. Hudáková Misúňová, I. a kol: Strategický manažment. Prípadové štúdie. Vydavateľstvo Ekonóm, Bratislava 2013

b) odporúčaná:

1. Grant, R. M: Contemporary Strategy Analysis. Blackwell, Oxford 2008
2. Kim, Ch. W. – Mauborgne, R.: Strategie modrého oceánu. Management Press, Praha 2005
3. Misúňová Hudáková, I.: Zdokonalovanie strategického manažmentu. Vydavateľstvo Ekonóm, Bratislava 2012
4. Mullins, J. – Komisar, R.: Plán B. Ako vytvorit úspešný podnikateľský model alebo zmenit dobrý model na skvelý. Eastone Books, Bratislava 2010
5. Schmitt, B. H.: Stratégia odvážnych. Eastone Books, Bratislava 2010
6. Thompson, A. A. Jr. – Strickland III, A. J. – Gamble, J. E.: Crafting and executing strategy. Text and readings. 15th edition, McGraw-Hill/Irwin, Boston – New York 2007

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 24

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

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

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KM OF/OOA15091/15	<b>Title of course:</b> Strategic marketing (in French)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> I., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project preliminary tests written examination Partial semester test 7 % Final semester test 7 % Project development and presentation 6 % Final written exam 80 %	
<b>Teaching results:</b> To understand the application of strategic marketing instruments, to identify the criteria of competitive – customer – market strategy, to propose appropriate marketing strategy, to apply the portfolio method in marketing strategy development, to choose the appropriate strategy for foreign market entry. Knowledge and understanding: the ability to use and critically analyse, evaluate and synthesize the instruments of strategic analysis (marketing audit, SWOT analysis, branche analysis),; ability to explain the process of tactical and strategic marketing plan development process; ability to evaluate on the preconditions for marketing strategy implementation. Practical skills: ability to apply instruments of strategic marketing in business environment, ability to arrive at strategic decisions and propose solutions of marketing problems on the tactical and strategic level, ability to propose marketing strategy, critically evaluate alternative strategies, Competences: ability to search for and analyse information for strategy creation.	
<b>Indicative content:</b> The tools and the process of strategic marketing analysis. Typology of growth strategies, marketing strategies, market share strategies. The influence of competition on strategy development. The process of tactical marketing plan and marketing strategy. Specifics of international marketing strategy creation. The processes of marketing strategy implementation and strategy control.	
<b>Support literature:</b> LESÁKOVÁ, D. a kol. (2011). Strategický marketing. Strategický marketing. Bratislava: Sprint, 2011. ISBN 978-80-89393-56-5. LESÁKOVÁ, D. a kol. (2007). Strategický marketing. Bratislava: Sprint, 2007. ISBN: 978-80-89085-92-7.	

<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b>					
Total number of evaluated students: 34					
A	B	C	D	E	FX
11.76	41.18	38.24	8.82	0.0	0.0
<b>Lecturer:</b> Ing. Patrícia Kollár					
<b>Date of the latest change:</b> 22.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b>	
<b>Course code:</b> KPH FPM/ MMC15163/15	<b>Title of course:</b> Strategy of Sale (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b>	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> written essay preliminary tests written examination - 10% individual activity during course - 30% several written assignments including research reports and marketing projects (case studies and so on.) - 60% final exam	
<b>Teaching results:</b> The sales strategy course is designed to: <ul style="list-style-type: none"> <li>• expose students to the typology of sales strategies</li> <li>• manage methodic progress of sales strategy processing • be able to make a marketing analyses like a resource</li> </ul> By the end of the course, students should understand and have knowledge about: <ul style="list-style-type: none"> <li>• content and specific types of sales strategies</li> <li>• the basic methodology of marketing analyses process within sales strategy framework Ability and attributes. Upon completion of this course students should be able to:               <ul style="list-style-type: none"> <li>• choose suitable sales strategy on the basis of definite market position of enterprise</li> <li>• manage process of selected type of sales strategy (from source analyses to assignment formulation for each tools of marketing activities)</li> </ul> </li> </ul>	
<b>Indicative content:</b> 1. The fundamental of sales strategy and its relations 2. The Customer-focused sales strategies 3. The Competitor-focused sales strategies 4. The Product-focused sales strategies 5. The Marketing communication- focused sales strategies 6. The Distribution- focused sales strategies	
<b>Support literature:</b> Základná:	

MAJTÁN, S. a kol.: Odbytová stratégia. Bratislava 2013, Sprint 2, ISBN 978-80-89393-92-3  
GRANČIČOVÁ, K. a kol.: Odbytová stratégia. Praktikum. Bratislava 2013, Vydavateľstvo  
EKONÓM, ISBN 978-80-225-3592-2

Odporúčaná:

HANZELKOVÁ, A. – KARÁKOVSKÝ, M. – ODEHNALOVÁ, D. – VYKYPEL, 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

LESÁKOVÁ, D. a kol.: Strategický marketing. Bratislava 2007. Sprint vfra. ISBN  
978-80-890-85-92-7

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 56

A	B	C	D	E	FX
73.21	21.43	3.57	1.79	0.0	0.0

**Lecturer:** Ing. Peter Štetka, PhD.

**Date of the latest change:** 22.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> ÚMV EU/CNAS/TLC/15		<b>Title of course:</b> The Leadership Challenges			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 48					
A	B	C	D	E	FX
81.25	14.58	0.0	0.0	0.0	4.17
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 16.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMEVaHD FMV/ OVA15215/16		<b>Title of course:</b> The Market of the European Union (in French)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b> 1. Establishment and development of the European Communities. 2. The crisis of the European Communities and its overcoming. 3. The transition from the European Communities to the European Union. 4. Development and enlargement of the European Union. 5. Building the single market. 6. Economic Single Market Liberties 7. Common commercial policy. 8. Historical development of the common agricultural policy. 9. Common agricultural policy at present. 10. Regional Policy 11. Development of European Monetary Integration. 12. The introduction of the single currency, economic and monetary union. 13. Financing of the European Union.					
<b>Support literature:</b> LIPKOVÁ, Ľ. et al. (2011): Európska únia. Bratislava: Sprint dva. ISBN 978-80-89393-33-6. Fiala, P.; Pitrová, M.: Evropská unie. Brno, 2009. ISBN 978-80-7325-180-2					
<b>Language whose command is required to complete the course:</b> french					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 9					
A	B	C	D	E	FX
44.44	33.33	11.11	11.11	0.0	0.0
<b>Lecturer:</b> Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.					



**Date of the latest change:** 20.02.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMP FMV/VVC15017/17		<b>Title of course:</b> The legal regime of the polar regions (in English Language)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 2					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Mgr. Dorota Harakal'ová, PhD.					
<b>Date of the latest change:</b> 21.02.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

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

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

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

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

Practical skills and competences:

a) to demonstrate the ability to work in team

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

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

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

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

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

g) to use obtained skills in work with softwares

#### **Indicative content:**

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

#### **Support literature:**

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

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

Slovak, English

**Notes:****Assessment of courses**

Total number of evaluated students: 15

A	B	C	D	E	FX	np	p
0.0	6.67	20.0	20.0	13.33	40.0	0.0	0.0

**Lecturer:** doc. Ing. Jana Kotlebová, PhD.**Date of the latest change:** 08.03.2017**Approved by:**

## DESCRIPTION OF COURSE

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

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

**Notes:**

**Assessment of courses**

Total number of evaluated students: 24

A	B	C	D	E	FX	np	p
29.17	29.17	33.33	4.17	4.17	0.0	0.0	0.0

**Lecturer:** doc. Ing. Ľubomíra Gertler, PhD.

**Date of the latest change:** 08.03.2017

**Approved by:**

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMEVaHD FMV/ MVA150292/16		<b>Title of course:</b> World Economy			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> I., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 1					
A	B	C	D	E	FX
0.0	0.0	100.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Martin Grešš, PhD.					
<b>Date of the latest change:</b> 20.02.2017					
<b>Approved by:</b>					



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KMEVaHD FMV/ MVA150292/17		<b>Title of course:</b> World Economy			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 5					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> I., N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Dr. h. c. prof. Ing. Ľudmila Lipková, CSc.					
<b>Date of the latest change:</b> 23.10.2017					
<b>Approved by:</b>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b>					
<b>Course code:</b> KŠ FHI/OID15101/15		<b>Title of course:</b> Štatistika (vo francúzskom jazyku)			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 6					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> N					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 2					
A	B	C	D	E	FX
0.0	0.0	0.0	100.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 17.02.2017					
<b>Approved by:</b>					