

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                   |      |      |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------|------|------|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                   |      |      |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                   |      |      |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/216M/14                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Advanced Corporate Finance |      |      |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                   |      |      |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                   |      |      |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                   |      |      |     |     |
| <b>Stupeň štúdia:</b> I., II.                                                                                                                                                                                                       |     |                                                   |      |      |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                   |      |      |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                   |      |      |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                   |      |      |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                   |      |      |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                   |      |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                   |      |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                   |      |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 29                                                                                                                                                              |     |                                                   |      |      |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                 | C    | D    | E   | FX  |
| 75.86                                                                                                                                                                                                                               | 0.0 | 17.24                                             | 3.45 | 3.45 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Rastislav Molnár                                                                                                                                                                                             |     |                                                   |      |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                   |      |      |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                   |      |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                    |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                    |
| <b>Kód predmetu:</b><br>FM.KMk/044M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Názov predmetu:</b> Advertising |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                    |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                    |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                    |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                    |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                    |
| <b>Podmienky na absolvovanie predmetu:</b><br>70% - continuous assessment through the course, active participation on seminary<br>- development of a semester campaign project, its presentation and defence<br>30% - a written test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                    |
| <b>Výsledky vzdelávania:</b><br>On the base of knowledge obtained from the subjects of Marketing and Marketing Management, to deepen knowledge about integrated marketing communication within a marketing mix of a firm, develop competences to coordinate the marketing communication processes and make use of advertising for promotion activity of profitable and unprofitable organizations, advertisement making as a product of advertising agency.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                    |
| <b>Stručná osnova predmetu:</b><br>1. Introduction to Advertising.<br>Marketing communication. System and process of marketing communication. Personal, impersonal, formal and informal marketing communication.<br>2. Integrated marketing communication.<br>Advertising. Sales promotion. Personal selling. Public relations. Sponsoring. Direct marketing. Planning process model of marketing communication. Processes of co-ordination in marketing communication.<br>3. Communication Aspects of Advertising.<br>Communication process. Advertising in marketing communication. Feature, goals, final recipients and required reactions.<br>4. Advertising Campaign. Advertising Strategy.<br>Advertising process. "The 5 Ms" of Advertising. Analysing, planning, implementing and control in advertising.<br>5. Creating Advertisements and Commercials.<br>Creative copywriting. Art direction. Creative production.<br>6. Advertising Business.<br>Advertising expenditures. Types of advertising agencies, graphic studios, arrangement, advertising articles making.<br>7. Advertising Media. |                                    |

| <p>Media planning. Intramedia and intermedia selection. Optimal media types for specific products. Shopping media plan. Media buyers and media representatives.</p> <p>8. Advertising and Law I.</p> <p>Advertising law. General requirements, celebrity protection, child protection. Unfair competition and advertising. Comparative advertising. Consumer protection law, foodstuffs law, animal protection law, national language law, medicament law, authoring law, economic competition law. Tax legislation. Comparison of advertisement law design in some states. Responsibility in advertisement.</p> <p>9. Ethical Aspects of Advertising.</p> <p>International code of advertising practiced. Ethic codes. Advertisement ethic protection association. Advertisement self-regulation. Advertisement Slovak board decision. Foreign self-regulation boards decision.</p> <p>10. Analysis of selected commercials.</p> <p>11. Semester project presentations.</p> <p>12. Final evaluation.</p> |     |       |      |      |     |      |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|------|------|-----|------|---|-----|---|---|---|---|----|-------|-----|-------|------|------|-----|------|
| <p><b>Odporúčaná literatúra:</b></p> <ul style="list-style-type: none"> <li>• ŠTARCHOŇ, P.: Vademecum reklamy. Vybrané teoretické aspekty. Bratislava: UK 2004.</li> <li>• VYSEKALOVÁ, J. – MIKEŠ, J.: Reklama. Jak dělat reklamu. Praha: Grada Publishing 2007.</li> <li>• HORŇÁK, P.: Reklama. teoreticko-historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2010.</li> <li>• ARENS, W. – WEIGOLD, M. – ARENS, CH.: Contemporary Advertising, 13e. McGraw-Hill 2010.</li> <li>• BOVEÉ, C. L.: Contemporary Advertising. McGraw-Hill 2006.</li> <li>• TELLIS, G. J.: Reklama a podpora prodeje. Praha: Grada Publishing 2000.</li> <li>• OGILVI, D.: O reklamě. Praha: Management Press 1996.</li> <li>• SCHULTZ, D.: Moderní reklama. Praha: Grada 1995.</li> <li>• ProQuest – database</li> <li>• Marketing Science and Inspirations, Marketing magazine, Stratégie</li> </ul>                                                                                                      |     |       |      |      |     |      |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
| <p><b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b></p> <p>Slovak, English</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |       |      |      |     |      |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
| <p><b>Poznámky:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |       |      |      |     |      |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
| <p><b>Hodnotenie predmetov</b></p> <p>Celkový počet hodnotených študentov: 234</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>65.38</td><td>0.0</td><td>29.06</td><td>1.71</td><td>2.14</td><td>0.0</td><td>1.71</td></tr> </tbody> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |       |      |      |     |      | A | ABS | B | C | D | E | FX | 65.38 | 0.0 | 29.06 | 1.71 | 2.14 | 0.0 | 1.71 |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ABS | B     | C    | D    | E   | FX   |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
| 65.38                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.0 | 29.06 | 1.71 | 2.14 | 0.0 | 1.71 |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
| <p><b>Vyučujúci:</b> prof. Mgr. Peter Štarchoň, PhD.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |       |      |      |     |      |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
| <p><b>Dátum poslednej zmeny:</b> 12.07.2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |       |      |      |     |      |   |     |   |   |   |   |    |       |     |       |      |      |     |      |
| <p><b>Schválil:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |       |      |      |     |      |   |     |   |   |   |   |    |       |     |       |      |      |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                             |
| <b>Kód predmetu:</b><br>FM.KEF/171M/11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Názov predmetu:</b> Analysis of the Bond |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>Stručná osnova predmetu:</b><br>Brief syllabus:<br>Thematic plan - lectures:<br>1. The introduction into the bonds, meaning of the credits in the economics, credit characteristics, credit types<br>2. Analysis of the credit competence<br>3. The evaluation of return on the business plan<br>4. Credit assurance and the risk measurement determination<br>5. Economic understanding of the bonds<br>6. Basics of the bonds evaluation<br>7. The problem of the period by the bonds evaluation<br>8. Government bonds and their meaning by the risk-free interest rate determination<br>9. Meaning of the bond duration. Modified bond duration and its meaning. Dollar bond duration and its meaning.<br>10. Bond convexity.<br>11. Specific types of bonds and the evaluation<br>12. Basic principles of the bonds trading<br>13. The creation and management of the bonds portfolio<br>Thematic plan - seminar:<br>1. Introductory seminar<br>2. Analysis of the credit competence of the client – example<br>3. Return of the business plan evaluation - example<br>4. Credit assurance and the risk measure determination - example<br>5. Basic of the financial mathematics used by the bonds evaluation<br>6 Bond price calculation at the day of the issue of the bonds and by the coupon payout<br>7 Bond price calculation beyond the coupon payot period<br>8. Bond price calculation by the variable rate interest<br>9. Taking advantage of the bonds duration |                                             |

- 10 Utilization of the modified bonds duration and the dollar bond duration
11. Bond convexity and its utilization
12. Specific bonds evaluation
13. The creation and management of the bonds portfolio

#### **Odporúčaná literatúra:**

Literature:

1. Brealey, Richard A. - Myers, Stewart C. Teorie a praxe firemních financí. Translated by Zdeněk Strnad - Vilém Jungmann - Tomáš Hlaváč. Vyd. 1. Praha : Computer Press, 2000. xix, 1064. ISBN 80-7226-189-4.
2. Sharpe, William F. - Alexander, Gordon J. Investice. Translated by Zdeněk Šlehoř. 4. vyd. Praha : Victoria Publishing, 1994. 810 s. ISBN 80-85605-47-3.
3. Blake, David. Analýza finančních trhů. Translated by Aleš Hrnčíř - Petr Šedý - Pavel Šimůnek. Vyd. 1. Praha : Grada, 1995. 623 s. ISBN 80-7169-201-8.
4. Jílek, Josef. Termínové a opční obchody. Vyd. 1. Praha : Grada, 1995. 286 s. ISBN 80-7169-183-6
5. Graham, Benjamin - Dodd, David L. Security analysis :principles and technique. 2nd ed. New York : McGraw-Hill Book Company, 1940. xiii, 851. ISBN 0-07-141228-X.

#### **Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

#### **Poznámky:**

#### **Hodnotenie predmetov**

Celkový počet hodnotených študentov: 54

| A     | ABS | B   | C    | D    | E   | FX  |
|-------|-----|-----|------|------|-----|-----|
| 83.33 | 0.0 | 3.7 | 7.41 | 5.56 | 0.0 | 0.0 |

**Vyučujúci:** Ing. Boris Štunc, CSc., Ing. Libuša Čurlejová

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                |
| <b>Kód predmetu:</b><br>FM.KEF/011M/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> Banking |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Significance of banking and its functions<br>- issue, distributional, redistributional, savings.<br>2. Basic types of banking systems<br>- one-stage, two-stage banking system.<br>3. Methods of banking systems<br>- universal, separate, mixed banking.<br>4. Representations, branches, subsidiaries of CB<br>- representation, branch, agency, subsidiary.<br>5. Banking in the EU<br>- EU's directives for the area of banking.<br>6. Regulatory organs in SR<br>- legislative – laws.<br>7. Capital of commercial bank<br>- TIER 1, TIER 2, TIER 3, - functions.<br>8. Basel's agreements about capital<br>- BASEL 1, BASEL2<br>9. The influence of Central bank on resources of commercial banks<br>- minimum reserves requirements, state bonds, treasuries.<br>10. European system of central banks<br>- ESCB, Eurosystem, ECB.<br>11. Retail banking<br>- bank clients, products, services, distribution.<br>12. Electronic banking<br>- types of products, block of products, advantages.<br>13. Firm's clientele<br>- segmentation, institutional clientele. |                                |

**Odporúčaná literatúra:**

Literature:

1. Sysáková V., Šlahor Ľ.: Peniaze a bankovníctvo, Bratislava, KARTPRINT, 2010, ISBN 978-80-88870-89-0
2. Šlahor Ľ., Žvachová N.: Kapitálová primeranosť bank a poisťovní, Bratislava, KARTPRIN 2011, ISBN 978-80-88870-94-4
3. Pavelka Ľ.: Riešenie negatívnych externalít svetovej a finančnej krízy v bankovníctve EÚ, Bratislava, EKONÓM, 2011, ISBN 978-80-225-3277
4. Jozef Jílek: Peníze a menová politika, Grada, Praha, 2004
5. Horvátová E.: Bankovníctvo, Súvaha, Bratislava, 2000
6. Horváthová E. a kol.: Ekonomické a legislatívne podmienky operácie komerčných bánk na Slovensku, vydavateľstvo Ekonóm 2004

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:****Poznámky:****Hodnotenie predmetov**

Celkový počet hodnotených študentov: 141

| A     | ABS | B     | C     | D    | E    | FX   |
|-------|-----|-------|-------|------|------|------|
| 52.48 | 0.0 | 24.82 | 12.77 | 5.67 | 2.84 | 1.42 |

**Vyučujúci:** doc. Ing. Viera Sysáková, CSc.**Dátum poslednej zmeny:** 12.07.2016**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                       |      |      |     |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------|------|------|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                       |      |      |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                       |      |      |     |     |
| <b>Kód predmetu:</b><br>FM.KMk/001M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     | <b>Názov predmetu:</b> Bank Marketing |      |      |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                       |      |      |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                       |      |      |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                       |      |      |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                       |      |      |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |                                       |      |      |     |     |
| <b>Podmienky na absolvovanie predmetu:</b><br>40 percent final test<br>60 percent activity during class                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |                                       |      |      |     |     |
| <b>Výsledky vzdelávania:</b><br>Banks must, like other market players, the competitive environment of an open market economy guided by the application of modern business philosophy, and the use of marketing activities in their activities. Bank marketing objective of the course is to provide students with a comprehensive picture of the issues and focus primarily on defining the basic concepts, importance and specifics of bank marketing, marketing strategy specifics of banking entities, the importance of marketing research information, bank customers, the process of segmentation, extended marketing mix in the banking and characteristics of its individual elements. |     |                                       |      |      |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                       |      |      |     |     |
| <b>Odporúčaná literatúra:</b> <ul style="list-style-type: none"><li>• Štarchoň, P.: Bankový marketing. Vybrané časti. Pracovný materiál.</li><li>• Korauš, A.: Marketing v bankovníctve a poisťovníctve. Bratislava: Sprint 2000.</li><li>• Belás, J.: Retail banking. Bratislava: Iura Edition 2008.</li><li>• Juřík, P. Platební karty. Praha: Grada Publishing 2006.</li><li>• Databáza ProQuest, Biatec, Trend, Profit, Marketing Science and Inspirations</li><li>• Vzhľadom na nové a dostupné zdroje bude priebežne aktualizovaná.</li></ul>                                                                                                                                            |     |                                       |      |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak, English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                       |      |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                       |      |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 238                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |                                       |      |      |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | ABS | B                                     | C    | D    | E   | FX  |
| 66.81                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 0.0 | 27.73                                 | 5.04 | 0.42 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. Mgr. Peter Štarchoň, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                       |      |      |     |     |



|                                          |
|------------------------------------------|
| <b>Dátum poslednej zmeny:</b> 12.07.2016 |
| <b>Schválil:</b>                         |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                  |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                  |
| <b>Kód predmetu:</b><br>FM.KEF/188M/13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Názov predmetu:</b> Basics of Project Finance |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                  |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                  |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                  |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                  |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                  |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                  |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                  |
| <b>Stručná osnova predmetu:</b><br>Course content: <ul style="list-style-type: none"> <li>• What is project finance? A historical perspective;</li> <li>• Development of project finance; theory and practice of project finance;</li> <li>• The rationale for project financing; key characteristics of project finance and how these differ from other types of finance; project financing versus direct financing;</li> <li>• Advantages and disadvantages of project financing</li> <li>• Large scale projects; how large are “large” projects? public private partnership; project capital structure; sources of funds for large scale projects;</li> <li>• Project viability and risks; types of risk and risk management; implications for project financing; designing of security arrangements;</li> <li>• Legal aspects of project finance; project contracting; the differing risk perspectives of government, sponsors and lenders; negotiation setting and risk allocation;</li> <li>• Structuring the project and preparation of the project financing plan; DCF analysis;</li> <li>• Financial modeling and project evaluation; sources of project funds;</li> <li>• Usage of real options for project evaluation; traditional DCF analysis versus real option analysis;</li> </ul> |                                                  |
| <b>Odporúčaná literatúra:</b><br>Note: A list of relevant case studies will be provided as examples for course.<br>Literature and course material: Fight, A. (2006) “Introduction to Project Finance”, Butterworth-Heinemann, an imprint of Elsevier; Yescombe, E. R. (2002) “Principles of Project Finance”, Academic Press, an imprint of Elsevier; Khan, M. F. K. and Parra, R. J. (2003) “Financing Large Projects: Using Project Finance Techniques and Practices”, Prentice Hall, Pearson Education Asia Pte Ltd; Davis, A. H. (2003) “Project Finance: Practical Case Studies”, 2nd edition, Volume 1, Power and Water, Euromoney Books; Davis, A. H. (2003) “Project Finance: Practical Case Studies”, 2nd edition, Volume 2, Resources and Infrastructure, Euromoney Books; Kodukula, P. and Papudesu, C. (2006) “Project Valuation Using Real Options: A Practitioner’s Guide”, J. Ross Publishing, Inc.; Crouhy, M., Galai, D. and Mark, R. (2006) “The Essentials of Risk Management”, The McGraw-Hill Companies, Inc.                                                                                                                                                                                                                                                                 |                                                  |

|                                                                     |     |       |       |      |     |     |
|---------------------------------------------------------------------|-----|-------|-------|------|-----|-----|
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b> |     |       |       |      |     |     |
| <b>Poznámky:</b>                                                    |     |       |       |      |     |     |
| <b>Hodnotenie predmetov</b>                                         |     |       |       |      |     |     |
| Celkový počet hodnotených študentov: 22                             |     |       |       |      |     |     |
| A                                                                   | ABS | B     | C     | D    | E   | FX  |
| 27.27                                                               | 0.0 | 27.27 | 36.36 | 9.09 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Jan Janac, PhD.                              |     |       |       |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                            |     |       |       |      |     |     |
| <b>Schválil:</b>                                                    |     |       |       |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         |
| <b>Kód predmetu:</b><br>FM.KMk/067_M/14                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Názov predmetu:</b> Brand Management |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                         |
| <b>Podmienky na absolvovanie predmetu:</b><br>During the semester, it is necessary to prepare the topic. Topic to be practically focused on:<br>1 One company that has several brands in the portfolio. In the first case it is necessary to map the hierarchical structure of the brands in the company, to identify the characteristics and objectives of selected brands, to examine their operation, assess their success (or failure) of a name the reasons for the success or failure policy, build brand (or brands). The work is to analyze the use and potential synergies as well as real or potential threat of cannibalization of brands. In the end, it is necessary to evaluate how successfully or unsuccessfully in a selected company operates strategic brand management.<br>2 Comparison of two competing companies that are building only one brand. In this case it is necessary to identify the characteristics and objectives in relation to building brands, name used methods and means to deal with image and personality characteristics of selected brands as well as their historical context. In conclusion, it is necessary to make a comparison of selected brands, methods and means of building and assess their prospects. |                                         |
| <b>Výsledky vzdelávania:</b><br>Student receives a set of knowledge in management of brand building, learns to when you need to build a brand and when not. They will get acquainted with how to build, manage and pozicionovať brand, will know how to acquire and use the brand itself, which is owned by another entity. Learn the typology of brands will be able to consider what models to use in the process of brand building and grab their advantages and disadvantages. The purpose is to familiarize students with basic approaches, opportunities, and strategic marketing alternatives in the process of building a brand or brands at firm level. Will be able to grasp the role and importance of the brand for the enterprise, become familiar with the possibilities of extending the portfolio of brands company-level, or on the contrary, downsizing the company by selling a portfolio of brands. The subject is an outline of brand protection issues, issues of valuation methodologies brands, creating synergies between brands. comparison of existing brands and brand rankings.                                                                                                                                                  |                                         |
| <b>Stručná osnova predmetu:</b><br>1 Brand - Brand Management, its place in the system of management. Build or not to build the brand of businesses in which builds the brand.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         |

|                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 Brand - Past and Present. Genesis of of brands. Importance of the brand and its operations in the enterprise profit and non-profit sector.                                                                                                                   |
| 3 Typology of brands. Local - National - continental - global brands. The process of creating a global brand. Expanding portfolio of brands, synergies between brands and how to use them. Brand manufacturers, brand retailers, private labels.               |
| 4 Strategies of brand building. Monolithic strategy - one company, one brand. Umbrella brand - one firm, several brands. Corporate brand. Competing with the of brands in the portfolio.                                                                       |
| 5 Brand Protection. Protection of intellectual property. Types of protection. Mark - national and international. What is possible and what should be protected.                                                                                                |
| 6 Identity and brand image. Creating brand position, brand personality, personality traits and creation of brand image - change the segment that appeals to brand, rebranding brand.                                                                           |
| 7 Brand equity - term brand value, brand valuation - theoretical and practical approaches. Brand as the most valuable intangible asset of the company. Mark as capital investment. Decline in brand value.                                                     |
| 8 Obtain the brand. The acquisition marks, brand franchising, access to the network - network branding, brand licensing.                                                                                                                                       |
| 9 Loyalty to the brand - a brand loyalty, how to create, consolidate and work with it, what it implies. Loyal and disloyal customers - the loss of loyalty - the reasons and causes. Consequences. Cultural aspect of brand awareness, consumer ethnocentrism. |
| 10 Most valuable brand. Rankings of brands. Valuable and stable global brands, the reasons for which they are and what the process was preceded their current status. of brands valuation, 4 basic methods. Maintaining brand value                            |

#### **Odporúčaná literatúra:**

Smolková, E., Štarchoň, P., Vilčeková L. a ďal.: Značky a slovenský zákazník. 2013. Vydavateľstvo UK v Bratislave, ISBN 978-80-223-3535-5

Keller, K.L.: Strategické řízení značky. Grada Publishing. Praha 2007. ISBN 978-80-247-1481-3

Aaker, D., A.: Brand building. Brno, Computer Press. ISBN 80-7226-885-6

Taylor, D.: Brand management. Řízení značky. Computer Press, Brno 2007. ISBN 978-80-251-1818-4

Chernatony, L.: Značka, od vize k vyšším ziskům. Brno, Computer Press 2009, 978-80-251-2007-1

Haigh, D.: Oceňování značky a jeho význam. Praha 2002, Management Press. ISBN 80-7261-073-2

Kapferer J., N.: The new strategic brand management. MPG Books Bodmin. 2008 ISBN 978-0-7494-5085-4. Dostupné na: [http://books.google.sk/books?i=8PoItiB7bicC&printsec=frontcover&hl=sk&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.sk/books?i=8PoItiB7bicC&printsec=frontcover&hl=sk&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)

Aaker, D.: Brand portfolio strategy. 2004. New-York Simon & Schuster. ISBN 0-7432-4938-0. Dostupné na: [http://books.google.sk/books?id=MpDur-nHqa4C&printsec=frontcover&dq=brand+management+Aaker&hl=en&sa=X&ei=zpljU-qeNOqI7Ab9soDoDg&redir\\_esc=y#v=onepage&q=brand%20management%20Aaker&f=false](http://books.google.sk/books?id=MpDur-nHqa4C&printsec=frontcover&dq=brand+management+Aaker&hl=en&sa=X&ei=zpljU-qeNOqI7Ab9soDoDg&redir_esc=y#v=onepage&q=brand%20management%20Aaker&f=false)

#### **Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

Slovak

#### **Poznámky:**

|                                                 |     |       |     |      |     |     |
|-------------------------------------------------|-----|-------|-----|------|-----|-----|
| <b>Hodnotenie predmetov</b>                     |     |       |     |      |     |     |
| Celkový počet hodnotených študentov: 42         |     |       |     |      |     |     |
| A                                               | ABS | B     | C   | D    | E   | FX  |
| 80.95                                           | 0.0 | 16.67 | 0.0 | 2.38 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. PhDr. Eva Smolková, CSc. |     |       |     |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016        |     |       |     |      |     |     |
| <b>Schválil:</b>                                |     |       |     |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                            |     |     |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------|-----|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                            |     |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                            |     |     |     |      |
| <b>Kód predmetu:</b><br>FM.KEF/186M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Business protocol I |     |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                            |     |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                            |     |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                            |     |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                            |     |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                            |     |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                            |     |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                            |     |     |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                            |     |     |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                            |     |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                            |     |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                            |     |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 127                                                                                                                                                             |     |                                            |     |     |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                          | C   | D   | E   | FX   |
| 96.06                                                                                                                                                                                                                               | 0.0 | 3.15                                       | 0.0 | 0.0 | 0.0 | 0.79 |
| <b>Vyučujúci:</b> PaedDr. Janka Chládecká, PhD.                                                                                                                                                                                     |     |                                            |     |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                            |     |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                            |     |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                             |      |      |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------|------|------|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                             |      |      |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                             |      |      |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/187M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Business protocol II |      |      |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                             |      |      |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                             |      |      |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                             |      |      |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                             |      |      |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                             |      |      |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                             |      |      |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                             |      |      |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                             |      |      |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                             |      |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                             |      |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                             |      |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 113                                                                                                                                                             |     |                                             |      |      |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                           | C    | D    | E   | FX  |
| 96.46                                                                                                                                                                                                                               | 0.0 | 0.88                                        | 0.88 | 1.77 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> PaedDr. Janka Chládecká, PhD.                                                                                                                                                                                     |     |                                             |      |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                             |      |      |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                             |      |      |     |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                              |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                              |
| <b>Kód predmetu:</b><br>FM.KMk/010M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Názov predmetu:</b> Communication Techniques in Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                     |                                                              |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                              |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                              |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                              |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                              |
| <b>Podmienky na absolvovanie predmetu:</b><br>60 percent during semester, 40 percent final exam<br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                          |                                                              |
| <b>Výsledky vzdelávania:</b><br>Knowledge about professional communication in management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                              |
| <b>Stručná osnova predmetu:</b><br>Social communication. Theory of communication. Mass communication.<br>Communications at a business meeting.<br>Communication techniques of lobbying.<br>Rozdielyv intercultural communication techniques in marketing.<br>Communication with the public.<br>Presentation managers in marketing communications.<br>Application of communication skills in marketing manager.<br>Sales skills managers.<br>Techniques of guerrilla marketing.<br>Lie, lie, handling marketing.<br>Ethics in marketing communications.<br>Use of selected elements of NLP in marketing. |                                                              |
| <b>Odporúčaná literatúra:</b><br>ČERNÝ, V. 2003. Prodejní techniky. Brno : Computer Press, 2003.<br>DEFLEUR,M.L. – Rokeachová- Ballová ,D.J. 1996. Teorie masové komunikace. Praha : Univerzita Karlova,1996.<br>HORÁKOVÁ, J. –STEJSKALOVÁ, D. – ŠKAPOVÁ, H. 2000. Stratégie firemní komunikace. Praha : Management Press,2000.<br>HURST, B.1994. Encyklopedie komunikačních technik. Praha: Grada Publishing ,1994.<br>LEY, D.F.1995.Najlepší obchodník. Bratislava: Aktuell,1995.<br>PELSMACKER,, de P. – GEUENS,M. – BERGH,J.van.D. 2003. Marketingová komunikace. Praha : Grada,2003.               |                                                              |

|                                                                                                                                                                                                                                                                                                                           |     |       |       |     |      |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-------|-----|------|-----|
| SCOTT,D.M.2008.Nová pravidla marketingu a PR.Brno:Zoner,2008.<br>FORET,M.2000.Jak komunikovat se zákazníkem.Praha: Computer Press,2000.<br>LI,CH.- BERNOFF,J.2010.Spodná vlna.Bratislava : Nadácia Tatra banky,2010.<br>KOPECKY,Ladislav.2013.Public relations .Dějiny – teorie – praxe .Praha : Grada Publishing,2013... |     |       |       |     |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak, English                                                                                                                                                                                                                                    |     |       |       |     |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                          |     |       |       |     |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 54                                                                                                                                                                                                                                                    |     |       |       |     |      |     |
| A                                                                                                                                                                                                                                                                                                                         | ABS | B     | C     | D   | E    | FX  |
| 57.41                                                                                                                                                                                                                                                                                                                     | 0.0 | 22.22 | 14.81 | 3.7 | 1.85 | 0.0 |
| <b>Vyučujúci:</b> doc. PhDr. Magdaléna Samuhelová, CSc.                                                                                                                                                                                                                                                                   |     |       |       |     |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                  |     |       |       |     |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                          |     |       |       |     |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                               |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                               |
| <b>Kód predmetu:</b><br>FM.KMn/003M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Názov predmetu:</b> Company Code of Ethics |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                               |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                               |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                               |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                               |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                               |
| <b>Podmienky na absolvovanie predmetu:</b><br>100% continuous evaluation on the basis of fulfilment of tasks assigned during the class (90%) and active participation in class (10%).<br>For the „A“ evaluation 91 points at least are needed, for the „B“ evaluation 81 points at least are needed, for the „C“ evaluation 73 points at least are needed, for the „D“ evaluation 66 points at least are needed, for the „E“ evaluation 60 points at least are needed.                                                                                                                                                                                                                                              |                                               |
| <b>Výsledky vzdelávania:</b><br>Students will gain up-to-date knowledge on preparation of codes of ethics and they will learn how to create them.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                               |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. Ethics program of organization</li> <li>2. Institutionalization of ethics in organization</li> <li>3. Nature of codes of ethics</li> <li>4. Kinds of codes of ethics</li> <li>5. Meaning of corporate codes of ethics</li> <li>6. Order of steps in preparing corporate code of ethics</li> <li>7. Content of corporate code of ethics</li> <li>8. Structure of corporate code of ethics</li> <li>9. Forms for supporting corporate code of ethics</li> <li>10. Applying corporate code of ethics</li> <li>11. Control of operation/functionality of corporate codes of ethics</li> <li>12. Change of corporate code of ethics</li> </ol> |                                               |
| <b>Odporúčaná literatúra:</b><br>REMIŠOVÁ, A.: Vademecum of Business Ethics. Bratislava: Sprint2, 2011.<br>Selected codes of ethics from Internet.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                               |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                               |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                               |

|                                                                                  |     |       |      |      |     |      |
|----------------------------------------------------------------------------------|-----|-------|------|------|-----|------|
| <b>Hodnotenie predmetov</b>                                                      |     |       |      |      |     |      |
| Celkový počet hodnotených študentov: 115                                         |     |       |      |      |     |      |
| A                                                                                | ABS | B     | C    | D    | E   | FX   |
| 80.87                                                                            | 0.0 | 13.04 | 4.35 | 0.87 | 0.0 | 0.87 |
| <b>Vyučujúci:</b> prof. PhDr. Anna Remišová, CSc., doc. Mgr. Anna Lašáková, PhD. |     |       |      |      |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                         |     |       |      |      |     |      |
| <b>Schválil:</b>                                                                 |     |       |      |      |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                         |      |      |      |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------|------|------|------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                         |      |      |      |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                         |      |      |      |      |
| <b>Kód predmetu:</b><br>FM.KMn/052M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Conflict Solving |      |      |      |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                         |      |      |      |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                         |      |      |      |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                         |      |      |      |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |                                         |      |      |      |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                         |      |      |      |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                         |      |      |      |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |                                         |      |      |      |      |
| <b>Stručná osnova predmetu:</b><br>1. Role of conflict at workplace.<br>2. Basic approaches to dealing with conflicts.<br>3. Nature and development of conflict.<br>4. Negotiation styles (competitive, cooperative, principial and virtual negotiation).<br>5. People in conflicts.<br>6. Motivational and interactive preferences in resolving conflict.<br>7. Negotiation - techniques, approaches and results.<br>8. Interests and power in conflicts.<br>9. Strategies of resolving conflicts.<br>10. Practical exercises aimed to identification of a conflict in a given situation.<br>11. Student presentations.<br>Class involves a series of case studies, negotiation exercises, in-class debates, and a course project. |     |                                         |      |      |      |      |
| <b>Odporúčaná literatúra:</b><br>Plamínek, J. Konflikty a vyjednávaní. Praha: Grada, 2009, 2. vyd. ISBN 978-80-247-2944-2<br>Negotiation. Boston: Harvard Business School Press, 2003. ISBN 978-1-59139-111-1<br>Journal of HRM. Comenius University in Bratislava, Faculty of Management, Slovakia                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                         |      |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                         |      |      |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                         |      |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 156                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                         |      |      |      |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ABS | B                                       | C    | D    | E    | FX   |
| 81.41                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0.0 | 12.18                                   | 2.56 | 1.92 | 0.64 | 1.28 |
| <b>Vyučujúci:</b> Mgr. Zuzana Kirchmayer, PhD., Mgr. Jana Fratričová, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                         |      |      |      |      |

|                                          |
|------------------------------------------|
| <b>Dátum poslednej zmeny:</b> 12.07.2016 |
| <b>Schválil:</b>                         |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                          |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                          |
| <b>Kód predmetu:</b><br>FM.KMk/050M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Názov predmetu:</b> Consumer Behavior |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                          |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                          |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                          |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                          |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                          |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                          |
| <b>Výsledky vzdelávania:</b><br><input type="checkbox"/> Familiarize students with the field of consumer behavior and with its relations to other marketing functions<br><input type="checkbox"/> Develop understanding of critical issues in managing consumer behavior<br><input type="checkbox"/> Combine theoretical framework with a real-world application                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                          |
| <b>Stručná osnova predmetu:</b><br>Week Topic<br>Sept 21st – Sept 25th<br>Week 1<br>Consumer behavior and consumer research<br><input type="checkbox"/> Why study consumer behavior?<br><input type="checkbox"/> Evolution of consumer behavior<br><input type="checkbox"/> How do you study consumers?<br><input type="checkbox"/> Underlying principles of consumer behavior (including B2B market)<br>Sept 28th – Oct 2nd<br>Week 2 Marketing strategies for customer-centric organizations<br><input type="checkbox"/> The century of the consumer<br><input type="checkbox"/> From market analysis to market strategy – where does CB fit?<br><input type="checkbox"/> Customer loyalty and retention strategies – CRM<br><input type="checkbox"/> Global marketing strategy<br>Oct 5th – Oct 9th<br>Week 3<br>The consumer decision process - intro<br><input type="checkbox"/> Introduction into CDP model<br><input type="checkbox"/> Variables that shape the decision process<br><input type="checkbox"/> Types of decision process<br><input type="checkbox"/> Factors influencing the extent of problem solving<br>Case 11 – Creating brands that last<br>Oct 12th – Oct 16th |                                          |

Week 4 The consumer decision process – part 1 (pre-purchase processes)

- ☐ Need recognition
- ☐ Search for information
- ☐ Pre-purchase evaluation of alternatives

Oct 19th – Oct 23rd

Week 5 The consumer decision process – part 2 (purchase)

- ☐ Purchase

Case 5 – Crimson cup

Oct 26th – Oct 30th

Week 6 The consumer decision process – part 3 (post-purchase processes)

- ☐ Consumption
- ☐ Post-consumption evaluation
- ☐ Divestment

Nov 2nd – Nov 6th

Week 7 Guest speaker

Nov 9th – Nov 13th

Week 8 Individual determinants of consumer behavior – part 1

- ☐ Demographics, psychographics and personality
- ☐ Consumer Motivation

Case 4 – Family furniture

Nov 16th – Nov 20th

Week 9 Individual determinants of consumer behavior – part 2

- ☐ Consumer knowledge
- ☐ Consumer beliefs, feelings, attitudes and intentions

Nov 23rd – Nov 27th

Week 10 Environmental influences on consumer behavior

- ☐ Culture, ethnicity and social class
- ☐ Family and household influences
- ☐ Group and personal influence

Case 6 - Aldi

Nov 30th – Dec 4th

Week 11 Influencing consumer behavior

- ☐ Making contact
- ☐ Shaping consumers opinions
- ☐ Helping consumer to remember

Dec 7th – Dec 11th

Week 12 Measuring consumer behavior – market research

- ☐ Managing customer insight
- ☐ Market research in practice

Case 7 – National Christmas tree association

Dec 14th - Dec 18th

Week 13 Guest speaker

### **Odporúčaná literatúra:**

Blackwell, R.D. – Miniard, P.W. – Engel, J.F.: Consumer Behavior. 10.edn. Mason: Thomson Higher Education, 2005

Richterová, K a kol.: Spotrebiteľské správanie, Vydavateľstvo Ekonóm, Bratislava 2007.

Kulčáková, M. - Richterová, K.: Spotrebiteľ na trhu, Sprint, Bratislava 1997.

Richterová, K.: Štúdie segmentácie trhu. Vydavateľstvo Ekonóm, Bratislava 2002

Periodicals on the internet



|                                                                                                                      |     |      |      |      |      |     |
|----------------------------------------------------------------------------------------------------------------------|-----|------|------|------|------|-----|
| FMUK library (external information sources <a href="http://www.uniba.sk/?id=1867">http://www.uniba.sk/?id=1867</a> ) |     |      |      |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak, English                               |     |      |      |      |      |     |
| <b>Poznámky:</b>                                                                                                     |     |      |      |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 115                                              |     |      |      |      |      |     |
| A                                                                                                                    | ABS | B    | C    | D    | E    | FX  |
| 46.09                                                                                                                | 0.0 | 40.0 | 11.3 | 1.74 | 0.87 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Igor Tóth, PhD.                                                                               |     |      |      |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                             |     |      |      |      |      |     |
| <b>Schválil:</b>                                                                                                     |     |      |      |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                       |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                       |
| <b>Kód predmetu:</b><br>FM.KMk/049M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Názov predmetu:</b> Corporate Social Responsibility and Management |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                       |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                       |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                       |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                       |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                       |
| <b>Podmienky na absolvovanie predmetu:</b><br>white paper - 15 pages long<br>70 percent white paper, 30 percent work during semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                       |
| <b>Výsledky vzdelávania:</b><br>Deep knowledge in corporate social responsibility                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                       |
| <b>Stručná osnova predmetu:</b><br>Introduction. Overview of subject content, assessment, expectations and literature on the subject.<br>Basic definitions and concepts of sustainable business.<br>Theoretical framework of evolutionary corporation and its practical applicability in the context of the selected companies.<br>Application of the model TNS - A Case Study Interface Model.<br>Environmental aspects of supply chain management.<br>Management towards reducing environmental costs and risks.<br>International certification and labeling systems.<br>Environmental characteristics of consumers - the nature, types and their characteristics.<br>Integrated environmental communication and marketing.<br>Directive reporting according to GRI methodology and their application in Slovakia.<br>Socially responsible investment and funds.<br>Presentation of case studies and discussion. |                                                                       |
| <b>Odporúčaná literatúra:</b><br>NATTRASS, B. – ALTOMARE, M. The Natural Step for Business. Gabriola Island: New Society Publishers. 2001, 222 s. ISBN 0-86571-384-7<br>THE WORLDWATCH INSTITUTE. State of the World 2008: Innovations for a Sustainable Economy. London: W.W. Norton & Company. 2008, 253 s. ISBN 978-0-393-33031-1<br>HAWKEN, P. Přírodní kapitalismus. Praha: Mladá fronta, 2003. ISBN 80-204-1084-3<br>BRAUNTGART, M. – McDONOUGH, W. Cradle to Cradle: Remaking the Way We Make Things. 2002. ISBN-10: 0865475873                                                                                                                                                                                                                                                                                                                                                                             |                                                                       |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                       |

|                                                                        |     |      |     |     |     |     |
|------------------------------------------------------------------------|-----|------|-----|-----|-----|-----|
| <b>Poznámky:</b>                                                       |     |      |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 50 |     |      |     |     |     |     |
| A                                                                      | ABS | B    | C   | D   | E   | FX  |
| 80.0                                                                   | 0.0 | 12.0 | 2.0 | 2.0 | 4.0 | 0.0 |
| <b>Vyučujúci:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD.            |     |      |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                               |     |      |     |     |     |     |
| <b>Schválil:</b>                                                       |     |      |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                |
| <b>Kód predmetu:</b><br>FM.KEF/094M/09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Názov predmetu:</b> Corporate Valuation (1) |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                |
| <b>Výsledky vzdelávania:</b><br>This is an introductory course in corporate valuation. The course has two main objectives:<br>1) Develop an understanding of the tools that are used to analyze firm's financial statements, for preparing financial plans and to realize basics evaluating methods for valuing firms: DCF method, DDM method and Valuation Multiples.<br>2) Understand the basic issues involved in how the evaluation process is working in real world. Emphasis will be placed on appreciating the limitations and challenges that are faced when applying the theoretical framework of Corporate Valuation approaches in firm valuation.                                                                                                                                                                |                                                |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Basic characteristics of the Corporate Valuation.<br>2. Legal minimum for enterprises combinations in Slovakia.<br>3. Valuation methods based on financial ratios.<br>4. Valuation methods based on discounted cash flow approach.<br>5. Estimating/forecasting future Free Cash Flow of the firm.<br>6. Calculation Weighted Average Cost of Capital.<br>7. Determining real value of the firm from stockholders view.<br>8. Case Study (Appraisal of the company which is traded on the stock exchange).<br>9. Case Study (Appraisal of the company which is traded on the stock exchange)<br>10. Case Study (Appraisal of the company which is traded on the stock exchange)<br>11. Case Study (Appraisal of the company which is traded on the stock exchange) |                                                |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>1. McKinsey & Company, Inc. Copeland, T. Koller, T. Murrin, J.: Valuation Measuring and Managing the Value of Companies - 3rd Edition, John Wiley & Sons, Inc.2000<br>2. Brigham, E. F., Ehrhardt, M. C.: Financial Management, 11th Edition, Thomson, South-Western, 2005<br>3. Hitchner, J. R.: Financial Valuation, Applications and Models, John Wiley & Sons, Inc., 2003<br>4. Farkaš, R.: Kombinácie Podnikov, Iura Edition, 2008                                                                                                                                                                                                                                                                                                                                     |                                                |

|                                                                            |     |       |      |      |      |      |
|----------------------------------------------------------------------------|-----|-------|------|------|------|------|
| 5. Mařík, M. a kol.: Metody oceňování podniku, druhé vydání, Ekopres, 2007 |     |       |      |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>        |     |       |      |      |      |      |
| <b>Poznámky:</b>                                                           |     |       |      |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 187    |     |       |      |      |      |      |
| A                                                                          | ABS | B     | C    | D    | E    | FX   |
| 86.1                                                                       | 0.0 | 10.16 | 2.14 | 0.53 | 0.53 | 0.53 |
| <b>Vyučujúci:</b> Mgr. Martin Vozár, PhD.                                  |     |       |      |      |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                   |     |       |      |      |      |      |
| <b>Schválil:</b>                                                           |     |       |      |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                |      |      |      |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------|------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                |      |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                |      |      |      |     |
| <b>Kód predmetu:</b><br>FM.KEF/095M/10                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Corporate Valuation (2) |      |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                |      |      |      |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                |      |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 4.                                                                                                                                                                                     |     |                                                |      |      |      |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                |      |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                |      |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                |      |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                |      |      |      |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                |      |      |      |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                |      |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                |      |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                |      |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 67                                                                                                                                                              |     |                                                |      |      |      |     |
| A                                                                                                                                                                                                                                   | ABS | B                                              | C    | D    | E    | FX  |
| 79.1                                                                                                                                                                                                                                | 0.0 | 11.94                                          | 1.49 | 5.97 | 1.49 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Martin Vozár, PhD., Mgr. Roman Gunis                                                                                                                                                                         |     |                                                |      |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                |      |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                |      |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                 |     |                                                      |     |     |     |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                          |     |                                                      |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                           |     |                                                      |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/003_M/15                                                                                                                                                                         |     | <b>Názov predmetu:</b> Creation of online projects I |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b><br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný: Za obdobie štúdia:</b><br><b>Metóda štúdia:</b> on-site learning |     |                                                      |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                        |     |                                                      |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                 |     |                                                      |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                       |     |                                                      |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                   |     |                                                      |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                      |     |                                                      |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                    |     |                                                      |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                 |     |                                                      |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                   |     |                                                      |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                             |     |                                                      |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                |     |                                                      |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 13                                                                                                                                          |     |                                                      |     |     |     |     |
| A                                                                                                                                                                                                               | ABS | B                                                    | C   | D   | E   | FX  |
| 100.0                                                                                                                                                                                                           | 0.0 | 0.0                                                  | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Jaroslav Vojtechovský, PhD.                                                                                                                                                              |     |                                                      |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                        |     |                                                      |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                |     |                                                      |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                 |     |                                                       |     |     |     |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------|-----|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                          |     |                                                       |     |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                           |     |                                                       |     |     |     |      |
| <b>Kód predmetu:</b><br>FM.KIS/004_M/15                                                                                                                                                                         |     | <b>Názov predmetu:</b> Creation of Online Projects II |     |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b><br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný: Za obdobie štúdia:</b><br><b>Metóda štúdia:</b> on-site learning |     |                                                       |     |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                        |     |                                                       |     |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                 |     |                                                       |     |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                       |     |                                                       |     |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                   |     |                                                       |     |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                      |     |                                                       |     |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                    |     |                                                       |     |     |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                 |     |                                                       |     |     |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                   |     |                                                       |     |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                             |     |                                                       |     |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                |     |                                                       |     |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 16                                                                                                                                          |     |                                                       |     |     |     |      |
| A                                                                                                                                                                                                               | ABS | B                                                     | C   | D   | E   | FX   |
| 93.75                                                                                                                                                                                                           | 0.0 | 0.0                                                   | 0.0 | 0.0 | 0.0 | 6.25 |
| <b>Vyučujúci:</b> Ing. Jaroslav Vojtechovský, PhD.                                                                                                                                                              |     |                                                       |     |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                        |     |                                                       |     |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                |     |                                                       |     |     |     |      |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                |
| <b>Kód predmetu:</b><br>FM.KMk/011M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Názov predmetu:</b> Creativity in Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                |
| <b>Podmienky na absolvovanie predmetu:</b><br>70 percent during semester, 40 percent final exam<br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                |
| <b>Výsledky vzdelávania:</b><br>The aim of the course is to acquaint students with the principles of creative work in marketing communications, with the basic creative techniques that are used in the creation of marketing and advertising campaigns.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                |
| <b>Stručná osnova predmetu:</b><br>1 Creativity in marketing communications - Introduction. 2 Creativity and its development. 3 Creative techniques in practice. 4 SWOT analysis and mind map. 5 Creativity in developing new brands. 6 How Brief Agency - Communication assignment. 7 Creative activities in advertising agencies. 8 Creative activity in PR agencies. 9 Creating advertising campaigns. 10 Making television and radio advertising scripts. 11 Creativity in staging large corporate and social events. 12 Creativity in political marketing. 13 Presentation of advertising campaigns creative teams of students. 14 Final test and evaluation.                                                                                                                                                                                                    |                                                |
| <b>Odporúčaná literatúra:</b><br>Dahlen, Micael. Creativity unlimited : thinking inside the box for business innovation / Chichester, England; Hoboken, N.J. : John Wiley,, c2008. elektonický zdroj <a href="http://site.ebrary.com/lib/uniba/Doc?id=10377812">http://site.ebrary.com/lib/uniba/Doc?id=10377812</a><br>Philip Kotler: Marketing management, Praha, Grada Publishing 2001.<br>2. Petr Žák: Kreativita a její rozvoj, Brno, Computer Press 2004.<br>3. Pavel Horňák: Nová abeceda reklamy, Central European Advertising 2003.<br>4. Jon Steel: Reklama, průzkum, příprava a plánování, Brno, Computer Press 2003.<br>5. David A. Aaker: Brand Building, Brno, Computer Press 2003.<br>6. Z. Křížek, I. Crha: Jak psát reklamní text, Praha. Grada Publishing 2003.<br>7. David Ogilvy: Ogilvy o reklamě, Praha, Managment Press 1996.<br>8. Stratégie. |                                                |

|                                                                               |     |       |      |      |     |      |
|-------------------------------------------------------------------------------|-----|-------|------|------|-----|------|
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak |     |       |      |      |     |      |
| <b>Poznámky:</b>                                                              |     |       |      |      |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 175       |     |       |      |      |     |      |
| A                                                                             | ABS | B     | C    | D    | E   | FX   |
| 78.86                                                                         | 0.0 | 17.71 | 2.29 | 0.57 | 0.0 | 0.57 |
| <b>Vyučujúci:</b> PhDr. Jozef Heriban                                         |     |       |      |      |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                      |     |       |      |      |     |      |
| <b>Schválil:</b>                                                              |     |       |      |      |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                     |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                     |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/002M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Credit Risk Analysis of Financial Portfolios |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                     |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                     |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                     |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                     |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                     |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 23                                                                                                                                                              |     |                                                                     |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                   | C   | D   | E   | FX  |
| 91.3                                                                                                                                                                                                                                | 0.0 | 8.7                                                                 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. RNDr. Mária Bohdalová, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Jozef Jackuliak, PhD.                                                                                                                  |     |                                                                     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                     |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                     |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/003M/10                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Credit Risk Analysis of Financial Portfolios |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                     |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                     |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                     |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                     |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                     |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 1                                                                                                                                                               |     |                                                                     |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                   | C   | D   | E   | FX  |
| 100.0                                                                                                                                                                                                                               | 0.0 | 0.0                                                                 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. RNDr. Mária Bohdalová, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Jozef Jackuliak, PhD.                                                                                                                  |     |                                                                     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                              |      |      |      |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------|------|------|------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                              |      |      |      |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                              |      |      |      |      |
| <b>Kód predmetu:</b><br>FM.KMn/099M/12                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Current Trends in Practice Management |      |      |      |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                              |      |      |      |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                              |      |      |      |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                 |     |                                                              |      |      |      |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                              |      |      |      |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                              |      |      |      |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                              |      |      |      |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                              |      |      |      |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                              |      |      |      |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                              |      |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                              |      |      |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                              |      |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 369                                                                                                                                                             |     |                                                              |      |      |      |      |
| A                                                                                                                                                                                                                                   | ABS | B                                                            | C    | D    | E    | FX   |
| 91.6                                                                                                                                                                                                                                | 0.0 | 3.52                                                         | 1.08 | 1.08 | 1.08 | 1.63 |
| <b>Vyučujúci:</b> prof. Ing. Ján Rudy, PhD.                                                                                                                                                                                         |     |                                                              |      |      |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                              |      |      |      |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                              |      |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                        |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                        |
| <b>Kód predmetu:</b><br>FM.KMk/025M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> Customer Relationship Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                        |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                        |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                        |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                        |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                        |
| <b>Podmienky na absolvovanie predmetu:</b><br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                        |
| <b>Výsledky vzdelávania:</b><br>Process of creating customer value, measuring the cost of customer acquisition and retention, tracking customers and other processes as a part of CRM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                        |
| <b>Stručná osnova predmetu:</b><br>1 A systematic approach to the definition of relationship marketing . Theory of relationship marketing . Criticism of marketing relationships with customers.<br>2 Analytical CRM . Sources of data for CRM system . The process of data mining . Data Mining Techniques . Applications of data mining . Process of creating a customer database .<br>3 Operational CRM . Marketing processes , business processes and service delivery process . Call centers .<br>4 Implementation of CRM and the problems associated with it . Tactical measures of successful implementation . Rules for the success of the project and the preconditions for successful CRM implementation. Shortcomings in the implementation of CRM .<br>5 Innovation CRM . CRM innovation process and the process of evaluating opportunities . Activities related to innovation CRM . Risk management failure of CRM innovation . CRM innovation problems .<br>6 Identification of the various relationships within the organization . " Traditional market " relations between the customer , the organization and competitors . The "special market " relations . Mega relations . Nano relations . |                                                        |
| <b>Odporúčaná literatúra:</b><br>Customer relationship management : a global perspective / Vyd. údaje Aldershot, Hampshire, England ; : Burlington, VT : : Gower,, c2008. <a href="http://site.ebrary.com/lib/uniba/Doc?id=10362159">http://site.ebrary.com/lib/uniba/Doc?id=10362159</a><br>1. BUTTLE, Francis. 1996. Relationship Marketing: Theory and Practice. London : Paul Chapman Publishing Ltd, 1996. 202 s. ISBN 1-85396-313-5.<br>2. FREEMANTLE, David. 1996. Bezkonkurenční služby zákazníkům. Test kvality. Praha : Management Press, Ringier ČR, a. s., 1996. 162 s. ISBN 80-85943-26-3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                        |

3. GODSON, Mark. 2009. Relationship Marketing. New York : Oxford University Press Inc., 2009. 361 s. ISBN 978-0-19-921156-2.
4. GUMMESSON, Evert. 2006. Total Relationship Marketing. 2nd edition. Oxford : Butterworth-Heinemann, 2006. 350 s. ISBN 0-7506-5407-4.
5. STORBACKA. 2002. Řízení vztahu se zákazníky. Praha : Grada Publishing, 2002

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

slovak

**Poznámky:**

**Hodnotenie predmetov**

Celkový počet hodnotených študentov: 197

| A     | ABS | B     | C    | D    | E    | FX   |
|-------|-----|-------|------|------|------|------|
| 63.96 | 0.0 | 31.98 | 2.03 | 0.51 | 0.51 | 1.02 |

**Vyučujúci:** doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD.

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                                      |      |      |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------------|------|------|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                                      |      |      |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                                      |      |      |     |      |
| <b>Kód predmetu:</b><br>FM.KIS/053M/09                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Data Processing for Management and Marketing (Data Mining I.) |      |      |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                                      |      |      |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                                      |      |      |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                                                      |      |      |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                                      |      |      |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                                      |      |      |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                                      |      |      |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                                      |      |      |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                                      |      |      |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                                      |      |      |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                                      |      |      |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                                      |      |      |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 45                                                                                                                                                              |     |                                                                                      |      |      |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                                                                    | C    | D    | E   | FX   |
| 42.22                                                                                                                                                                                                                               | 0.0 | 44.44                                                                                | 8.89 | 2.22 | 0.0 | 2.22 |
| <b>Vyučujúci:</b> doc. Ing. Iveta Stankovičová, PhD.                                                                                                                                                                                |     |                                                                                      |      |      |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                                      |      |      |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                                      |      |      |     |      |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                                       |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                                       |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                                       |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/054M/09                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Data Processing for Management and Marketing (Data Mining II.) |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                                       |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                                       |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                                                       |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                                       |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                                       |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                                       |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                                       |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                                       |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                                       |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                                       |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                                       |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 25                                                                                                                                                              |     |                                                                                       |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                                     | C   | D   | E   | FX  |
| 64.0                                                                                                                                                                                                                                | 0.0 | 32.0                                                                                  | 4.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Iveta Stankovičová, PhD.                                                                                                                                                                                |     |                                                                                       |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                                       |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                                       |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                 |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                 |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                 |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/103M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Data Processing II - VBA |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                 |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                 |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                 |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                 |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                 |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                 |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                 |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                 |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                 |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                 |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                 |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 8                                                                                                                                                               |     |                                                 |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                               | C    | D   | E   | FX  |
| 62.5                                                                                                                                                                                                                                | 0.0 | 12.5                                            | 25.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Miroslav Baláž, PhD.                                                                                                                                                                                         |     |                                                 |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                 |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                 |      |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                |     |     |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------|-----|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                |     |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                |     |     |     |      |
| <b>Kód predmetu:</b><br>FM.KIS/101M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Data Processing I - SQL |     |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                |     |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                |     |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                |     |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                |     |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                |     |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                |     |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                |     |     |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                |     |     |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                |     |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                |     |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                |     |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 2                                                                                                                                                               |     |                                                |     |     |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                              | C   | D   | E   | FX   |
| 50.0                                                                                                                                                                                                                                | 0.0 | 0.0                                            | 0.0 | 0.0 | 0.0 | 50.0 |
| <b>Vyučujúci:</b> Ing. Miroslav Baláž, PhD.                                                                                                                                                                                         |     |                                                |     |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                |     |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                |     |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                            |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                            |
| <b>Kód predmetu:</b><br>FM.KEF/268M/16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Názov predmetu:</b> Data Science and Big Data Analytics |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                            |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                            |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                            |
| <b>Stupeň štúdia:</b> I., II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                            |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                            |
| <b>Podmienky na absolvovanie predmetu:</b><br>In order to complete this course successfully and gain the maximum benefits from it, students should have basic quantitative background and understanding of basic statistics. They should have some experience with a scripting language like Python, Java or R and some knowledge of SQL. All prerequisites will be reviewed during the Session 0 and available as the reference during the course.                                                                                                                                                                                                                                      |                                                            |
| <b>Výsledky vzdelávania:</b><br>Upon the successful completion of this course, students will be able to explain how advanced analytics can be leveraged to create competitive advantage and actively participate on a big data or other analytics projects. They will be able to frame a business challenge as an analytics challenge, apply appropriate analytic techniques and tools to analyse data and create models to identify important insights. They will be able to design data visualizations to communicate insights to stakeholders.                                                                                                                                        |                                                            |
| <b>Stručná osnova predmetu:</b><br>Session 1: Introduction to Big Data Analytics<br>Session 2: Data Analytics Lifecycle<br>Session 3: Data Analytics Methods<br>Session 4: Advanced Data Analytics<br>Session 5: Technologies and Tools<br>Session 6: Outcomes and Data Visualization                                                                                                                                                                                                                                                                                                                                                                                                    |                                                            |
| <b>Odporúčaná literatúra:</b><br>1. EMC Education Services. Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data. John Wiley & Sons, 2015.<br>2. Miller, Thomas. Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science. FT Press, 2014.<br>3. Provost, Foster, and Tom Fawcett. Data Science for Business: What you need to know about data mining and data-analytic thinking. " O'Reilly Media, Inc.", 2013.<br>4. Marsland, Stephen. Machine learning: an algorithmic perspective. CRC press, 2015.<br>5. Granville, Vincent. Developing analytic talent: Becoming a data scientist. John Wiley & Sons, 2014. |                                                            |

|                                                                                |     |     |     |     |     |     |
|--------------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>English |     |     |     |     |     |     |
| <b>Poznámky:</b>                                                               |     |     |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0          |     |     |     |     |     |     |
| A                                                                              | ABS | B   | C   | D   | E   | FX  |
| 0.0                                                                            | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Eugen Molnár, PhD., Mgr. Rastislav Molnár               |     |     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                       |     |     |     |     |     |     |
| <b>Schválil:</b>                                                               |     |     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                                  |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                                  |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                                  |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/059M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Decision Support Systems and Expert Systems in Management |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                                  |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                                  |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                                                  |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                                  |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                                  |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                                  |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                                  |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                                  |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                                  |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                                  |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                                  |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 2                                                                                                                                                               |     |                                                                                  |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                                | C   | D   | E   | FX  |
| 50.0                                                                                                                                                                                                                                | 0.0 | 50.0                                                                             | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., PhDr. Peter Veselý, PhD.                                                                                                                                                         |     |                                                                                  |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                                  |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                                  |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                        |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                        |
| <b>Kód predmetu:</b><br>FM.KEF/093M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Názov predmetu:</b> Defense and Safety Policy of EU |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                        |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                        |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                        |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                        |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                        |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                        |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                        |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Ratum<br>Motivational and methodical introduction into the course. Explanation of complicated process of building the European security till the present state of ESDP and development of European security strategy, the change of geopolitical situation in Europe and the change of character of security risks and threats. The support for international cooperation in the security issues.<br>2. Common European foreign and security policy – second pillar of the EU<br>Milestones in creation the Common foreign and security policy of the EU. The need of institutional and procedural precipitateness of decision making process. Petersburg's missions: Roma declaration, Hague platform, humanitarian and safety missions, peace keeping, military actions during the crisis management. Implementation of Petersburg's missions, the EU's capability to solve questions of crisis management, overview of operational tasks of WEU – reality.<br>3. West-European union<br>The main characteristic of military-political bloc, analysis of main goals of WEU and its fundamentals. Participation states of WEU, member states, associated member countries, observers, associated partner countries. WEU structure, WEU council, Council of ministers, Permanent council, General secretariat, Parliamentary assembly, European security and defence assembly. Merging of functions of WEU and Common security and foreign policy of the EU.<br>4. Organization for security and cooperation in Europe<br>Characteristic of important regional security organization OSCE. Expert negotiations, CSCE/ OSCE, Beograd, Madrid, Vienna, Paris, Helsinki, Budapest, Lisbon, Istanbul. Analysis of main goals of OSCE and characteristic of its main organs, Summit of supreme representatives of states and governments, Evaluating conference of OSCE, Parliamentary assembly, Council of ministers, Council of mandatories, Permanent council, Forum OSCE for security cooperation, Operational organs and Affiliated organs. OSCE activities.<br>5. NATO and European security |                                                        |

| <p>Explanation of complicated NATO development at the end of 20th and beginning of 21st century. Administration structures, member states (26) and participation countries of Partnership for peace (46). Main goals and fundamental principle of NATO. NATO structure and its political and military elements. NATO functioning mechanisms. NATO and science. Euroatlantic partnership council, Partnership for peace, North Atlantic council for cooperation.</p> <p>6. Goals and components of SR's security as a member state of the EU</p> <p>Explanation of SR's task as a member state in Common foreign and security policy of the EU, its identification with CFSP goals expressing the basic concerns of Slovak foreign policy. Theoretical problems of European security and its solution in SR. SR's relation to NATO. Security interests and goals of SR, relevant threats and challenges for SR and tasks and instruments for realization of goals.</p> |     |       |      |     |      |     |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|------|-----|------|-----|---|-----|---|---|---|---|----|-------|-----|-------|------|-----|------|-----|
| <p><b>Odporúčaná literatúra:</b></p> <p>Literature:</p> <p>PAWERA, R.: Manažment európskej bezpečnosti, Eurounion, Bratislava 2004, ISBN 80-88984-71-8.</p> <p>Recommended:</p> <p>Euroatlantické spojenectvo v podmienkach budovania európskej bezpečnostnej štruktúry. Fridrich Ebert Stiftung 1999.</p> <p>KOMORNÍK, J. a kol.: Amsterdamská zmluva, Eurounion s. r. o., Bratislava, 1999</p> <p>PAWERA, R.: Výučba predmetov Spoločná zahraničná politika EÚ a obranná a bezpečnostná politika EÚ. In.: Európska integrácia v univerzitnom vzdelávaní, Eurounion, Bratislava 2004, ISBN 80-88984-61-0.</p>                                                                                                                                                                                                                                                                                                                                                        |     |       |      |     |      |     |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
| <p><b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |       |      |     |      |     |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
| <p><b>Poznámky:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |       |      |     |      |     |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
| <p><b>Hodnotenie predmetov</b></p> <p>Celkový počet hodnotených študentov: 104</p> <table> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> <tr> <td>85.58</td><td>0.0</td><td>10.58</td><td>2.88</td><td>0.0</td><td>0.96</td><td>0.0</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |       |      |     |      |     | A | ABS | B | C | D | E | FX | 85.58 | 0.0 | 10.58 | 2.88 | 0.0 | 0.96 | 0.0 |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ABS | B     | C    | D   | E    | FX  |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
| 85.58                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 0.0 | 10.58 | 2.88 | 0.0 | 0.96 | 0.0 |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
| <p><b>Vyučujúci:</b> doc. PhDr. René Pawera, PhD.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |       |      |     |      |     |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
| <p><b>Dátum poslednej zmeny:</b> 12.07.2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |       |      |     |      |     |   |     |   |   |   |   |    |       |     |       |      |     |      |     |
| <p><b>Schválil:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |       |      |     |      |     |   |     |   |   |   |   |    |       |     |       |      |     |      |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                         |
| <b>Kód predmetu:</b><br>FM.KEF/173M/11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Názov predmetu:</b> Derivatives of Financial Markets |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                         |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                         |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                         |
| <b>Stručná osnova predmetu:</b><br>Brief syllabus:<br>Thematic plan – lectures:<br>1. Basic terms determination, financial derivatives classification into the structure of the financial market<br>2. Futures contracts – basic terms, meaning and functions, evaluation principles<br>3. Interest rate Forwards, evaluation and utilization, real value calculation<br>4. FX Forwards, evaluation and utilization, real value calculation<br>5. Futures - specifics and trading on the exchange<br>6. Interest rate Futures<br>7. FX Futures<br>8. Other types of futures, CTD bonds<br>9. Swaps - meaning and utilization<br>10. Interest Rate Swaps<br>11. Currency swaps<br>12. Options - importance and evaluation<br>13. Basic principles of Option Trading<br>14. Trading with the derivatives in the advanced economies<br>Thematic plan of the seminar:<br>1. Introductory seminar<br>2. Price of the future contracts, returns and costs<br>3. Forward Interest rate<br>4. FX Forwards<br>5. Interest rate Futures<br>6. Foreign Exchange Rate Futures<br>7. Other types of futures, CTD bonds<br>8. Interest Rates Swaps<br>9. Currency Swaps |                                                         |

10. Evaluation of options
11. Call-Put parity
12. Delta hedging and gama hedging
13. Check test

#### **Odporúčaná literatúra:**

Literature:

1. Brealey, Richard A. - Myers, Stewart C. Teorie a praxe firemních financí. Translated by Zdeněk Strnad - Vilém Jungmann - Tomáš Hlaváč. Vyd. 1. Praha : Computer Press, 2000. xix, 1064. ISBN 80-7226-189-4.
2. Sharpe, William F. - Alexander, Gordon J. Investice. Translated by Zdeněk Šlehoř. 4. vyd. Praha : Victoria Publishing, 1994. 810 s. ISBN 80-85605-47-3.
3. Blake, David. Analýza finančních trhů. Translated by Aleš Hrnčíř - Petr Šedý - Pavel Šimůnek. Vyd. 1. Praha : Grada, 1995. 623 s. ISBN 80-7169-201-8.
4. Jílek, Josef. Termínové a opční obchody. Vyd. 1. Praha : Grada, 1995. 286 s. ISBN 80-7169-183-6
- Hull, John. Options, futures, and other derivatives. 7th ed. Upper Saddle River : Pearson Prentice Hall, 2009. xxii, 822. ISBN 978-0-13-601586.

#### **Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

#### **Poznámky:**

#### **Hodnotenie predmetov**

Celkový počet hodnotených študentov: 106

| A     | ABS | B    | C    | D   | E   | FX  |
|-------|-----|------|------|-----|-----|-----|
| 89.62 | 0.0 | 7.55 | 2.83 | 0.0 | 0.0 | 0.0 |

**Vyučujúci:** Ing. Boris Štunc, CSc., Ing. Libuša Čurlejová

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                                         |      |      |      |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------|------|------|------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                                         |      |      |      |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                                         |      |      |      |      |
| <b>Kód predmetu:</b><br>FM.KSP/054M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Development of Entrepreneurial Skills in Interdisciplinary Teams |      |      |      |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                                         |      |      |      |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                                         |      |      |      |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                                                         |      |      |      |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                                         |      |      |      |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                                         |      |      |      |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                                         |      |      |      |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                                         |      |      |      |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                                         |      |      |      |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                                         |      |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                                         |      |      |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                                         |      |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 61                                                                                                                                                              |     |                                                                                         |      |      |      |      |
| A                                                                                                                                                                                                                                   | ABS | B                                                                                       | C    | D    | E    | FX   |
| 80.33                                                                                                                                                                                                                               | 0.0 | 9.84                                                                                    | 3.28 | 3.28 | 1.64 | 1.64 |
| <b>Vyučujúci:</b> prof. Ing. Anna Pilková, PhD., MBA, Mgr. Miloš Mrva, PhD., Mgr. Marian Holienka, PhD., Mgr. Peter Marcin, PhD.                                                                                                    |     |                                                                                         |      |      |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                                         |      |      |      |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                                         |      |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                 |       |                                               |      |      |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------------------------------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                          |       |                                               |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                           |       |                                               |      |      |     |
| <b>Kód predmetu:</b><br>FM/O5SJ/15                                                                                                                                                                              |       | <b>Názov predmetu:</b> Diploma Thesis Defence |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b><br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný: Za obdobie štúdia:</b><br><b>Metóda štúdia:</b> on-site learning |       |                                               |      |      |     |
| <b>Počet kreditov:</b> 4                                                                                                                                                                                        |       |                                               |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3., 4..                                                                                                                                                            |       |                                               |      |      |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                       |       |                                               |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                   |       |                                               |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                      |       |                                               |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                    |       |                                               |      |      |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                 |       |                                               |      |      |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                   |       |                                               |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                             |       |                                               |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                |       |                                               |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 301                                                                                                                                         |       |                                               |      |      |     |
| A                                                                                                                                                                                                               | B     | C                                             | D    | E    | FX  |
| 64.45                                                                                                                                                                                                           | 22.26 | 8.31                                          | 2.66 | 2.33 | 0.0 |
| <b>Vyučujúci:</b>                                                                                                                                                                                               |       |                                               |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                        |       |                                               |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                |       |                                               |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                         |     |                                               |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                  |     |                                               |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                   |     |                                               |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KMk/142M/16                                                                                                                                                                                                                                                                                  |     | <b>Názov predmetu:</b> Diploma Thesis Project |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                     |     |                                               |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                |     |                                               |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 4.                                                                                                                                                                                                                                                                         |     |                                               |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                               |     |                                               |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                           |     |                                               |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                              |     |                                               |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                            |     |                                               |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                                                                                         |     |                                               |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                                                                                           |     |                                               |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                     |     |                                               |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                        |     |                                               |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                                                                                                                   |     |                                               |     |     |     |     |
| A                                                                                                                                                                                                                                                                                                                       | ABS | B                                             | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                                                                                                     | 0.0 | 0.0                                           | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. JUDr. PhDr. Katarína Gubíniiová, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD. |     |                                               |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 24.08.2016                                                                                                                                                                                                                                                                                |     |                                               |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                        |     |                                               |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                  |     |     |     |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                                  |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                  |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/309M/16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     | <b>Názov predmetu:</b> Diploma Thesis Seminary I |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 1 <b>Za obdobie štúdia:</b> 14<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                                  |     |     |     |     |
| <b>Počet kreditov:</b> 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                  |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                  |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                  |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                                  |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |                                                  |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                  |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                  |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                                  |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                                  |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                                  |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                  |     |     |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ABS | B                                                | C   | D   | E   | FX  |
| 100.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0.0 | 0.0                                              | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. PhDr. Paulína Stachová, PhD., Mgr. Andrea Studeničová, Mgr. Lucia Vilčeková, PhD., doc. Mgr. Emil Wojčák, PhD., Ing. Jaroslav Hul'vej, PhD., PhDr. Gabriela Bérešová, PhD., Mgr. Eva Brestovanská, PhD., Mgr. Veronika Gežík, PhD., Mgr. Jan Janac, PhD., doc. Ing. Jana Kajanová, PhD., prof. RNDr. Jozef Komorník, DrSc., Mgr. Janka Kottulová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., PhDr. Daniela Majerčáková, PhD., Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., prof. JUDr. Daniela Nováčková, PhD., Ing. Viera Ölvecká, PhD., Mgr. Lucia Paškrťová, PhD., doc. PhDr. René Pawera, PhD., Mgr. Katarína Rentková, PhD., doc. RNDr. Darina Saxunová, PhD., Mgr. Ján Smoleň, PhD., doc. Ing. Zuzana Stoličná, PhD., Ing. Boris Štunc, CSc., Mgr. Martin Vozár, PhD., Ing. Jarmila Wefersová, PhD. |     |                                                  |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                  |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                                  |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                   |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                   |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                   |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KSP/047M/16                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Diploma Thesis Seminary II |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                   |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                   |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                   |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                   |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                   |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                   |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                   |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                   |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                               |     |                                                   |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                 | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                 | 0.0 | 0.0                                               | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b>                                                                                                                                                                                                                   |     |                                                   |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 24.08.2016                                                                                                                                                                                            |     |                                                   |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                         |
| <b>Kód predmetu:</b><br>FM.KMk/041M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> Direct Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                         |
| <b>Podmienky na absolvovanie predmetu:</b><br>70 percent work during class<br>30 percent final test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |
| <b>Výsledky vzdelávania:</b><br>Deep knowledge of direct marketing and its techniques and principles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |
| <b>Stručná osnova predmetu:</b><br>1 Direct marketing - introduction to the topic<br>Theoretical definition of direct marketing. The development of direct marketing. Climate for direct marketing. The concept of direct marketing. Relationship marketing and marketing mix - direct marketing.<br>2 Direct marketing - part of marketing communication<br>Direct marketing as an element of marketing communication mix and its role in it. Objectives of direct marketing. Advantages and disadvantages of direct marketing. Integrated marketing communication.<br>3 19 rules of direct marketing<br>4 Database<br>Creating and managing databases. Internal and external sources of information. Customer information. Database communication: the identification, communication, obtaining.<br>5 database management<br>The strategic role of database marketing: competitive advantage, gain customer relations, development of new products. Integrated database marketing.<br>6 The importance of building relationships with customers<br>Traditional and new approach to building relationships and to increase loyalty. Limits of building relationships with customers. Relationship profitability and customer satisfaction. Customer clubs. Types of customer clubs. Planning and management of customer clubs.<br>7 Tools of direct marketing - basic characteristics<br>Direct mail. Telemarketing - active, passive. Faxmailing. Teleshopping. Direct response advertising. Catalog marketing. Customer clubs.<br>8 Direct marketing - strategic and tactical marketing tool.<br>Planning and development of direct marketing strategies. Goals. Target group. |                                         |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |       |      |      |      |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|------|------|------|------|
| <p>9 Management of direct marketing campaigns<br/>Media selection. Creative design. Feedback. Evaluation.</p> <p>10 Direct marketing and Society<br/>Environmental protection. Privacy Policy. Protection of information. Direct marketing and ethical aspects. Regulation of direct marketing.</p> <p>11 Market Direct Marketing<br/>Direct marketing agency. Adim - Direct Marketing Association in Slovakia. Slovak Association of mail order. FEDMA.</p> <p>12 new level of direct marketing<br/>"Permission" marketing. New communication and distribution media in direct marketing. Internet, SMSmarketing, m-marketing and interactive marketing - selected aspects and possibilities of their application.</p>                                                    |     |       |      |      |      |      |
| <p><b>Odporúčaná literatúra:</b></p> <ul style="list-style-type: none"> <li>• Štarchoň, P. – Faltys, J. – Dzugasová, J.: Priamy marketing alebo Priama cesta ako si získať a udržať zákazníka. Bratislava: Direct Marketing Beta, 2004.</li> <li>• McCorkell, G.: Direct and Database Marketing. London: Kogan Page, 1998.</li> <li>• Stone, B.: Successful Direct Marketing Methods. Chicago: NTC Business, 1997.</li> <li>• Váňa, P. a kol.: Direct marketing v teorii a praxi. Praha: Management Press, 1994.</li> <li>• Váňa, P. a kol.: Kedy a ako využiť priamu reklamu. Praha: Management Press, 1994.</li> <li>• Wunderman, L.: Direct Marketing. Praha: Grada 2004.</li> <li>• ProQuest - database</li> <li>• Marketing Inspirations, Trend, Stratégie</li> </ul> |     |       |      |      |      |      |
| <p><b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br/>Slovak, English</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |       |      |      |      |      |
| <p><b>Poznámky:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |       |      |      |      |      |
| <p><b>Hodnotenie predmetov</b><br/>Celkový počet hodnotených študentov: 305</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |       |      |      |      |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | ABS | B     | C    | D    | E    | FX   |
| 48.85                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 0.0 | 43.28 | 4.26 | 1.97 | 0.33 | 1.31 |
| <p><b>Vyučujúci:</b> prof. Mgr. Peter Štarchoň, PhD.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |       |      |      |      |      |
| <p><b>Dátum poslednej zmeny:</b> 12.07.2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |       |      |      |      |      |
| <p><b>Schválil:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |       |      |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                             |
| <b>Kód predmetu:</b><br>FM.KEF/190M/13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> Ecological Economics |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                             |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                             |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                             |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |
| <b>Stručná osnova predmetu:</b><br>-Basic concepts of ecological economics: thermodynamic laws, resilience and evolutionary theory in economics. Linking socio-economic and ecological systems and implications for sustainability. Stability and vulnerability of natural systems in a global environment.<br>Comparison of schools of economic theory and analysis of their inter-linkages with EE.<br>-Development Theory and Global environmental change: social metabolism (population growth, depletion of natural resources and energy, etc. ) Green growth -degrowth: (socio-environmental aspects of modern and post-modern society - in respect to EU strategies.<br>-Institutions and the environment - Economic governance<br>-Collective actions and Common pool resource theory as strategic tool to address social dilemma of resource management<br>-Social rules for the functioning of economic systems, the role of the state in a market economy:<br>Environmental policy as an institutional instrument for the environmental protection:<br>-Economic evaluation of the environment: orthodox and heterodox approaches<br>- Ecosystem services and market based instruments for natural resource management |                                             |
| <b>Odporúčaná literatúra:</b><br>Michael Common, Sigrid Stagl. 2005. Ecological Economics, An Introduction. Cambridge University Press.<br>Kluvánková-Oravská, Tatiana et al. 2010. From Government to Governance? New Governance for Water and Biodiversity in Enlarged Europe. Alfa Printing, 233s. ISBN 978-80-87197-28-8.<br>Anderies, J.M., Janssen, M.A. Sustaining the Commons, Arizona State University, 2013, pp. 167.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                             |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |

|                                                                                                      |     |       |      |     |     |      |
|------------------------------------------------------------------------------------------------------|-----|-------|------|-----|-----|------|
| <b>Hodnotenie predmetov</b>                                                                          |     |       |      |     |     |      |
| Celkový počet hodnotených študentov: 11                                                              |     |       |      |     |     |      |
| A                                                                                                    | ABS | B     | C    | D   | E   | FX   |
| 54.55                                                                                                | 0.0 | 27.27 | 9.09 | 0.0 | 0.0 | 9.09 |
| <b>Vyučujúci:</b> prof. Mgr. Tatiana Kluvánková, PhD., Mgr. Veronika Gežík, PhD., Ing. Martin Špaček |     |       |      |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                             |     |       |      |     |     |      |
| <b>Schválil:</b>                                                                                     |     |       |      |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                   |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                   |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                   |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/ECB/11                                                                                                                                                                                               |     | <b>Názov predmetu:</b> E-commerce |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                   |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                   |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                   |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                   |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                   |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                   |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                   |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                   |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                   |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                   |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                   |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 142                                                                                                                                                             |     |                                   |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                 | C    | D   | E   | FX  |
| 86.62                                                                                                                                                                                                                               | 0.0 | 9.86                              | 2.82 | 0.0 | 0.0 | 0.7 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., Ing. Jaroslav Vojtechovský, PhD.                                                                                                                                                 |     |                                   |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                   |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                   |      |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                         |      |     |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------|------|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                         |      |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                         |      |     |     |      |
| <b>Kód predmetu:</b><br>FM.KIS/047_M/12                                                                                                                                                                                             |     | <b>Názov predmetu:</b> Enterprise Communication Systems |      |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                         |      |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                         |      |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                         |      |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                         |      |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                         |      |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                         |      |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                         |      |     |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                         |      |     |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                         |      |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                         |      |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                         |      |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 146                                                                                                                                                             |     |                                                         |      |     |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                                       | C    | D   | E   | FX   |
| 71.23                                                                                                                                                                                                                               | 0.0 | 20.55                                                   | 5.48 | 0.0 | 0.0 | 2.74 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., Dr. Natalia Kryvinska, PhD., Ing. Vincent Karovič, PhD.                                                                                                                          |     |                                                         |      |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                         |      |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                         |      |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                     |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                     |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                     |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/014M/15                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Etic hacking |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                     |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                     |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                     |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                     |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                     |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                     |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                     |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                     |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                     |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                     |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                     |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 20                                                                                                                                                              |     |                                     |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                   | C   | D   | E   | FX  |
| 85.0                                                                                                                                                                                                                                | 0.0 | 5.0                                 | 5.0 | 0.0 | 0.0 | 5.0 |
| <b>Vyučujúci:</b> Mgr. Vincent Karovič, PhDr. Peter Veselý, PhD.                                                                                                                                                                    |     |                                     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                     |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                      |       |      |      |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------|-------|------|------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                      |       |      |      |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                      |       |      |      |      |
| <b>Kód predmetu:</b><br>FM.KEF/252M/16                                                                                                                                                                                              |     | <b>Názov predmetu:</b> European Economic Integration |       |      |      |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                      |       |      |      |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                      |       |      |      |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                      |       |      |      |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                      |       |      |      |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                      |       |      |      |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                      |       |      |      |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                      |       |      |      |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                      |       |      |      |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                      |       |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                      |       |      |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                      |       |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 42                                                                                                                                                              |     |                                                      |       |      |      |      |
| A                                                                                                                                                                                                                                   | ABS | B                                                    | C     | D    | E    | FX   |
| 33.33                                                                                                                                                                                                                               | 0.0 | 21.43                                                | 33.33 | 7.14 | 2.38 | 2.38 |
| <b>Vyučujúci:</b> prof. JUDr. Daniela Nováčková, PhD., Ing. Jarmila Wefersová, PhD.                                                                                                                                                 |     |                                                      |       |      |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                      |       |      |      |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                      |       |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                        |     |                                             |       |      |      |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------|-------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                 |     |                                             |       |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                  |     |                                             |       |      |      |     |
| <b>Kód predmetu:</b><br>FM.KEF/193AJM/12                                                                                                                                                                                                               |     | <b>Názov predmetu:</b> European Integration |       |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning |     |                                             |       |      |      |     |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                               |     |                                             |       |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                        |     |                                             |       |      |      |     |
| <b>Stupeň štúdia:</b> I., II.                                                                                                                                                                                                                          |     |                                             |       |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                          |     |                                             |       |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                             |     |                                             |       |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                           |     |                                             |       |      |      |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                        |     |                                             |       |      |      |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                          |     |                                             |       |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                    |     |                                             |       |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                       |     |                                             |       |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 138                                                                                                                                                                                |     |                                             |       |      |      |     |
| A                                                                                                                                                                                                                                                      | ABS | B                                           | C     | D    | E    | FX  |
| 23.19                                                                                                                                                                                                                                                  | 0.0 | 52.9                                        | 18.84 | 4.35 | 0.72 | 0.0 |
| <b>Vyučujúci:</b> prof. Ing. Dušan Šoltés, CSc.                                                                                                                                                                                                        |     |                                             |       |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                               |     |                                             |       |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                       |     |                                             |       |      |      |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                     |       |      |      |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------|-------|------|------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                     |       |      |      |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                     |       |      |      |      |
| <b>Kód predmetu:</b><br>FM.KEF/183M/12                                                                                                                                                                                                                                                                                                                                                                                                                         |     | <b>Názov predmetu:</b> European law |       |      |      |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                            |     |                                     |       |      |      |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                     |       |      |      |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                     |       |      |      |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                     |       |      |      |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |                                     |       |      |      |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                     |       |      |      |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                     |       |      |      |      |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Historical development of the European integration.<br>2. Sources of the European law.<br>3. Institutional system of the European union.<br>4. Common market and internal market.<br>5. Free movement of goods.<br>6. Free movement of persons.<br>7. Free movement of services.<br>8. Free movement of capital.<br>9. Economic competition.<br>10. State aid.<br>11. Relation between SR and the EU. |     |                                     |       |      |      |      |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>Treaty establishing the European Community, OJ C 321, 29.12.2006<br>Relevant legal regulation within the EU (before EC)                                                                                                                                                                                                                                                                                        |     |                                     |       |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                            |     |                                     |       |      |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                     |       |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 155                                                                                                                                                                                                                                                                                                                                                                                        |     |                                     |       |      |      |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                              | ABS | B                                   | C     | D    | E    | FX   |
| 47.74                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 0.0 | 27.1                                | 13.55 | 5.81 | 3.23 | 2.58 |
| <b>Vyučujúci:</b> prof. JUDr. Daniela Nováčková, PhD., Dr. Frédéric Delaneuville, PhD., Mgr. Petra Milošovičová, PhD.                                                                                                                                                                                                                                                                                                                                          |     |                                     |       |      |      |      |

|                                          |
|------------------------------------------|
| <b>Dátum poslednej zmeny:</b> 12.07.2016 |
| <b>Schválil:</b>                         |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                       |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                       |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                       |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/012M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Expert Systems |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                       |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                       |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                       |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                       |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                       |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                       |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                       |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                       |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                       |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                       |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                       |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 7                                                                                                                                                               |     |                                       |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                     | C   | D   | E   | FX  |
| 71.43                                                                                                                                                                                                                               | 0.0 | 28.57                                 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., RNDr. Eva Kostrecová, PhD.                                                                                                                                                       |     |                                       |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                       |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                       |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>Kód predmetu:</b><br>FM.KEF/033M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Názov predmetu:</b> Financial Accounting |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                             |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| <b>Stručná osnova predmetu:</b><br>1. Financial accounting – objectives, functions, conceptual framework of US.GAAP, cash and accrual basis of accounting<br>2. Financial statements- Balance sheet, Income Statement, Cash Flow, The statement of shareholders' equity – basic characteristics<br>3. Earnings management, Earnings of the higher and lower quality, Realization and matching principle, accrual basis of accounting<br>4. Current assets – Cash and Cash equivalents, receivables<br>5. Inventories<br>6. Long term assets<br>7. Short-term and long-term investments<br>8. Current Liabilities<br>9. Long-term Liabilities and Reserves<br>10. Lease - operational and financial<br>11. Shareholders' Equity<br>12. Multistep-income statement and its distribution, EPS, P/E<br>13. Dividends – cash and stock dividends |                                             |
| <b>Odporúčaná literatúra:</b><br>1. Stickney, Weil: – Financial Accounting and Analysis – theory, analysis and interpretations, 13th edition, 2010<br>2. Revsine: Financial Statement and Analysis, Prentice Hall, 4th edition, 2009<br>3. Saxunová, D.: Financial Accounting : Financial statements - theory and problems, Creativ Line, 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                             |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                             |

|                                                                                                                     |     |       |       |       |       |       |
|---------------------------------------------------------------------------------------------------------------------|-----|-------|-------|-------|-------|-------|
| <b>Hodnotenie predmetov</b>                                                                                         |     |       |       |       |       |       |
| Celkový počet hodnotených študentov: 711                                                                            |     |       |       |       |       |       |
| A                                                                                                                   | ABS | B     | C     | D     | E     | FX    |
| 14.35                                                                                                               | 0.0 | 20.39 | 23.21 | 13.78 | 16.88 | 11.39 |
| <b>Vyučujúci:</b> doc. RNDr. Darina Saxunová, PhD., Mgr. Lenka Chorvatovičová, Mgr. Mário Papík, Mgr. Rita Szarková |     |       |       |       |       |       |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                            |     |       |       |       |       |       |
| <b>Schválil:</b>                                                                                                    |     |       |       |       |       |       |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                              |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                              |
| <b>Kód predmetu:</b><br>FM.KEF/028M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Názov predmetu:</b> Financial Analysis, Control and Audit |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                              |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                              |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                              |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                              |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                              |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                              |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                              |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. The evolving of Financial analysis.<br>2. Methodology, principles used/ Techniques of Financial analysis, and control of financial operations.<br>3. System approach in financial analysis. Content of financial analysis.<br>4. Analysis and control of obtaining the capital and its changes in the business sphere.<br>5. Analysis of firm's financial management.<br>6. Operational and financial leverage.<br>7. Analysis and control of financial situation from the business strategy point of view.<br>8. Analysis and control of firm's financing in accordance to acquire foreign resources.<br>9. Liquidity analysis. Cost analysis.<br>10. Profit analysis. Rentability analysis.<br>11. Break-even point analysis. Pyramids analysis.<br>12. Assets turnover analysis. Analysis of fixed assets, assortment of firm's activities, price strategy of a firm, business strategy in relations among inputs and outputs of a firm.<br>13. Controlling. Audit.<br>14. Application of normative adaptations of audit in SR. |                                                              |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>Hammer, M.- Champy J.: Reengineering the corporation, New York, Harper Collims Publ. 1998<br>Klučka J.: Finančné problémy firiem, Bratislava, Epos 1998<br>Hoggins: Analýza pro finančný management, Praha, Grada Publishing 1997<br>Freiberg F.: Finančný Controlling, Elita, Bratislava 1996<br>Eschenbach H.S.: Controlling Codex, Praha 2000<br>Kares L.: Audítorstvo, Bratislava, Elita, 1998<br>Nesterák J., Bobáková V.: Controlling ,novodobý systém riadenia podniku, Ekonóm, Bratislava 2003                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                              |

Zerbe jr.R.O.-Bellas A.S.: A Primer for Benefit-Cost Analysis,/University of Washington and Metropolitan State University US 2006  
Brent R.J.: Applied Cost –Benefit Analysis, Second Edition Fordham University US 20:

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

**Poznámky:**

**Hodnotenie predmetov**

Celkový počet hodnotených študentov: 86

| A     | ABS | B     | C    | D   | E   | FX  |
|-------|-----|-------|------|-----|-----|-----|
| 83.72 | 0.0 | 12.79 | 3.49 | 0.0 | 0.0 | 0.0 |

**Vyučujúci:** doc. RNDr. Darina Saxunová, PhD.

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                                                    |     |     |     |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                        |     |                                                                    |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                         |     |                                                                    |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/156M/10                                                                                                                                                                                                                                                                                                                                                                        |     | <b>Názov predmetu:</b> Financial Consulting and Financial Products |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                           |     |                                                                    |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                      |     |                                                                    |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                               |     |                                                                    |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                     |     |                                                                    |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                 |     |                                                                    |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                    |     |                                                                    |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                  |     |                                                                    |     |     |     |     |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br><ul style="list-style-type: none"> <li>• Introduction</li> <li>• Bank products</li> <li>• Insurance Products</li> <li>• Leasing</li> <li>• Investing and Funds</li> <li>• The principle of financial portfolio creation</li> <li>• Structure of the financial portfolio</li> <li>• Use of financial products in small and medium enterprises</li> </ul> |     |                                                                    |     |     |     |     |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>1. Chovancová, B. a kol.: Finančný trh – nástroje, transakcie, inštitúcie. Bratislava, IURA Edition, 2006                                                                                                                                                                                                                                                     |     |                                                                    |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                           |     |                                                                    |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                                    |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 111                                                                                                                                                                                                                                                                                                                                       |     |                                                                    |     |     |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                             | ABS | B                                                                  | C   | D   | E   | FX  |
| 98.2                                                                                                                                                                                                                                                                                                                                                                                                          | 0.0 | 1.8                                                                | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Jan Janac, PhD.                                                                                                                                                                                                                                                                                                                                                                        |     |                                                                    |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                      |     |                                                                    |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                                    |     |     |     |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                             |
| <b>Kód predmetu:</b><br>FM.KEF/037M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Názov predmetu:</b> Financial Management |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                             |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>Analysis of project's cash flows: factors, which influence project's cash flows, value of project's managerial option, evaluation of projects with different life cycles, optimal economic project life cycle, inflation influences on project's cash flows.<br>Risk analysis and optimal capital budgeting: project's risk, sensitivity analysis and potential scenarios analysis, simulation Monte Carlo, decision trees, optimal capital budget, rationalization of capital.<br>Long-term financial planning: formal financial statements – method of steady state ratio, formula for calculation of supplementary financial resources. Linear and nonlinear prognostic models, financial control system.<br>Introduction into theory and practice of capital structures: business risks and influencing factors, financial risk, basic theories of capital structures, optimal capital structure.<br>Dividend policy: theories of investor's preferences, residual dividend model, practical dividend policy and influencing factors. Sources of long-term financing: stock markets, organized bourses and OTC markets, transaction types on stock markets, advantages and disadvantages of common stocks, process of investment banking, bonds and their rating, advantages and disadvantages of financing from foreign sources, basic characteristic of leasing, advantages of leasing financing, preferred stocks – advantages and disadvantages, warrants, convertible bonds.<br>Short-term assets management: working capital, alternative investment policies of financing short-term assets, working capital and economic added value.<br>Management of finance in form of cash: cash cycle, resources and use of cash, cash budgeting.<br>Management of inventories and management of accounts receivable: inventories and expenses for their holding, examples of inventory management systems, accounts receivable analysis, accounts receivable monitoring, financial and other analysis of customer, debt recovery, discount for customers, the change of payment conditions.<br>Short-term financing: assets financing– aggressive and conservative approach, alternatives of current assets financing, resources of short-term financing, business loan and its costs. |                                             |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |       |       |       |       |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-------|-------|-------|------|
| <p>Short-term financing – common bank loans: techniques for loans, forms of loan securities, banking loans and their price, criteria for choice of bank.</p> <p>Short-term financing – bills of exchange, factoring: functions of bill of exchange, significant necessities of own and foreign bill of exchange, types of factoring, advantages and disadvantages of factoring.</p> <p>Cash conversion cycle: conversion cycle, Baumol's model, optimal cash transfer, simulation Monte Carlo and safety level for cash, cash budget.</p> <p>Estimation of optimal level of inventories: inventory pricing methods, optimal size of order, discount and sensitivity analysis.</p> |     |       |       |       |       |      |
| <p><b>Odporúčaná literatúra:</b></p> <p>Literature:</p> <p>Brigham, E. F., Ehrhardt, M. C.: Financial Management, 11th Edition, Thomson, South-Western, 2005</p> <p>Brealey, R. A., Myers, S. C.: Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003</p> <p>Vlachynský, K., Kráľovič, J.: Finančný manažment, Elita, 2004</p>                                                                                                                                                                                                                                                                                                                                        |     |       |       |       |       |      |
| <p><b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |       |       |       |       |      |
| <p><b>Poznámky:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |       |       |       |       |      |
| <p><b>Hodnotenie predmetov</b></p> <p>Celkový počet hodnotených študentov: 2455</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |       |       |       |       |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ABS | B     | C     | D     | E     | FX   |
| 20.49                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 0.0 | 25.58 | 18.09 | 12.99 | 13.77 | 9.08 |
| <p><b>Vyučujúci:</b> prof. RNDr. Ing. Ľudomír Šlahor, CSc., prof. RNDr. Jozef Komorník, DrSc., Mgr. Martin Vozár, PhD., Ing. Katarína Gabrišková, PhD., PhDr. Daniela Majerčáková, PhD., Mgr. Monika Roštárová, Mgr. Andrea Zajačková, PhD., RNDr. Zuzana Jančovičová, Mgr. Ján Smoleň, PhD.</p>                                                                                                                                                                                                                                                                                                                                                                                  |     |       |       |       |       |      |
| <p><b>Dátum poslednej zmeny:</b> 12.07.2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |       |       |       |       |      |
| <p><b>Schválil:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |       |       |       |       |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                       |     |     |     |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------|-----|-----|-----|-------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                       |     |     |     |       |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                       |     |     |     |       |
| <b>Kód predmetu:</b><br>FM.KEF/198M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Financial management - Seminar |     |     |     |       |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                       |     |     |     |       |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                       |     |     |     |       |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                 |     |                                                       |     |     |     |       |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                       |     |     |     |       |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                       |     |     |     |       |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                       |     |     |     |       |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                       |     |     |     |       |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                       |     |     |     |       |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                       |     |     |     |       |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                       |     |     |     |       |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                       |     |     |     |       |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 19                                                                                                                                                              |     |                                                       |     |     |     |       |
| A                                                                                                                                                                                                                                   | ABS | B                                                     | C   | D   | E   | FX    |
| 73.68                                                                                                                                                                                                                               | 0.0 | 15.79                                                 | 0.0 | 0.0 | 0.0 | 10.53 |
| <b>Vyučujúci:</b> PhDr. Daniela Majerčáková, PhD.                                                                                                                                                                                   |     |                                                       |     |     |     |       |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                       |     |     |     |       |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                       |     |     |     |       |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                       |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                       |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                       |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/AFCRM/11                                                                                                                                                                                             |     | <b>Názov predmetu:</b> Financial Time Series Analysis |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                       |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                       |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                       |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                       |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                       |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                       |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                       |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                       |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                       |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                       |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                       |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                               |     |                                                       |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                     | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                 | 0.0 | 0.0                                                   | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. RNDr. Mária Bohdalová, PhD.                                                                                                                                                                                  |     |                                                       |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                       |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                       |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                              |       |       |      |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------|-------|-------|------|-------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                              |       |       |      |       |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                              |       |       |      |       |
| <b>Kód predmetu:</b><br>FM.KEF/184M/12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     | <b>Názov predmetu:</b> FOREX |       |       |      |       |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                 |     |                              |       |       |      |       |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                              |       |       |      |       |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                              |       |       |      |       |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |                              |       |       |      |       |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                              |       |       |      |       |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                              |       |       |      |       |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |                              |       |       |      |       |
| <b>Stručná osnova predmetu:</b><br>1. Brief history of forex trading, definition of FOREX.<br>2. Trading instruments on forex market.<br>3. Demo version of trading platform – basic principles of usage.<br>4. Descriptive statistic in FOREX’s analysis<br>5. Indicators, lines, candles and formation in trading<br>6. Trends on forex market<br>7. Technical analysis I. – indicators of volatility, volume indicators, indicators of movements, support and resistance, market breath<br>8. Fundamental analysis I.<br>9. Fundamentálna analysis II.<br>10. Money management in forex trading. |     |                              |       |       |      |       |
| <b>Odporúčaná literatúra:</b><br>1. Archer, M.: Getting Started in Currency Trading, 2010<br>2. working papers on <a href="http://www.imf.org">www.imf.org</a><br>3. working papers on <a href="http://www.bis.org">www.bis.org</a>                                                                                                                                                                                                                                                                                                                                                                 |     |                              |       |       |      |       |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                              |       |       |      |       |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                              |       |       |      |       |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 52                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                              |       |       |      |       |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ABS | B                            | C     | D     | E    | FX    |
| 17.31                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0.0 | 11.54                        | 36.54 | 19.23 | 1.92 | 13.46 |
| <b>Vyučujúci:</b> doc. Ing. Jana Kotlebová, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                              |       |       |      |       |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                              |       |       |      |       |

|                  |
|------------------|
| <b>Schválil:</b> |
|------------------|

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                         |
| <b>Kód predmetu:</b><br>FM.KEF/144M/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Názov predmetu:</b> French Seminar I |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                         |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                         |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                         |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Historical background of financial system in the EU and in France.<br>2. Development and importance of financial procurement.<br>3. Fundamental characteristics of EU's financial system.<br>4. Analysis of financial market through segments (banks, insurance companies, pension funds...)<br>5. Single European market and legislation.<br>6. Actual trends and risks in financial sector: France and the EU.<br>7. Financial system and monetary policy (banks and eurozone)<br>8. Financial stability.                                                                                                                                                                   |                                         |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>• EU Banking Sector Stability, October 2007. Frankfurt am Main: European Central Bank, 2007<br>• EU Banking Structures, October 2007. Frankfurt am Main: European Central Bank, 2007<br>• Banking structures in the new EU member states January 2006. Frankfurt am Main: European Central Bank, 2005<br>• Správa o výsledkoch analýzy slovenského finančného sektora za rok 2006, NBS, 2007<br>• Financial Sectors in EU Accession Countries. 2002. European Central Bank. ISBN 92-9181-292-7<br>• Koskenkyla, Heikki et al. 2004. Financial Integration. Bank of Finland. ISBN 952-462-164-9<br>• Directive 2006/48/EC of the European Parliament and of the Council of 14 June 2006 |                                         |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                         |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                         |

|                                          |     |       |      |      |     |     |
|------------------------------------------|-----|-------|------|------|-----|-----|
| <b>Hodnotenie predmetov</b>              |     |       |      |      |     |     |
| Celkový počet hodnotených študentov: 66  |     |       |      |      |     |     |
| A                                        | ABS | B     | C    | D    | E   | FX  |
| 78.79                                    | 0.0 | 16.67 | 3.03 | 1.52 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Anna Jurišová     |     |       |      |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016 |     |       |      |      |     |     |
| <b>Schválil:</b>                         |     |       |      |      |     |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                          |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                          |
| <b>Kód predmetu:</b><br>FM.KEF/145M/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Názov predmetu:</b> French Seminar II |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                          |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                          |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                          |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                          |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                          |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                          |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                          |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Historical background of financial system in the EU and in France.<br>2. Development and importance of financial procurement.<br>3. Fundamental characteristics of EU's financial system.<br>4. Analysis of financial market through segments (banks, insurance companies, pension funds...)<br>5. Single European market and legislation.<br>6. Actual trends and risks in financial sector: France and the EU.<br>7. Financial system and monetary policy (banks and eurozone)<br>8. Financial stability.                                                                                                                                                                   |                                          |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>• EU Banking Sector Stability, October 2007. Frankfurt am Main: European Central Bank, 2007<br>• EU Banking Structures, October 2007. Frankfurt am Main: European Central Bank, 2007<br>• Banking structures in the new EU member states January 2006. Frankfurt am Main: European Central Bank, 2005<br>• Správa o výsledkoch analýzy slovenského finančného sektora za rok 2006, NBS, 2007<br>• Financial Sectors in EU Accession Countries. 2002. European Central Bank. ISBN 92-9181-292-7<br>• Koskenkyla, Heikki et al. 2004. Financial Integration. Bank of Finland. ISBN 952-462-164-9<br>• Directive 2006/48/EC of the European Parliament and of the Council of 14 June 2006 |                                          |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                          |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                          |

|                                                                                 |     |       |     |     |     |      |
|---------------------------------------------------------------------------------|-----|-------|-----|-----|-----|------|
| <b>Hodnotenie predmetov</b>                                                     |     |       |     |     |     |      |
| Celkový počet hodnotených študentov: 29                                         |     |       |     |     |     |      |
| A                                                                               | ABS | B     | C   | D   | E   | FX   |
| 79.31                                                                           | 0.0 | 10.34 | 6.9 | 0.0 | 0.0 | 3.45 |
| <b>Vyučujúci:</b> PhDr. Štefan Rychtárik, PhD., Dr. Frédéric Delaneuville, PhD. |     |       |     |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                        |     |       |     |     |     |      |
| <b>Schválil:</b>                                                                |     |       |     |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                          |       |      |      |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------------|-------|------|------|-------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                          |       |      |      |       |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                          |       |      |      |       |
| <b>Kód predmetu:</b><br>FM.KEF/152M/10                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Globalization and Regionalization |       |      |      |       |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                          |       |      |      |       |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                          |       |      |      |       |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                          |       |      |      |       |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                          |       |      |      |       |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                          |       |      |      |       |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                          |       |      |      |       |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                          |       |      |      |       |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                          |       |      |      |       |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                          |       |      |      |       |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                          |       |      |      |       |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                          |       |      |      |       |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 54                                                                                                                                                              |     |                                                          |       |      |      |       |
| A                                                                                                                                                                                                                                   | ABS | B                                                        | C     | D    | E    | FX    |
| 38.89                                                                                                                                                                                                                               | 0.0 | 33.33                                                    | 12.96 | 1.85 | 1.85 | 11.11 |
| <b>Vyučujúci:</b> Dr. Frédéric Delaneuville, PhD.                                                                                                                                                                                   |     |                                                          |       |      |      |       |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                          |       |      |      |       |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                          |       |      |      |       |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                   |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                   |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                   |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/013M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Information and Communication Technologies |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                   |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                   |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                                   |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                   |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                   |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                   |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                   |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                   |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                   |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                   |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                   |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 65                                                                                                                                                              |     |                                                                   |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                 | C    | D   | E   | FX  |
| 96.92                                                                                                                                                                                                                               | 0.0 | 0.0                                                               | 3.08 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Jaroslav Vojtechovský, PhD., Mgr. Vincent Karovič, Ing. Vincent Karovič, PhD.                                                                                                                                |     |                                                                   |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                   |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                   |      |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                  |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                  |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                  |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/217M/15                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Insurance and Reinsurance |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                  |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                  |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                 |     |                                                  |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                  |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                  |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                  |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                  |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                  |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                  |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                  |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                  |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 30                                                                                                                                                              |     |                                                  |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                | C   | D   | E   | FX  |
| 80.0                                                                                                                                                                                                                                | 0.0 | 20.0                                             | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Dávid Molnár                                                                                                                                                                                                 |     |                                                  |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                  |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                  |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                      |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                      |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                      |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/103_M/12                                                                                                                                                                                             |     | <b>Názov predmetu:</b> Insurance Systems by Law View |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                      |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                      |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                      |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                      |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                      |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                      |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                      |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                      |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                      |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                      |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                      |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 67                                                                                                                                                              |     |                                                      |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                    | C    | D   | E   | FX  |
| 89.55                                                                                                                                                                                                                               | 0.0 | 7.46                                                 | 2.99 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. JUDr. Ján Matlák, CSc., JUDr. Silvia Treľová, PhD.                                                                                                                                                           |     |                                                      |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                      |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                      |      |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                        |     |                                                                  |      |      |      |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------------------|------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                 |     |                                                                  |      |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                  |     |                                                                  |      |      |      |     |
| <b>Kód predmetu:</b><br>FM.KEF/178M/11                                                                                                                                                                                                                 |     | <b>Názov predmetu:</b> Internal Market and Economic Policy of EU |      |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                  |      |      |      |     |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                               |     |                                                                  |      |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                        |     |                                                                  |      |      |      |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                              |     |                                                                  |      |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                          |     |                                                                  |      |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                             |     |                                                                  |      |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                           |     |                                                                  |      |      |      |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                        |     |                                                                  |      |      |      |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                          |     |                                                                  |      |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                    |     |                                                                  |      |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                       |     |                                                                  |      |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 150                                                                                                                                                                                |     |                                                                  |      |      |      |     |
| A                                                                                                                                                                                                                                                      | ABS | B                                                                | C    | D    | E    | FX  |
| 42.67                                                                                                                                                                                                                                                  | 0.0 | 22.67                                                            | 22.0 | 7.33 | 3.33 | 2.0 |
| <b>Vyučujúci:</b> prof. JUDr. Daniela Nováčková, PhD.                                                                                                                                                                                                  |     |                                                                  |      |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                               |     |                                                                  |      |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                       |     |                                                                  |      |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                              |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                              |
| <b>Kód predmetu:</b><br>FM.KEF/077M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Názov predmetu:</b> International Finance |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                              |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                              |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                              |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                              |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                              |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                              |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>International financial environment.<br>International firms, their origins, development and strategic goals.<br>International monetary system, its historical development, present state and perspectives.<br>The impact of balance of payments on exchange rates.<br>Parity conditions of exchange rates.<br>International monetary markets. Spot, forward, option and swap market.<br>Measure and management of currency risk. Transactions, operating and accounting risk.<br>Interest rate risk and interest rate swap.<br>Global costs of capital and capital structure.<br>Gaining of debt capital and capital stock on international markets.<br>Direct and portfolio's international investments.<br>Transfer of funds within international companies.<br>Management of active capital.<br>Financing of export and import.<br>Evaluation of international company elements' efficiency.<br>European monetary integration.<br>Action plan for EU's financial markets.<br>Regulatory framework for EU's financial institutions. |                                              |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>Eiteman, D., K., Stonehill, A., I., Moffett, M., H.: Multinational Business Finance. Addison Wesley, 2001<br>Komorník, J. a kol. : Medzinárodné a európske financie. FM UK Bratislava, 1998                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                              |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                              |



|                                                                           |     |       |       |      |     |     |
|---------------------------------------------------------------------------|-----|-------|-------|------|-----|-----|
| <b>Hodnotenie predmetov</b>                                               |     |       |       |      |     |     |
| Celkový počet hodnotených študentov: 61                                   |     |       |       |      |     |     |
| A                                                                         | ABS | B     | C     | D    | E   | FX  |
| 68.85                                                                     | 0.0 | 16.39 | 11.48 | 3.28 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Jan Janac, PhD., prof. RNDr. Jozef Komorník, DrSc. |     |       |       |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                  |     |       |       |      |     |     |
| <b>Schválil:</b>                                                          |     |       |       |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                           |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                           |
| <b>Kód predmetu:</b><br>FM.KEF/172M/11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Názov predmetu:</b> International Financial Centres and Global Economy |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                           |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                           |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                           |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                           |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                           |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                           |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                           |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. Characteristic, types and importance of international financial centres in the global economy.</li> <li>2. International banking as a main factor influencing creation of IFCs</li> <li>3. New trends in the development of the global economy</li> <li>4. Trilemma in monetary policy and present international monetary system</li> <li>5. International liquidity and management of foreign exchange reserves</li> <li>6. Leading currencies in 21. century – comparison of USD, GBP, JPY, chinese renminbi, russian rubel, CHF and SDR on the global market</li> <li>7. Financial crises in 21. century and early warning system</li> <li>8. Global imbalance and changes in the global financial architecture, role of IMF and other supernational financial institutions</li> <li>9. New leaders of global economy – countries of BRICS, Mena, Vista, NEXT 11, SNŠ</li> <li>10. Difference between on shore and off shore centres – entry possibilities for physical and legal entities (also tax heaven)</li> <li>11. Money laundering and financing of terrorism as a problems of international finance</li> <li>12. Present stance of economic integration in Europe, Asia, Africa and America</li> <li>13. Comparison of financial markets development in Europe, USA and Japan.</li> </ol> |                                                                           |
| <b>Odporúčaná literatúra:</b> <ol style="list-style-type: none"> <li>1. Kotlebová, J.: The International Monetary System After the Global Financial Crisis in Ivanička et al.: Overcoming crisis – creation of the new model for socio-economic development of Slovakia. Bratislava: Ekonóm 2010, 508 s., ISBN 978-80-225-2882-5, s. 315 – 339</li> <li>2. Kindleberger, Ch. P.: The Formation of Financial Centres: A Study in Comparative History. International Finance No. 36, Princeton, New Jersey 1974.</li> <li>3. Gorostiaga, X.: The Role of the International Financial Centres in Underdeveloped Countries. New York, St. Martin's Press 1984.</li> <li>4. Wotava, M.: Daňové ráje, British Royal Crown Trust 1997/98</li> <li>5. časopisy – The Banker, Euroreport, The Economic Journal, The ECB Monthly Bulletin</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                           |

|                                                                     |     |       |       |       |       |     |
|---------------------------------------------------------------------|-----|-------|-------|-------|-------|-----|
| 6. Annual Report of BIS, IMF, ECB, WB, ADB, AfDB, IADB              |     |       |       |       |       |     |
| 7. working papers of Eichengreen, Borio, Chin, Frankel etc.         |     |       |       |       |       |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b> |     |       |       |       |       |     |
| <b>Poznámky:</b>                                                    |     |       |       |       |       |     |
| <b>Hodnotenie predmetov</b>                                         |     |       |       |       |       |     |
| Celkový počet hodnotených študentov: 97                             |     |       |       |       |       |     |
| A                                                                   | ABS | B     | C     | D     | E     | FX  |
| 17.53                                                               | 0.0 | 18.56 | 23.71 | 16.49 | 23.71 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Jana Kotlebová, PhD.                    |     |       |       |       |       |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                            |     |       |       |       |       |     |
| <b>Schválil:</b>                                                    |     |       |       |       |       |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                        |     |                                                 |       |     |     |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------|-------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                 |     |                                                 |       |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                  |     |                                                 |       |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/253M/16                                                                                                                                                                                                                 |     | <b>Názov predmetu:</b> International management |       |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                 |       |     |     |     |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                               |     |                                                 |       |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                        |     |                                                 |       |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                              |     |                                                 |       |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                          |     |                                                 |       |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                             |     |                                                 |       |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                           |     |                                                 |       |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                        |     |                                                 |       |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                          |     |                                                 |       |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                    |     |                                                 |       |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                       |     |                                                 |       |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 3                                                                                                                                                                                  |     |                                                 |       |     |     |     |
| A                                                                                                                                                                                                                                                      | ABS | B                                               | C     | D   | E   | FX  |
| 66.67                                                                                                                                                                                                                                                  | 0.0 | 0.0                                             | 33.33 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. JUDr. Daniela Nováčková, PhD., Ing. Jarmila Wefersová, PhD., doc. PhDr. René Pawera, PhD.                                                                                                                                      |     |                                                 |       |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                               |     |                                                 |       |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                       |     |                                                 |       |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                  |     |                                                 |       |      |      |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------|-------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                           |     |                                                 |       |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                            |     |                                                 |       |      |      |     |
| <b>Kód predmetu:</b><br>FM.KEF/155M/13                                                                                                                                                                                                                                                                                                                                           |     | <b>Názov predmetu:</b> International Management |       |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                              |     |                                                 |       |      |      |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                         |     |                                                 |       |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                  |     |                                                 |       |      |      |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                        |     |                                                 |       |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                    |     |                                                 |       |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                       |     |                                                 |       |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                     |     |                                                 |       |      |      |     |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>The work with supportive textbook Erfolgreich in der interkulturellen Kommunikation (perception of Germans and Austrians, possibly Swiss, misunderstandings, language barrier, verbal and nonverbal communication, conventions, stereotypes, conflict of different cultures at the workplace) and supplementary materials. |     |                                                 |       |      |      |     |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>Eismann, V.: Erfolgreich in der interkulturellen Kommunikation. Vydavateľstvo Cornelsen, Berlín, 2007. ISBN 978-3-06-020266-9.<br>internet                                                                                                                                                                                       |     |                                                 |       |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                              |     |                                                 |       |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                 |     |                                                 |       |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 22                                                                                                                                                                                                                                                                                                           |     |                                                 |       |      |      |     |
| A                                                                                                                                                                                                                                                                                                                                                                                | ABS | B                                               | C     | D    | E    | FX  |
| 63.64                                                                                                                                                                                                                                                                                                                                                                            | 0.0 | 9.09                                            | 18.18 | 4.55 | 4.55 | 0.0 |
| <b>Vyučujúci:</b> Ing. Jarmila Wefersová, PhD.                                                                                                                                                                                                                                                                                                                                   |     |                                                 |       |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                         |     |                                                 |       |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                 |     |                                                 |       |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                |
| <b>Kód predmetu:</b><br>FM.KMk/030M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Názov predmetu:</b> International Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / practicals<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                |
| <b>Podmienky na absolvovanie predmetu:</b><br>40 percent during semester<br>60 percent final exam<br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                |
| <b>Výsledky vzdelávania:</b><br>Knowledge of marketing in international environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                |
| <b>Stručná osnova predmetu:</b><br>1. International marketing – an introduction. International marketing as a business philosophy in international markets. International marketing and international business. International marketing concepts. Major steps in international marketing planning.<br>2. International marketing environment. I. Importance of international environment. Barriers to trade. World trade. Comparison of domestic and international business.<br>3. International marketing environment II. The Political and legal environment. The economic environment. International cultural and social environment.<br>4. Analysis of entry strategies. Exporting. Licensing. Franchising. Local and contract manufacturing, acquisition and joint venture. Direct investment. Off-set programmes. Strategic alliance.<br>5. International marketing research. International market research and market selection. Secondary data sources. Primary data issues in the multicultural context.<br>6. International marketing mix. Standardisation vs. adaptation. An introduction to international marketing mix. Place, Product, Price and Promotion.<br>7. Place. Market entry and internal distribution. Internal distribution channels. Transportation and international logistics.<br>8. Product. The positioning of the international product. The product life cycle in international environment. New product development. Adaptation versus standardisation.<br>9. Price. Price and payment. Pricing strategies. International payment system. |                                                |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |       |       |       |       |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-------|-------|-------|------|
| 10. Promotion. The communication mix elements. International communications environment. Availability of promotional tools. Standardisation versus adaptation. Communication planning in an international context.<br>11. Implementation of marketing strategies. Implementation of marketing strategies in international markets. Process of globalisation. Glocalization.<br>12. Course review and revision.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |       |       |       |       |      |
| <b>Odporúčaná literatúra:</b><br><input type="checkbox"/> ŠTARCHOŇ, P.: Medzinárodný marketing. Vybrané časti. Pracovný materiál.<br><input type="checkbox"/> CATEORA, P. R. – GRAHM, J. L.: International Marketing. Irwin Professional 2007.<br><input type="checkbox"/> USUNIER, J.C. – LEE, J. A.: Marketing Across Cultures. Harlow: Pearson Education Limited 2005.<br><input type="checkbox"/> HOLLENSSEN, S.: Global Marketing: A Decision-Orientated Approach, 4/e. Financial Times Press 2007.<br><input type="checkbox"/> LARSEN, H. H.: Cases in Marketing. London: Sage Publications 1997.<br><input type="checkbox"/> MACHKOVÁ, H.: Mezinárodní marketing. Praha: Grada Publishing 2009.<br><input type="checkbox"/> Časopisy: Trend, Journal of International Marketing, Marketing Inspirations, elektronický zdroj: ProQuest – database.<br><input type="checkbox"/> Vzhľadom na nové a dostupné zdroje bude priebežne aktualizovaná. |     |       |       |       |       |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>slovak, english                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |       |       |       |       |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |       |       |       |       |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 730                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |       |       |       |       |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ABS | B     | C     | D     | E     | FX   |
| 21.23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 0.0 | 25.48 | 19.86 | 16.58 | 15.34 | 1.51 |
| <b>Vyučujúci:</b> Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |       |       |       |       |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |       |       |       |       |      |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |       |       |       |       |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                  |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                  |
| <b>Kód predmetu:</b><br>FM.KMk/031M/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Názov predmetu:</b> International Marketing I |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                  |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                  |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                  |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                  |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                  |
| <b>Podmienky na absolvovanie predmetu:</b><br>40% - Project, case studies.<br>60% - A written test and an oral assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                  |
| <b>Výsledky vzdelávania:</b><br>The aim of International Marketing Electives I. closer insight into the issue of activities of enterprises in a global market. Its subject is the study of international markets, determining appropriate strategies for entry into the markets, as well as the application of marketing mix elements in an international context. Subject allows to estimate and analyze the international environment, to determine an appropriate strategy for entering the international market and understand the application of marketing mix elements in an international environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                  |
| <b>Stručná osnova predmetu:</b><br>1 International Marketing - Introduction.<br>Theoretical definition and specifics of international marketing. International marketing as a business philosophy. International marketing and international trading system. The concept of international marketing.<br>2nd International markets and international marketing research.<br>International marketing research and selection of markets. Management of international marketing research. Secondary data - their sources. Primary data.<br>3rd International environment.<br>Importance of the international environment. World trade. Comparison of domestic and foreign markets. Political and legal environment. Economic environment. International cultural and social environment.<br>4 Strategies entry into foreign markets.<br>Export. License. Franchising. Contracts production. Acquisition. Joint-venture. Foreign direct investment. Strategic alliances. Offset programs.<br>5 Market segmentation, selection of target markets and positioning.<br>The basic principles of international markets segmentation and selecting target segments. Specifics' positioning in the international context. Selected aspects of the consumer market, customer boycott.<br>6th International marketing mix. |                                                  |



| <p>Introduction to international marketing mix. Product. Price. Distribution. Marketing communication.</p> <p>7 product.</p> <p>Brand and branding in an international context. Life cycle of products. Development of new products. The problem of adaptation and standardization.</p> <p>8 Distribution.</p> <p>Entering foreign markets and international distribution. Internal distribution channels. International transport and logistics.</p> <p>9 Price.</p> <p>Influence of selected factors on the price. Pricing strategies. International payment system. Incoterms.</p> <p>10 Marketing Communications.</p> <p>Elements of the marketing communication mix. Meaning environment. The problem of adaptation and standardization. Marketing communication planning in an international context.</p> <p>11 Implementing marketing strategies.</p> <p>Implementation of marketing strategies in international markets. Processes of globalization. The impact of European space for marketing.</p> <p>12 Summary of subject content and lecture on the current theme.</p> |     |       |      |      |     |     |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|------|------|-----|-----|---|-----|---|---|---|---|----|-------|-----|-------|------|------|-----|-----|
| <p><b>Odporúčaná literatúra:</b></p> <ul style="list-style-type: none"> <li>• ŠTARCHOŇ, P.: Medzinárodný marketing I. Vybrané časti. Pracovný materiál.</li> <li>• CATEORA, P. R. – GRAHM, J. L.: International Marketing. Irwin Professional 2007.</li> <li>• USUNIER, J.C. – LEE, J. A.: Marketing Across Cultures. Harlow: Pearson Education Limited 2005.</li> <li>• HOLLENSEN, S.: Global Marketing: A Decision-Orientated Approach, 4/e. Financial Times Press 2007.</li> <li>• LARSEN, H. H.: Cases in Marketing. London: Sage Publications 1997.</li> <li>• MACHKOVÁ, H.: Mezinárodní marketing. Praha: Grada Publishing 2006.</li> <li>• SVĚTLÍK, J.: Marketing pro evropský trh. Praha: Grada Publishing 2003.</li> <li>• Trend, Journal of International Marketing, Marketing Inspirations, ProQuest – database.</li> </ul>                                                                                                                                                                                                                                              |     |       |      |      |     |     |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
| <p><b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b></p> <p>Slovak, English</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |       |      |      |     |     |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
| <p><b>Poznámky:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |       |      |      |     |     |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
| <p><b>Hodnotenie predmetov</b></p> <p>Celkový počet hodnotených študentov: 70</p> <table> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> <tr> <td>62.86</td><td>0.0</td><td>31.43</td><td>4.29</td><td>1.43</td><td>0.0</td><td>0.0</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |       |      |      |     |     | A | ABS | B | C | D | E | FX | 62.86 | 0.0 | 31.43 | 4.29 | 1.43 | 0.0 | 0.0 |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ABS | B     | C    | D    | E   | FX  |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
| 62.86                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0.0 | 31.43 | 4.29 | 1.43 | 0.0 | 0.0 |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
| <p><b>Vyučujúci:</b> prof. Mgr. Peter Štarchoň, PhD., Mgr. František Olšavský, PhD.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |       |      |      |     |     |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
| <p><b>Dátum poslednej zmeny:</b> 12.07.2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |       |      |      |     |     |   |     |   |   |   |   |    |       |     |       |      |      |     |     |
| <p><b>Schválil:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |       |      |      |     |     |   |     |   |   |   |   |    |       |     |       |      |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                   |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                   |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                   |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KMk/032M/10                                                                                                                                                                                              |     | <b>Názov predmetu:</b> International Marketing II |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                   |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                   |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                   |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                   |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                   |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                   |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                   |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                   |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 37                                                                                                                                                              |     |                                                   |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                 | C   | D   | E   | FX  |
| 86.49                                                                                                                                                                                                                               | 0.0 | 10.81                                             | 0.0 | 0.0 | 2.7 | 0.0 |
| <b>Vyučujúci:</b> prof. Mgr. Peter Štarchoň, PhD., Mgr. František Olšavský, PhD.                                                                                                                                                    |     |                                                   |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                   |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                    |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                    |
| <b>Kód predmetu:</b><br>FM.KEF/269M/16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> International Public Policy |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                    |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                    |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                    |
| <b>Stupeň štúdia:</b> I., II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                    |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                    |
| <b>Podmienky na absolvovanie predmetu:</b><br>Students are expected to have a basic understanding of international relations theories and the workings of international institutions. They should be able to understand and produce work in English at an advanced level.                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                    |
| <b>Výsledky vzdelávania:</b><br>This course prepares students for systematic understanding of public policy and its issues and how political institutions, processes and public policies operate in world affairs. How is public policy created? What actors are involved? What are the challenges of cooperation and what implications does it have for policy-making? We will look at a range of both theoretical and empirical scholarship. International issues such as international organisations, cyber-security, piracy or humanitarian work will be covered as well as cross-cutting themes that are not exclusive to the international arena namely organisational management and behavioral economics. |                                                    |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. Introduction to International Public Policy</li> <li>2. Actors in the policy process</li> <li>3. Challenges of cooperation and policy-making</li> <li>4. Global public policy issues I</li> <li>5. Global public policy issues II</li> <li>6. Behavioural and economic insights into public policy</li> </ol>                                                                                                                                                                                                                                                                                                                           |                                                    |
| <b>Odporúčaná literatúra:</b> <ul style="list-style-type: none"> <li>- Baylis, J., Smith, S. and Owens, P. (2011). The globalization of world politics. New York: Oxford University Press.</li> <li>- Burchill, S. and Linklater, A. (2009). Theories of International Relations. Basingstoke [etc.]: Palgrave Macmillan.</li> <li>- Dunne, T., Kurki, M. and Smith, S. (2007). International relations theories. Oxford: Oxford University Press.</li> <li>- Ferlie, E., Lynn, L. and Pollitt, C. (2005). The Oxford handbook of public management. Oxford: Oxford University Press.</li> <li>- Walt, S. (1998). International Relations: One World, Many Theories. Foreign Policy, (110), p.29.</li> </ul>      |                                                    |

|                                                                                |     |     |     |     |     |     |
|--------------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|
| - Wilson, J. (1989). Bureaucracy. New York: Basic Books.                       |     |     |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>English |     |     |     |     |     |     |
| <b>Poznámky:</b>                                                               |     |     |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0          |     |     |     |     |     |     |
| A                                                                              | ABS | B   | C   | D   | E   | FX  |
| 0.0                                                                            | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Jana Trnovská, Mgr. Rastislav Molnár                    |     |     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                       |     |     |     |     |     |     |
| <b>Schválil:</b>                                                               |     |     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                 |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                 |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                 |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/018M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Intranet |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                 |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                 |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                 |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                 |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                 |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                 |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                 |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                 |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                 |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                 |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                 |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 45                                                                                                                                                              |     |                                 |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                               | C   | D   | E   | FX  |
| 97.78                                                                                                                                                                                                                               | 0.0 | 2.22                            | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., PhDr. Peter Veselý, PhD., Ing. Vincent Karovič, PhD., Mgr. Vincent Karovič                                                                                                       |     |                                 |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                 |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                 |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                 |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                 |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                 |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/019M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Intranet |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                 |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                 |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                 |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                 |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                 |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                 |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                 |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                 |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                 |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                 |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                 |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 213                                                                                                                                                             |     |                                 |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                               | C   | D   | E   | FX  |
| 99.06                                                                                                                                                                                                                               | 0.0 | 0.94                            | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., Ing. Vincent Karovič, PhD.                                                                                                                                                       |     |                                 |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                 |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                 |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                         |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                         |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                         |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KSP/057M/14                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Intrapreneurship |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                         |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                         |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                         |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                         |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                         |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                         |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                         |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                         |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                         |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                         |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                         |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                               |     |                                         |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                       | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                 | 0.0 | 0.0                                     | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Jana Volná, PhD.                                                                                                                                                                                             |     |                                         |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                         |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                         |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                           |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                           |
| <b>Kód predmetu:</b><br>FM.KEF/054M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Názov predmetu:</b> Investment Banking |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                           |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                           |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                           |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                           |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                           |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                           |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                           |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Investment Banking – definition of investment, investment bank, investment banking. Characteristic of investment banking and models of organization of investment banks in the world (USA, West Europe) and in SR.<br>2. Typology of main and secondary investment services. Issue contracts and their types. Role of investment bank in the process of issuing.<br>3. Securities Trading – trading on the own account and the client's account. Types of contracts. Securities lending and provision of credit for investment contracts.<br>4. Protection against misuse (Chine's Walls). "Inside Information" and insiders during trading. Problem of misuse of inside information within universal banking model.<br>5. The management of portfolio for client – portfolio composition, revision of portfolio, measurement of its effectiveness. Problem of portfolio's diversification paying attention to risk. Security against risk by hedging.<br>6. Creation of new structured products for clients.<br>7. Asset management and Trading with real estates. Other activities. International activities.<br>8. Methods for capital acquisition. Own capital investments. Venture capital.<br>9. Securitization of assets. Project financing.<br>10. The role of investment banks at mergers and acquisitions. Speculative purchase, restructuralization and recapitalization of company. Reorganization of bankrupt and problem companies.<br>11. Analysis and pricing of firms. Methods and procedures of pricing firms. Analysis of firm's history.<br>12. Prognosticating of activities. Assessment of future value. Property and yield pricing of a firm and other methods.<br>13. Actual problems of investmensts banking in the world |                                           |
| <b>Odporúčaná literatúra:</b><br>Literature:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                           |



|                                                                                                                                                                                                                                                                    |     |       |      |      |     |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|------|------|-----|-----|
| 1. Blake, D.: Analýza finančných trhov, Praha, 1995, Grada<br>2. Rose, P.S.: Peňažné a kapitálové trhy, Praha, Victoria Publishing<br>3. Chovancová a kol.: Investičné bankovníctvo, Ekonóm, Bratislava 2005<br>4. Smernice EÚ v oblasti investičného bankovníctva |     |       |      |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                |     |       |      |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                   |     |       |      |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 168                                                                                                                                                                                            |     |       |      |      |     |     |
| A                                                                                                                                                                                                                                                                  | ABS | B     | C    | D    | E   | FX  |
| 72.62                                                                                                                                                                                                                                                              | 0.0 | 18.45 | 7.14 | 1.19 | 0.0 | 0.6 |
| <b>Vyučujúci:</b> prof. Ing. Božena Chovancová, PhD.                                                                                                                                                                                                               |     |       |      |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                           |     |       |      |      |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                   |     |       |      |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                    |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                    |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                    |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/046M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> IT Business |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                    |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                    |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                    |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                    |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                    |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                    |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                    |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                    |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                    |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                    |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                    |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 25                                                                                                                                                              |     |                                    |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                  | C   | D   | E   | FX  |
| 84.0                                                                                                                                                                                                                                | 0.0 | 8.0                                | 8.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> PhDr. Peter Veselý, PhD.                                                                                                                                                                                          |     |                                    |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                    |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                    |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                    |       |     |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------|-------|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                    |       |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                    |       |     |     |      |
| <b>Kód predmetu:</b><br>FM.KIS/047M/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> IT Business |       |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                    |       |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                    |       |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                    |       |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                    |       |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                    |       |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                    |       |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                    |       |     |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                    |       |     |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                    |       |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                    |       |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                    |       |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 27                                                                                                                                                              |     |                                    |       |     |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                  | C     | D   | E   | FX   |
| 29.63                                                                                                                                                                                                                               | 0.0 | 25.93                              | 29.63 | 3.7 | 3.7 | 7.41 |
| <b>Vyučujúci:</b> Mgr. Ing. Michal Šefara, PhD., PhDr. Peter Veselý, PhD., Mgr. Martina Halás Vančová, MSc., doc. Ing. Natalia Kryvinska, PhD.                                                                                      |     |                                    |       |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                    |       |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                    |       |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                   |      |      |      |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------|------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                   |      |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                   |      |      |      |     |
| <b>Kód predmetu:</b><br>FM.KEF/111M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Joint Foreign Policy of EU |      |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                   |      |      |      |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                   |      |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                   |      |      |      |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                   |      |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                   |      |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                   |      |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                   |      |      |      |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                   |      |      |      |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                   |      |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                   |      |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                   |      |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 76                                                                                                                                                              |     |                                                   |      |      |      |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                 | C    | D    | E    | FX  |
| 69.74                                                                                                                                                                                                                               | 0.0 | 19.74                                             | 6.58 | 2.63 | 1.32 | 0.0 |
| <b>Vyučujúci:</b> doc. PhDr. René Pawera, PhD., doc. PhDr. Marian Šuplata, PhD.                                                                                                                                                     |     |                                                   |      |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                   |      |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                   |      |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                   |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                   |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                   |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/104_M/12                                                                                                                                                                                             |     | <b>Názov predmetu:</b> Labour Code - Case Studies |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                   |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                   |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                   |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                   |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                   |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                   |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                   |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                   |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 125                                                                                                                                                             |     |                                                   |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                 | C   | D   | E   | FX  |
| 91.2                                                                                                                                                                                                                                | 0.0 | 6.4                                               | 1.6 | 0.0 | 0.8 | 0.0 |
| <b>Vyučujúci:</b> doc. JUDr. Ján Matlák, CSc., JUDr. Silvia Treľová, PhD.                                                                                                                                                           |     |                                                   |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                   |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                   |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                   |
| <b>Kód predmetu:</b><br>FM.KMn/011M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Názov predmetu:</b> Leadership |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                   |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                   |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                   |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                   |
| <b>Podmienky na absolvovanie predmetu:</b><br>100 % evaluation during semester.<br>12 % – active in-class participation.<br>88 % – in-class tasks and take-home tasks.<br>For the „A“ evaluation 91 points at least are needed, for the „B“ evaluation 81 points at least are needed, for the „C“ evaluation 73 points at least are needed, for the „D“ evaluation 66 points at least are needed, for the „E“ evaluation 60 points at least are needed.                                                                                                                                                                                                                                                                                                                                                                                                      |                                   |
| <b>Výsledky vzdelávania:</b><br>Students will gain deeper understanding of the nature of leadership as one of managerial functions and will develop competencies that are tied to the effective leading of subordinates. They will adopt practical manuals of how to effectively lead subordinates. They will internalize new knowledge through case studies analysis and active self-reflection and self-evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                   |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. Introduction to the leadership studies.</li> <li>2. Followers of the leader. How to become an effective member of the team.</li> <li>3. Personality traits of effective leaders.</li> <li>4. Charismatic (values oriented) and transformational leadership.</li> <li>5. Participative and directive style of leadership. People-oriented and task-oriented leaders.</li> <li>6. Situational approaches to leadership. Leader and leadership in the times of crisis.</li> <li>7. The ethical leader.</li> <li>8. Politics-related tactics in leadership.</li> <li>9. The process of influencing of subordinates.</li> <li>10. The team-oriented leader.</li> <li>11. Creative and innovative style of leadership.</li> <li>12. Presentations of in-class tasks. Summary.</li> </ol> |                                   |
| <b>Odporúčaná literatúra:</b><br>DuBrin, Andrew (2013). Principles of Leadership. 7th ed. Mason, South-Western Cengage Learning.<br>Yukl, Gary (2013). Leadership in Organizations. 8th ed. Essex, Pearson Education Limited.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                   |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |       |      |      |      |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|------|------|------|------|
| Remišová, A., Lašáková, A., Rudy, J., Sulíková, R., Kirchmayer, Z., Fratričová, J. (2016). Ethical Leadership in Slovak Business Environment. Bratislava: Wolters Kluwer.<br>Lašáková, A., Remišová, A. (2015). Unethical Leadership: Current Theoretical Trends and Conceptualization. In Procedia Economics and Finance, vol. 34, Elsevier, s. 319 - 328. Dostupné na: <a href="http://www.sciencedirect.com/science/article/pii/S2212567115016366">http://www.sciencedirect.com/science/article/pii/S2212567115016366</a> |     |       |      |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>English language                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |       |      |      |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |       |      |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 274                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |       |      |      |      |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ABS | B     | C    | D    | E    | FX   |
| 63.14                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 0.0 | 23.72 | 9.85 | 1.82 | 1.09 | 0.36 |
| <b>Vyučujúci:</b> doc. Mgr. Anna Lašáková, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |       |      |      |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |       |      |      |      |      |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |       |      |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                              |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                              |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                              |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/022M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> LINUX |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                              |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                              |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                              |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                              |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                              |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                              |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                              |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                              |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                              |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                              |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                              |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 104                                                                                                                                                             |     |                              |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                            | C   | D   | E   | FX  |
| 99.04                                                                                                                                                                                                                               | 0.0 | 0.96                         | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Vincent Karovič, PhD.                                                                                                                                                                                        |     |                              |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                              |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                              |     |     |     |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                       |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                       |
| <b>Kód predmetu:</b><br>FM.KEF/056M/09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Názov predmetu:</b> Lobbying in EU |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                       |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                       |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                       |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                       |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Introduction into Lobbying<br>The notion of Lobbying and its history. Lobbying as an legitimate tool for achieving the objectives. Traditional and modern approaches to lobbying. Types and forms of lobbying. Process and instruments of lobbying. Ethical aspects of lobbying and its regulation.<br>2. Lobbying in European Union<br>Policy making process in EU and lobbying in this process. Main areas of lobbying in EU. Key players and interests groups in EU lobbying arena. Regulation of lobbying in EU: lobbying in European Parliament and European Committee. European Transparency Initiative. Comparing the EU and US approach to lobbying regulation. Lobbying in EU member states. Lobbying in Slovakia and Slovak subjects on EU lobbying scene.<br>3. Lobbying as a part of Management<br>Corporate lobbying. Lobbying as a public affair management. Organized interests: associations and coalitions creating. Lobbying of single companies. Professional lobbying firms. Principles of successful lobbying. |                                       |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>SCHENDELEN, V.R.: Jak lobbvat v Bruseli aneb Machiavelli v Brusselu, Principal & Barrister, Praha 2004<br>PAVLOVIČ, B, LIPKOVÁ.D.: Lobing v Európskej únii, MZV SR, Bratislava 2006<br><a href="http://www.corporateeurope.org">www.corporateeurope.org</a><br>GEIGER, T.: EU lobbying handbook, Helios Media, Berlin 2007                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                       |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                       |

|                                                   |     |      |      |      |     |      |
|---------------------------------------------------|-----|------|------|------|-----|------|
| <b>Hodnotenie predmetov</b>                       |     |      |      |      |     |      |
| Celkový počet hodnotených študentov: 92           |     |      |      |      |     |      |
| A                                                 | ABS | B    | C    | D    | E   | FX   |
| 69.57                                             | 0.0 | 25.0 | 2.17 | 1.09 | 0.0 | 2.17 |
| <b>Vyučujúci:</b> doc. PhDr. Marian Šuplata, PhD. |     |      |      |      |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016          |     |      |      |      |     |      |
| <b>Schválil:</b>                                  |     |      |      |      |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                         |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                         |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                         |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/105_M/12                                                                                                                                                                                             |     | <b>Názov predmetu:</b> Local Computer Networks and their Administration |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                         |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                         |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                                         |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                         |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                         |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                         |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                         |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                         |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                         |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                         |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                         |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                               |     |                                                                         |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                       | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                 | 0.0 | 0.0                                                                     | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b>                                                                                                                                                                                                                   |     |                                                                         |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                         |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                         |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                           |      |      |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------|------|------|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                           |      |      |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                           |      |      |     |     |
| <b>Kód predmetu:</b><br>FM.KSP/025M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     | <b>Názov predmetu:</b> Logistics Strategy |      |      |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                           |      |      |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                           |      |      |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                           |      |      |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                           |      |      |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                           |      |      |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                           |      |      |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                           |      |      |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                           |      |      |     |     |
| <b>Odporúčaná literatúra:</b><br>COHEN, S. – ROUSSEL, J. Strategic supply chain management. [online]. New York : McGraw-Hill, 2004. Dostupné v databáze ebrary: < <a href="http://site.ebrary.com/lib/uniba/docDetail.action?docID=10152874">http://site.ebrary.com/lib/uniba/docDetail.action?docID=10152874</a> >.<br>SIMCHI-LEVI, D. – KAMINSKY, P. – SIMCHI-LEVI, E. Managing the supply chain : the definitive guide for the business professional. [online]. New York : McGraw-Hill, 2004. Dostupné v databáze ebrary: < <a href="http://site.ebrary.com/lib/uniba/docDetail.action?docID=10070033">http://site.ebrary.com/lib/uniba/docDetail.action?docID=10070033</a> >.<br>LAMBERT, D. M. – STOCK, J. R. – ELLRAM, L. M. Logistika. 2. vyd. Brno : CP Books, 2005.<br>DUPAL, A. – BREZINA, I. Logistika v manažmente podniku. Bratislava : Sprint, 2006.<br>DELFMANN, W. – ALBERS, S. Supply chain management in the global context. [online]. Cologne : Dept. of General Management, Business Planning and Logistics of the University of Cologne, 2000. Dostupné na internete: < <a href="http://www.spl.uni-koeln.de/fileadmin/user/dokumente/forschung/arbeitsberichte/arbb-102.pdf">http://www.spl.uni-koeln.de/fileadmin/user/dokumente/forschung/arbeitsberichte/arbb-102.pdf</a> >. |     |                                           |      |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                           |      |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                           |      |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 117                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                           |      |      |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ABS | B                                         | C    | D    | E   | FX  |
| 78.63                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 0.0 | 16.24                                     | 4.27 | 0.85 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Jaroslav Hul'vej, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                           |      |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                           |      |      |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                           |      |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                            |     |                                                       |       |       |       |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------|-------|-------|-------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                     |     |                                                       |       |       |       |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                      |     |                                                       |       |       |       |      |
| <b>Kód predmetu:</b><br>FM.KIS/029M/00                                                                                                                                                                                                                                                                                     |     | <b>Názov predmetu:</b> Management Information Systems |       |       |       |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / practicals<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                  |     |                                                       |       |       |       |      |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                   |     |                                                       |       |       |       |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                            |     |                                                       |       |       |       |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                  |     |                                                       |       |       |       |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                              |     |                                                       |       |       |       |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                 |     |                                                       |       |       |       |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                               |     |                                                       |       |       |       |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                                                                                            |     |                                                       |       |       |       |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                                                                                              |     |                                                       |       |       |       |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                        |     |                                                       |       |       |       |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                           |     |                                                       |       |       |       |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 1970                                                                                                                                                                                                                                                   |     |                                                       |       |       |       |      |
| A                                                                                                                                                                                                                                                                                                                          | ABS | B                                                     | C     | D     | E     | FX   |
| 22.94                                                                                                                                                                                                                                                                                                                      | 0.0 | 26.14                                                 | 19.95 | 13.71 | 12.54 | 4.72 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., Mgr. Július Selecký, PhD., Ing. Peter Balco, PhD., Mgr. Vincent Karovič, Mgr. Martina Drahošová, PhD., Ing. Miloslav Chalupka, PhD., prof. Ing. Dušan Šoltés, CSc., doc. RNDr. Viliam Malcher, CSc., doc. Ing. Jaroslava Kniežová, PhD. |     |                                                       |       |       |       |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                   |     |                                                       |       |       |       |      |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                           |     |                                                       |       |       |       |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                        |      |      |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------|------|------|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                        |      |      |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                        |      |      |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/109M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Management of a Commercial Bank |      |      |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                        |      |      |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                        |      |      |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                        |      |      |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                        |      |      |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                        |      |      |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                        |      |      |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                        |      |      |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                        |      |      |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                        |      |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                        |      |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                        |      |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 116                                                                                                                                                             |     |                                                        |      |      |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                      | C    | D    | E   | FX  |
| 86.21                                                                                                                                                                                                                               | 0.0 | 12.07                                                  | 0.86 | 0.86 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Viera Sysáková, CSc.                                                                                                                                                                                    |     |                                                        |      |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                        |      |      |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                        |      |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                                                  |     |     |     |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                      |     |                                                                                  |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                       |     |                                                                                  |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/189M/13                                                                                                                                                                                                                                                                                                                                                      |     | <b>Názov predmetu:</b> Management of common pool resources and collective action |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                         |     |                                                                                  |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                    |     |                                                                                  |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                             |     |                                                                                  |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                   |     |                                                                                  |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                               |     |                                                                                  |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                  |     |                                                                                  |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                |     |                                                                                  |     |     |     |     |
| <b>Stručná osnova predmetu:</b><br>1 The typology of economic goods and management regimes<br>2 Common property and community management regime<br>3 Collective choice as a management strategy of global market conditions<br>4 Analytical approaches to evaluating the effectiveness of management regimes<br>5 Examples of application of practice management of natural and urban goods |     |                                                                                  |     |     |     |     |
| <b>Odporúčaná literatúra:</b><br>Anderies, J.M., Janssen, M.A. Sustaining the Commons, Arizona State University, 2013, pp. 167.                                                                                                                                                                                                                                                             |     |                                                                                  |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                         |     |                                                                                  |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                            |     |                                                                                  |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                                                                                                                                                                                       |     |                                                                                  |     |     |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                           | ABS | B                                                                                | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                                                                                                                                                                         | 0.0 | 0.0                                                                              | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. Mgr. Tatiana Kluvánková, PhD., Mgr. Veronika Gežík, PhD., Ing. Martin Špaček                                                                                                                                                                                                                                                                                        |     |                                                                                  |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                    |     |                                                                                  |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                            |     |                                                                                  |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |                                                               |       |      |      |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------|-------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                               |       |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                                               |       |      |      |     |
| <b>Kód predmetu:</b><br>FM.KEF/146M/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     | <b>Názov predmetu:</b> Management of EU Projects and Programs |       |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                       |     |                                                               |       |      |      |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |                                                               |       |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                               |       |      |      |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                                               |       |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                               |       |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                               |       |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                               |       |      |      |     |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>Structure of program and project, project identification, environment and the role of project manager, examples of multilateral and bilateral foreign aid, terms of reference, target-oriented project planning, logical framework approach, public acquisition, contracting, project implementation, project cycle, monitoring and evaluation of the project , cost-benefit analysis, assumptions and risks to project success, sustainability of the project etc. |     |                                                               |       |      |      |     |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>1, Management for Development Foundation, Project Management and Programme Administration Course, Ede, The Netherlands, 1995, 1999.<br>2, University of Bradford, Development and Project Planning Centre, Seminar on Logical Framework, Bradford, United Kingdom, 1997.<br>3, Rosenau Milton, D.: Řízení projektů (Project Management), Computer Press, Praha 2006                                                                                                       |     |                                                               |       |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                               |       |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                                               |       |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 55                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                               |       |      |      |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ABS | B                                                             | C     | D    | E    | FX  |
| 50.91                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.0 | 30.91                                                         | 10.91 | 5.45 | 1.82 | 0.0 |
| <b>Vyučujúci:</b> RNDr. Dušan Wunder, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                               |       |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |                                                               |       |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                                               |       |      |      |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                            |      |      |     |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------------|------|------|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                            |      |      |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                            |      |      |     |      |
| <b>Kód predmetu:</b><br>FM.KSP/051M/11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     | <b>Názov predmetu:</b> Management of Innovation and Change |      |      |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                            |      |      |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |                                                            |      |      |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                            |      |      |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                                            |      |      |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                                            |      |      |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                                            |      |      |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                            |      |      |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                            |      |      |     |      |
| <b>Odporúčaná literatúra:</b><br>TIDD, J. – BESSANT, J. – PAVITT, K. Řízení inovací : zavádění technologických tržních a organizačních změn. Brno : Computer Press, 2007.<br>BOROVSKEÝ, J. – GÁL, P. Inovácie a transfer technológií. Bratislava : Eurounion, 2005.<br>KOŠTURIÁK, J. – CHAL, J. Inovace : vaše konkurenční výhoda! Brno : Computer Press, 2008.<br>PITRA, Z. Management inovačních aktivit. Praha : Professional, 2006.<br>HIPPEL, E. v. Democratizing innovation. Cambridge : MIT Press, 2005.<br>BOUTELLIER, R. – GASSMANN, O. – ZEDTWITZ, M. v. Managing global innovation : uncovering the secrets of future competitiveness. 3rd ed. Berlin : Springer, 2008.<br>STERN, T. – JABERG, H. Erfolgreiches Innovationsmanagement : Erfolgsfaktoren, Grundmuster, Fallbeispiele. 3. Aufl. Wiesbaden : Gabler, 2007. |     |                                                            |      |      |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                            |      |      |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                            |      |      |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 150                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                                            |      |      |     |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ABS | B                                                          | C    | D    | E   | FX   |
| 78.67                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 0.0 | 16.0                                                       | 3.33 | 0.67 | 0.0 | 1.33 |
| <b>Vyučujúci:</b> Ing. Jaroslav Hul'vej, PhD., Mgr. Peter Gál, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                            |      |      |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |                                                            |      |      |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                            |      |      |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                   |     |     |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------|-----|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                   |     |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                   |     |     |     |      |
| <b>Kód predmetu:</b><br>FM.KIS/078M/14                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Management of online games |     |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                   |     |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                   |     |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                   |     |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                   |     |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                   |     |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                   |     |     |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                   |     |     |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                   |     |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                   |     |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 58                                                                                                                                                              |     |                                                   |     |     |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                                 | C   | D   | E   | FX   |
| 98.28                                                                                                                                                                                                                               | 0.0 | 0.0                                               | 0.0 | 0.0 | 0.0 | 1.72 |
| <b>Vyučujúci:</b> Ing. Jaroslav Vojtechovský, PhD.                                                                                                                                                                                  |     |                                                   |     |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                   |     |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                   |     |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                 |     |                                                                   |       |     |     |     |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------------------|-------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                          |     |                                                                   |       |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                           |     |                                                                   |       |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KMn/S06SJ/16                                                                                                                                                                         |     | <b>Názov predmetu:</b> Management - Theory, Methods, Applications |       |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b><br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný: Za obdobie štúdia:</b><br><b>Metóda štúdia:</b> on-site learning |     |                                                                   |       |     |     |     |     |
| <b>Počet kreditov:</b> 1                                                                                                                                                                                        |     |                                                                   |       |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3., 4..                                                                                                                                                            |     |                                                                   |       |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                       |     |                                                                   |       |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                   |     |                                                                   |       |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                      |     |                                                                   |       |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                    |     |                                                                   |       |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                 |     |                                                                   |       |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                   |     |                                                                   |       |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                             |     |                                                                   |       |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                |     |                                                                   |       |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 1                                                                                                                                           |     |                                                                   |       |     |     |     |     |
| A                                                                                                                                                                                                               | B   | C                                                                 | D     | E   | FX  | N   | P   |
| 0.0                                                                                                                                                                                                             | 0.0 | 0.0                                                               | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b>                                                                                                                                                                                               |     |                                                                   |       |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 24.08.2016                                                                                                                                                                        |     |                                                                   |       |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                |     |                                                                   |       |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                              |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                              |
| <b>Kód predmetu:</b><br>FM.KEF/254M/16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Názov predmetu:</b> Managerial accounting |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                              |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                              |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                              |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                              |
| <b>Podmienky na absolvovanie predmetu:</b><br>Evaluation:<br>A = 91 - 100 %<br>B = 81 - 90 %<br>C = 73 - 67%<br>D = 66 - 72 %<br>E = 60 - 65 %<br>FX = 0 - 59 %                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              |
| <b>Výsledky vzdelávania:</b><br>The objective of the Course:<br>This course aims to present the different costing systems and methods which are used in determining the cost of products and services in the organization. It aims also to show the role of costing accounting as a managerial tool for business strategy, planning and controlling. In addition, this course will introduce the “different costs for different purposes” theme, and indicates how cost accounting helps managers make better decisions.                                                                                                                                                                                                                                                                                                                                               |                                              |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. Managerial accounting – its role and comparison with cost and financial accounting</li> <li>2. Cost – Cost categories, cost behavior, relevant and irrelevant costs from decision making perspective</li> <li>3. Cost behavior - Estimate cost functions using several methods and subsequent evaluation of the functions. Curves of Learning.</li> <li>4. CVP analysis- BEpoint, Margin of Safety, operating and financial leverage, apply cost-volume-profit analysis and sensitivity analysis.</li> <li>5. Absorption costing and Variable costing.</li> <li>6. Job costing – cost drivers, cost pools, cost-allocation base, traditional costing, Kaizen Costing</li> <li>7. Job Costing, Activity-Based Costing – apply job cost accounting under actual and normal costing,</li> </ol> |                                              |

|                                                                                                                                                                                                        |     |       |     |       |     |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-----|-------|-----|-----|
| comprehend the activity-based costing approach in a cost system.                                                                                                                                       |     |       |     |       |     |     |
| 8. Master Budget, Flexible Budgets - Construct operating and financial budgets, static and flexible budget and analyze variances. Explain the financial and nonfinancial measures of quality and time. |     |       |     |       |     |     |
| 9. Responsibility accounting, Strategic Profitability Analysis, Customer Profitability Analysis- Perform customer-profitability analysis and sales variance analysis.                                  |     |       |     |       |     |     |
| 10. Traditional methods of pricing, target costing, life-cycle-costing                                                                                                                                 |     |       |     |       |     |     |
| 11. Transfer pricing, International transfer pricing                                                                                                                                                   |     |       |     |       |     |     |
| 12. Apply process-costing methods using the weighted average method and FIFO method.                                                                                                                   |     |       |     |       |     |     |
| 13. Balanced Scorecard                                                                                                                                                                                 |     |       |     |       |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                          |     |       |     |       |     |     |
| 1. Horngren, Charles T. a kol: Cost accounting a managerial emphasis- 14th ed.;13th edition 2. Drury, Colin: Management Accounting for Business 4th edition, a novšie edície                           |     |       |     |       |     |     |
| 3. Poniščiaková, O.: Náklady a kalkulácie v manažérskom účtovníctve, Bratislava, 2010                                                                                                                  |     |       |     |       |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                    |     |       |     |       |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                       |     |       |     |       |     |     |
| <b>Hodnotenie predmetov</b>                                                                                                                                                                            |     |       |     |       |     |     |
| Celkový počet hodnotených študentov: 9                                                                                                                                                                 |     |       |     |       |     |     |
| A                                                                                                                                                                                                      | ABS | B     | C   | D     | E   | FX  |
| 22.22                                                                                                                                                                                                  | 0.0 | 55.56 | 0.0 | 22.22 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. RNDr. Darina Saxunová, PhD., doc. Ing. Jana Kajanová, PhD.                                                                                                                      |     |       |     |       |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                               |     |       |     |       |     |     |
| <b>Schválil:</b>                                                                                                                                                                                       |     |       |     |       |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                   |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                   |
| <b>Kód predmetu:</b><br>FM.KSP/009M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Názov predmetu:</b> Managerial Decision-Making |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                   |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                   |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                   |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                   |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                   |
| <b>Podmienky na absolvovanie predmetu:</b><br>Ongoing: 34%. Exam: 66%, exam consists of the written mid-term exam during the semester (33%) and of the final exam during the examination period (33%).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                   |
| <b>Výsledky vzdelávania:</b><br>Decision-making belongs to main responsibilities and functions of the managers and managers are regarded and evaluated in terms of success in making decisions. The goal of the course is to improve the decision-making skills of students and to contribute to their ability to effectively and creatively solve problems both individually and within the teams. The course graduates would learn to perceive decision-making as a systematic process in the context of problem solving. They would be able to use rational methods of decision-making under conditions of certainty, risk and uncertainty as well as to solve the sequence of successive decisions. They would be familiar with the techniques of decision-making in groups and teams. They would sense the psychological perspective of the decision-making. They would practice the gained theoretical knowledge practically by means of the various simulations and case studies.                                                                                                                                                            |                                                   |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. Introduction into the managerial decision-making. The decision-making process.</li> <li>2. Problem solving. The effective decision.</li> <li>3. Individual decision-making – rational approaches in the managerial decision-making.</li> <li>4. Information in managerial decision-making.</li> <li>5. Methods of decision-making under certainty.</li> <li>6. Methods of decision-making under risk and uncertainty.</li> <li>7. The sequence of decisions and decision trees.</li> <li>8. Psychological aspect – the psychological perspective of managerial decision-making.</li> <li>9. The heuristics of anchoring, availability and representativeness.</li> <li>10. Group decision making – the social perspective of managerial decision-making.</li> <li>11. Introduction, defining the group's assignment, planning the overall group effort, organizing and staffing the decision group.</li> <li>12. Directing and controlling the group meeting.</li> <li>13. Methods and techniques of group decision-making.</li> <li>14. Final recapitulation.</li> </ol> |                                                   |

**Odporúčaná literatúra:**

MONAHAN, George. Management Decision Making. Cambridge : Cambridge University Press, 2007. ISBN 978-0-521-78118-3.

GRÜNIG, Rudolf – KÜHN, Richard: Successful Decision-making : A Systematic Approach to Complex Problems. 1st ed. Berlin : Springer, 2005. 231 p. ISBN 3-540-24307-0.

HUBER, George. Managerial Decision Making. 1st ed. Glenview : Scott, Foresman and Company, 1980. 228 p. ISBN 0-673-15141-7.

GÁL, Peter – MRVA, Miloš – MEŠKO, Matej: Heuristics, biases and traps in managerial decision making. In: Acta Univ. Agric. Silvic. Mendel. Brun, 2013, 61(7), 2117-2122; ISSN 1211-8516. doi:10.11118/actaun201361072117.

MRVA, Miloš – GÁL, Peter – MEŠKO, Matej – MARCIN, Peter: Heuristics in the Process of Decision-Making. In: Comenius Management Review, vol. 7, nr. 2 (2013), p. 28-40. ISSN 1337-6721.

Harvard Business Review on Decision Making. Boston : Harvard Business School Press, 2001. 200 p. ISBN 978-1-57851-557-8.

Other articles / studies distributed throughout the semester to individual problem areas. The minimum condition is the possibility of student access to the internet through the Comenius University network.

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

Slovak / English

**Poznámky:**

Subject is provided only in the summer semester.

**Hodnotenie predmetov**

Celkový počet hodnotených študentov: 1991

| A     | ABS | B     | C    | D     | E    | FX   |
|-------|-----|-------|------|-------|------|------|
| 23.61 | 0.0 | 28.03 | 21.8 | 13.61 | 9.84 | 3.11 |

**Vyučujúci:** Mgr. Peter Gál, PhD., Mgr. Miloš Mrva, PhD.

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                            |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |
| <b>Kód predmetu:</b><br>FM.KMk/026M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Názov predmetu:</b> Marketing Analytics |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                            |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                            |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                            |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                            |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                            |
| <b>Podmienky na absolvovanie predmetu:</b><br>Analytical work during the semester. Final assessment is in the form of an oral examination. For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                            |
| <b>Výsledky vzdelávania:</b><br>After completing the course students will be able to work with the program SAS Enterprise Miner and will be able to perform and interpret basic analysis like cross sell, up sell, association analysis and segmentation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                            |
| <b>Stručná osnova predmetu:</b><br>Basic characteristics of marketing analytics. (Marketing Research and its components. Role and status of marketing analytics in the organization. Customer Life Cycle.)<br>Types of analysis used in marketing analytics. (Customer segmentation. Cross Sell, Up Sell, Customer Retention , Customer lifetime value.)<br>Statistical Software Enterprise Miner (Introduction to Software SAS Enterprise Miner . Definitions.)<br>Customer segmentation. (Definitions, basic types of segmentation. Creating customer segments. Profiling customer segments. Segmentation Strategy.)<br>Cross Sell and Up Sell. (Definitions. Basic Components of Cross Sell modeling. Next Best Offer . Utilizing Association analysis (shopping cart) to identify the Next Best Offer . Utilizing sequence analysis to identify the Next Best Offer. Model results in managing campaigns.)<br>Inclination to purchase. (Propensity to Purchase. Basic principles of predictive modeling. Practical example of modeling propensity to purchase and interpretation of results. Utilizing modeling results in managing campaigns.)<br>Customer Retention. (Definitions. Customer retention and profitability of the organization. Fundamental retention strategy for the organization. Analysis of the retention factors. Modeling propensity to leave.)<br>Modelling customer retention. (Which customers will leave next month . Utilizing modeling results in managing campaigns) |                                            |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |      |      |     |      |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------|------|-----|------|------|
| Customer lifetime value (CLV). (Definitions. Fundamental approaches to calculating the lifetime value of the customer. Utilizing CLV in marketing.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |      |      |     |      |      |
| <b>Odporúčaná literatúra:</b><br>Data mining for business applications: and Ghani, Rayid. Amsterdam: IOS Press,, 2010. E-source: <a href="http://site.ebrary.com/lib/uniba/Doc?id=10440450">http://site.ebrary.com/lib/uniba/Doc?id=10440450</a><br>Data Mining: Olivia Parr Rud. Praha: Computer Press, 2001<br><a href="http://www.sas.com/offices/europe/slovakia/support/data/SASEG_117-29.pdf">http://www.sas.com/offices/europe/slovakia/support/data/SASEG_117-29.pdf</a><br><a href="http://www.sas.com/offices/europe/slovakia/support/data/234-29.pdf">http://www.sas.com/offices/europe/slovakia/support/data/234-29.pdf</a> |     |      |      |     |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |      |      |     |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |      |      |     |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 184                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |      |      |     |      |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ABS | B    | C    | D   | E    | FX   |
| 90.76                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 0.0 | 7.07 | 1.09 | 0.0 | 0.54 | 0.54 |
| <b>Vyučujúci:</b> Mgr. Lucia Vilčeková, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |      |      |     |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |      |      |     |      |      |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |      |      |     |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                        |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                        |
| <b>Kód predmetu:</b><br>FM.KMk/027M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Názov predmetu:</b> Marketing Audit |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                        |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                        |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                        |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                        |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                        |
| <b>Podmienky na absolvovanie predmetu:</b><br>work during the semester and final semestral work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                        |
| <b>Výsledky vzdelávania:</b><br>deep knowledge of auditing in Slovakia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                        |
| <b>Stručná osnova predmetu:</b><br>1 Essence and the main aspects of the audit , the auditors implementation in companies in Slovakia<br>- Nature of the audit , auditing , audit characteristics of individual species and forms of its implementation (internal and external audit )<br>- Historical development of audit and its origins in Slovakia<br>- Relationships to accounting , control , controlling as an advanced tool for the management of companies<br>2 Interpretation of auditing standards in Slovakia<br>- Basic legal standards of audit legislation up to the valid legislation for the implementation of auditing and generally applicable rules , which are indirectly related to the implementation of the audit .<br>- Fundamental analysis of the Act of NR SR č.466/2002 Z.z. of 26 June 2002 on Auditors and the Slovak Chamber of Auditors.<br>- The importance of the Act of NR SR č.431/2002 Z.z. of 18 June 2002 on the accounts .<br>3 Practical preparation for the audit of the entity , its importance and procedure:<br>- Agreeing the terms of the contract audit<br>-- Obtaining information for auditing<br>4<br>- Planning the audit<br>- Carrying out tests of controls and operations<br>- Implementation of analytical procedures and tests of balances<br>- Complete the audit and submission of the report of the auditor<br>5 Basic methods of audit work in practice :<br>- Methodology and Practice Auditor<br>- Comparison of auditing<br>- Direct and indirect verification |                                        |

- Exhaustive ( complete) verification
  - Digest authentication
- 6 Standards of the audit activity :
- importance of standards in the audit practice
  - Definition of standards
  - auditing standards of Slovak Chamber of Auditors

#### 7 Audit of marketing and prices

- Definition of the essence of marketing and prices
- Marketing audit functions among other types of marketing control
- Marketing audit methodology
- Types of functional marketing audit
- Audit of the marketing environment
- Audit of the marketing organization
- Audit Marketing Systems
- Audit of marketing profitability
- Audit of the marketing functions
- Audit prices and its meaning in the company
- Auditor's report

#### **Odporúčaná literatúra:**

Auditing : : Himalaya Pub. House,, 2010. Spoluautori Srinivas, Kastoori. URL <http://site.ebrary.com/lib/uniba/Doc?id=10416212>  
 Kotler, Ph.: Marketing. Grada, Praha, 1998.  
 Oláh, M.: Interný audit vo verejnej správe. Sprint, Bratislava 2005.  
 Nagy, Klimó, Havari, Laučík: Auditorské postupy. Súvaha, Bratislava, 1999.  
 Kareš, L.: Auditorstvo. Elita, Bratislava, 1998  
 Lyková, J.: Marketingový audit a kontrola. Grada Publishing, Praha, 2000.  
 Oláh, M.-Boržík, O.: Ceny-teória a prax. Obchodné podnikanie. Účtovníctvo. Dane. Audit. Kontrola. Royal Service, Bratislava, 2000.  
 Základné predpisy o audite Slovenskej komory auditorov

#### **Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

Slovak

#### **Poznámky:**

#### **Hodnotenie predmetov**

Celkový počet hodnotených študentov: 12

| A    | ABS | B     | C   | D   | E    | FX  |
|------|-----|-------|-----|-----|------|-----|
| 75.0 | 0.0 | 16.67 | 0.0 | 0.0 | 8.33 | 0.0 |

**Vyučujúci:** doc. Ing. Michal Oláh, PhD.

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                              |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                              |
| <b>Kód predmetu:</b><br>FM.KMk/024M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Názov predmetu:</b> Marketing in Politics |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                              |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                              |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                              |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                              |
| <b>Podmienky na absolvovanie predmetu:</b><br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                              |
| <b>Výsledky vzdelávania:</b><br>understanding the importance of political marketing, its specifics and legislative influences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                              |
| <b>Stručná osnova predmetu:</b><br>Application of marketing in politics I: Media and Politics, speakers, political talk shows, political coverage, the impact of legislation on political marketing in Slovakia<br>Theoretical principles of marketing policy: definition of terms, the historical genesis of political marketing, political marketing specifications, models of political marketing<br>Key processes of marketing in politics: marketing research, segmentation, market definition<br>Application of marketing in politics II: populism, propaganda, crisis communication, media manipulation, communication by personality politics, lobbying<br>Application of marketing in politics III: Press Conference I, II press conference, election meeting |                                              |
| <b>Odporúčaná literatúra:</b><br>Lynda Lee Kaid, Christina Holtz-Bacha The SAGE handbook of political advertising Vyd. údaje Thousand Oaks : SAGE Publications, 2006<br>JABŁOŃSKI, A. W. A KOL. 2006. Politický marketing – teorie a praxe. 1. vyd. Brno : Barrister & Principal, 2006. 208 s. ISBN 80-7364-011-2<br>KOTLER, P. – ARMSTRONG, G. 2004. Marketing. dotlač. Praha : Grada Publishing, 2004. 855 s. ISBN 80-247-0513-3<br>ŠTENSOVÁ, A. – PČOLINSKÝ, V. 2005. Marketing v politike. Bratislava : Vydavateľstvo Ekonóm, 2005. 104 s. ISBN 80-225-2074-8                                                                                                                                                                                                      |                                              |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                              |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                              |

|                                                 |     |       |       |      |      |     |
|-------------------------------------------------|-----|-------|-------|------|------|-----|
| <b>Hodnotenie predmetov</b>                     |     |       |       |      |      |     |
| Celkový počet hodnotených študentov: 28         |     |       |       |      |      |     |
| A                                               | ABS | B     | C     | D    | E    | FX  |
| 64.29                                           | 0.0 | 17.86 | 10.71 | 3.57 | 3.57 | 0.0 |
| <b>Vyučujúci:</b> Ing. Vladimír Pčolinský, PhD. |     |       |       |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016        |     |       |       |      |      |     |
| <b>Schválil:</b>                                |     |       |       |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                         |     |                                                       |      |     |     |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                  |     |                                                       |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                   |     |                                                       |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KMk/023M/00                                                                                                                                                                                                                                                                                                  |     | <b>Názov predmetu:</b> Marketing in Small Enterprises |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                     |     |                                                       |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                |     |                                                       |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                         |     |                                                       |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                               |     |                                                       |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                           |     |                                                       |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b><br>work during semester<br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                       |     |                                                       |      |     |     |     |
| <b>Výsledky vzdelávania:</b><br>Students will gain knowledge about the importance of this kind of business as well as the establishment of the micro business.                                                                                                                                                                          |     |                                                       |      |     |     |     |
| <b>Stručná osnova predmetu:</b><br>The definition of entrepreneurship<br>2. The establishment of micro/small business<br>3. The application of marketing to micro enterprise<br>4. Advantages/disadvantages of the use of marketing theory in the trades.<br>5. The positives and negatives of the micro enterprise                     |     |                                                       |      |     |     |     |
| <b>Odporúčaná literatúra:</b><br>1) Strážovská, Ľ. 2004. Malé a stredné podnikanie a rodinné podnikanie. Nové Zámky: Cranium,2004. 310 s. ISBN 80-968443-7-7<br>2) Živnostenský zákon a novelizácie<br>3) Strážovská, Ľ. 2007. Malé a stredné podnikanie a rodinné podnikanie. Nové Zámky: Secos, s.r.o.2007. 138 s. ISBN 80-969389-5-7 |     |                                                       |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak                                                                                                                                                                                                                                                           |     |                                                       |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                        |     |                                                       |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 86                                                                                                                                                                                                                                                                  |     |                                                       |      |     |     |     |
| A                                                                                                                                                                                                                                                                                                                                       | ABS | B                                                     | C    | D   | E   | FX  |
| 93.02                                                                                                                                                                                                                                                                                                                                   | 0.0 | 3.49                                                  | 3.49 | 0.0 | 0.0 | 0.0 |

|                                                            |
|------------------------------------------------------------|
| <b>Vyučující:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD. |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                   |
| <b>Schválil:</b>                                           |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                             |     |                                           |     |     |     |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                      |     |                                           |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                       |     |                                           |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KMk/022M/00                                                                                                                                                                                                                                                                                                                                      |     | <b>Názov predmetu:</b> Marketing in Sport |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                         |     |                                           |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                    |     |                                           |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                             |     |                                           |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                   |     |                                           |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                               |     |                                           |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b><br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                   |     |                                           |     |     |     |     |
| <b>Výsledky vzdelávania:</b><br>How to use marketing in sports                                                                                                                                                                                                                                                                                                              |     |                                           |     |     |     |     |
| <b>Stručná osnova predmetu:</b><br>1. Sports management<br>2. Strategic planning<br>3. Marketing and sport<br>4. Sports advertising<br>5. Sponsoring<br>6. Propagations<br>7. Sport and Public Relations                                                                                                                                                                    |     |                                           |     |     |     |     |
| <b>Odporúčaná literatúra:</b><br>1) Časlavová, E.: Management sportu. Praha: East West 2000. ISBN 80-7219-010-5<br>2) Centennial Olympic Games showcas technology. Marketing Mattes – The Olympic Marketing<br>3) Newsletter. Lausanne: Marketing Department, Winter 1995<br>4) Freyer, W.: Handbuch des Sport-Marketing. Wiesbaden: Forekl-Verlag 1991. ISBN 3-7719-6420-2 |     |                                           |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak                                                                                                                                                                                                                                                                                               |     |                                           |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                            |     |                                           |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 100                                                                                                                                                                                                                                                                                                     |     |                                           |     |     |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                           | ABS | B                                         | C   | D   | E   | FX  |
| 90.0                                                                                                                                                                                                                                                                                                                                                                        | 0.0 | 7.0                                       | 1.0 | 0.0 | 0.0 | 2.0 |



|                                                            |
|------------------------------------------------------------|
| <b>Vyučující:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD. |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                   |
| <b>Schválil:</b>                                           |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                                      |      |      |     |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------|------|------|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |                                                      |      |      |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                                      |      |      |     |      |
| <b>Kód predmetu:</b><br>FM.KMk/021M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     | <b>Názov predmetu:</b> Marketing in Textile Industry |      |      |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                           |     |                                                      |      |      |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                                      |      |      |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                                      |      |      |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                                      |      |      |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                                      |      |      |     |      |
| <b>Podmienky na absolvovanie predmetu:</b><br>30 percent during semester<br>70 percent final exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                      |      |      |     |      |
| <b>Výsledky vzdelávania:</b><br>How to use marketing in the clothing industry                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                                      |      |      |     |      |
| <b>Stručná osnova predmetu:</b><br>1 Characteristics of the textile and clothing industry in the Slovak Republic and abroad.<br>2 Customer in the spotlight of the clothing industry.<br>3 Consumption in the clothing industry.<br>4 The importance of marketing research and information-gathering in the clothing industry.<br>5 Segmentation and market position.<br>6 Marketing mix in the clothing industry - product, price, distribution and marketing communication.<br>7 Brand positioning and product strategy in the clothing industry.<br>8 New approaches and trends in the understanding of marketing in the apparel industry. |     |                                                      |      |      |     |      |
| <b>Odporúčaná literatúra:</b><br>1. NÍZKA, Helena. 2007. Aplikovaný marketing. Bratislava : Iura Edition, spol. s r. o., 2007. ISBN 978-80-8078-157-6<br>2. JACKSON, Tim – SHAW, David. Mastering Fashion Marketing. New York : Managment. Basingstone : Palgrave Macmillan, 2009. ISBN 978-1-4039-1902-1                                                                                                                                                                                                                                                                                                                                     |     |                                                      |      |      |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak, English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |                                                      |      |      |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                      |      |      |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 115                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                      |      |      |     |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ABS | B                                                    | C    | D    | E   | FX   |
| 74.78                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 0.0 | 15.65                                                | 4.35 | 1.74 | 0.0 | 3.48 |

|                                                             |
|-------------------------------------------------------------|
| <b>Vyučujúci:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD. |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                    |
| <b>Schválil:</b>                                            |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                           |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                           |
| <b>Kód predmetu:</b><br>FM.KMk/020M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Názov predmetu:</b> Marketing in Trade |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                           |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                           |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                           |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                           |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                           |
| <b>Podmienky na absolvovanie predmetu:</b><br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                 |                                           |
| <b>Výsledky vzdelávania:</b><br>The goal is to make students familiar with practise of trade and trading and how to use marketing in this fiels                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                           |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1) Business as a sector of the national economy</li> <li>2) Retail and wholesale</li> <li>3) Management in business</li> <li>4) Marketing in business</li> <li>5) Marketing in retail</li> <li>6) Marketing retail units</li> <li>7) Wholesale Marketing</li> <li>8) The main economic activities of a business</li> <li>9) Purchase of goods</li> <li>10) Implementation Strategy buying customer to suppliers</li> <li>11) The management of the sales process in the enterprise</li> <li>12) Business Staff</li> <li>13) Management of business operations, sales activities, behavior management business operation</li> </ol> |                                           |
| <b>Odporúčaná literatúra:</b> <ul style="list-style-type: none"> <li>• Strážovská, Ľ. a kol.2009. Obchodné podnikanie. Bratislava: Sprint, 2009. 327 s. ISBN 80-88848-64-4</li> <li>• Strážovská, Ľ. – Strážovská, H.2010. Obchodné podnikanie. Bratislava: Sprint, 2010. 280 s. ISBN 978-80-89393-3</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                           |                                           |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>slovak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                           |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |

|                                                            |     |      |      |      |     |      |
|------------------------------------------------------------|-----|------|------|------|-----|------|
| <b>Hodnotenie predmetov</b>                                |     |      |      |      |     |      |
| Celkový počet hodnotených študentov: 60                    |     |      |      |      |     |      |
| A                                                          | ABS | B    | C    | D    | E   | FX   |
| 90.0                                                       | 0.0 | 3.33 | 1.67 | 3.33 | 0.0 | 1.67 |
| <b>Vyučujúci:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD. |     |      |      |      |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                   |     |      |      |      |     |      |
| <b>Schválil:</b>                                           |     |      |      |      |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                             |
| <b>Kód predmetu:</b><br>FM.KMk/016M/09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Názov predmetu:</b> Marketing Management |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / practicals<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                             |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
| <b>Podmienky na absolvovanie predmetu:</b><br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                             |
| <b>Výsledky vzdelávania:</b><br>modern marketing knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>Stručná osnova predmetu:</b><br>1 The need for reform of marketing management at the threshold of the third millennium.<br>2 The concept of rational marketing management.<br>3 Sustainable marketing and sustainable consumption.<br>4 Position of the customer in the concept of rational marketing management.<br>5 Performance evaluation of marketing in the organization.<br>6 Marketing metrics used for assessing the efficiency and effectiveness of marketing activities.<br>7 What has changed in the product strategy of enterprises under the influence of the concept of rational and sustainable marketing management?<br>8 What has changed in the pricing strategy of enterprises under the influence of the rational concept of marketing management? Role played by the price of sustainable approaches Marketers?<br>9 Selected attributes of the distribution strategy of sustainable approaches in marketing.<br>10 Selected attributes of marketing communication approaches in sustainable marketing. |                                             |
| <b>Odporúčaná literatúra:</b><br>1. PAJTINKOVÁ BARTÁKOVÁ, G. – GUBÍNIOVÁ, K. 2012. Udržateľný marketingový manažment. Trenčín : Inštitút aplikovaného manažmentu, 2012. ISBN 978–80–89600–08–3<br>2. BARTÁKOVÁ, Gabriela a kolektív. 2007. Marketing manažment II – ako v súčasnom trhovom prostredí postupovať. Bratislava : 228 s.r.o., 2007. ISBN 978-80-969856-1-6<br>3. KOTLER, P. 2010. Chaotika: Manažment a marketing firiem v turbulentných časoch. Bratislava : Eastone Books, 2010. ISBN 978-80-8109-114-8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                             |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>slovak<br>english                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |

|                                                                                                            |     |       |       |       |       |      |
|------------------------------------------------------------------------------------------------------------|-----|-------|-------|-------|-------|------|
| <b>Poznámky:</b>                                                                                           |     |       |       |       |       |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 2631                                   |     |       |       |       |       |      |
| A                                                                                                          | ABS | B     | C     | D     | E     | FX   |
| 23.49                                                                                                      | 0.0 | 24.21 | 19.08 | 14.33 | 13.91 | 4.98 |
| <b>Vyučujúci:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD. |     |       |       |       |       |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                   |     |       |       |       |       |      |
| <b>Schválil:</b>                                                                                           |     |       |       |       |       |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                             |
| <b>Kód predmetu:</b><br>FM.KMk/017M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Názov predmetu:</b> Marketing of Regions |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                             |                                             |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |
| <b>Podmienky na absolvovanie predmetu:</b><br>10 % - evaluation for active participation in the learning process during the semester<br>90 % - processing and presentation of the essay based on the theme following requirements of the visited region/regions.                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| <b>Výsledky vzdelávania:</b><br>Students acquire knowledge of the use of marketing in specific marketing division in the range of cities, villages and regions. After building theoretical bases students realizes trip to the field, which explains the conditions of use of marketing in practice. Based on the realities and requirements of the visited area / municipalities, students prepare marketing study which will be presented in front of municipalities representatives resp. its inhabitants.                                                                                                                                   |                                             |
| <b>Stručná osnova predmetu:</b><br>The basis for the use of marketing tools in marketing regions. Typology of regions, cities and municipalities (NUTS and LAU categorization). Marketing environment of regions (practical problems in villages and towns in Slovakia). Competition and the pressure on regional development. Segmentation, localization and positioning of organizations and individuals inside and outside regions. Marketing mix and marketing strategy for adaptation in a particular region / town / village. Cooperation of marketing managers and multiprofesionalizm in the process of marketing strategy development. |                                             |
| <b>Odporúčaná literatúra:</b><br>DOBRUCKÁ, L. et al., 2007. Strategický rozvojový plán obce. Bratislava: Peter Mačuga–PEEM, 2007. ISBN 978–80–89197–77–4.<br>JANEČKOVÁ, L. a VAŠTÍKOVÁ, M., 1999. Marketing měst a obcí. Praha: Grada, 1999. ISBN 80–7169–750–8.<br>BUČEK, M. et al., 2006. Regionálny rozvoj – novšie teoretické koncepcie. Bratislava:                                                                                                                                                                                                                                                                                        |                                             |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak, English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                             |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |



|                                                 |     |     |     |     |     |     |
|-------------------------------------------------|-----|-----|-----|-----|-----|-----|
| <b>Hodnotenie predmetov</b>                     |     |     |     |     |     |     |
| Celkový počet hodnotených študentov: 40         |     |     |     |     |     |     |
| A                                               | ABS | B   | C   | D   | E   | FX  |
| 85.0                                            | 0.0 | 7.5 | 7.5 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. František Olšavský, PhD. |     |     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016        |     |     |     |     |     |     |
| <b>Schválil:</b>                                |     |     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                     |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                     |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/004M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Market Risk Analysis of Financial Portfolios |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                     |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                     |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                     |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                     |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                     |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 33                                                                                                                                                              |     |                                                                     |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                   | C   | D   | E   | FX  |
| 93.94                                                                                                                                                                                                                               | 0.0 | 6.06                                                                | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. RNDr. Mária Bohdalová, PhD., Mgr. Jozef Jackuliak, PhD.                                                                                                                                                      |     |                                                                     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                     |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                     |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/005M/10                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Market Risk Analysis of Financial Portfolios |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                     |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                     |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                     |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                     |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                     |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                     |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                     |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 8                                                                                                                                                               |     |                                                                     |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                   | C   | D   | E   | FX  |
| 100.0                                                                                                                                                                                                                               | 0.0 | 0.0                                                                 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. RNDr. Mária Bohdalová, PhD., Mgr. Jozef Jackuliak, PhD.                                                                                                                                                      |     |                                                                     |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                     |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                     |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                       |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                       |
| <b>Kód predmetu:</b><br>FM.KMk/72M/12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Názov predmetu:</b> Media planning |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                       |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                       |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |
| <b>Podmienky na absolvovanie predmetu:</b><br>. For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                       |
| <b>Výsledky vzdelávania:</b><br>Knowledge on media and media planning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                       |
| <b>Stručná osnova predmetu:</b><br>1 Media Planning<br>Media and advertising concepts. Media parameters and their calculation (target audience, reach, GRP / TRP, contact CPT / CPRP, affinity, etc.). Examples. Tools and data used to evaluate media in Slovakia + samples.<br>3 Slovak media market<br>Media market in Slovakia (media landscape). Overview of the different media types and media. Development and standardization of the Slovak media market.<br>4 The strategic planning process I.<br>Guide strategic planning. What is it, what is it and what process comprises the steps. Briefing. Consumer analysis. Analysis of competition. Examples and samples analysis.<br>5 The strategic planning process II.<br>Understanding the key motivators of the target group. Creating a strategic platform. Choice of media mix. Evaluate the effect of an advertising campaign. Examples and demonstrations.<br>6 creative agency<br>The role and modus operandi advertising (creative) agencies. Advertising agencies in Slovakia and in the world. Making creative strategy. Creative brief. Design and production of advertising. Cooperation with media agency. Examples and demonstrations.<br>7 Planning and buying television and radio advertising<br>Characteristics of TV and Radio. Characteristics peoplemeter data. Shopping models. Preview TV and Radio software. Sample planning campaigns. Monitoring and evaluation of the campaign. Creative use of media.<br>8 Planning and buying media, outdoor advertising and cinema adverts |                                       |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |       |      |     |     |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|------|-----|-----|------|
| <p>Characteristics of print media, outdoor advertising and cinema adverts. Evaluation of print media. The issue of evaluation of outdoor advertising, outdoor advertising evaluation methods abroad. Method and demonstrations planning and buying these media. Creative use of these media.</p> <p>9 Interactive Media</p> <p>Online and digital media. Who are the consumers, as the environment they live, what services you use. How effectively reach consumers through new media. Demonstrations, best practice, future challenges.</p> <p>10 Case Studies</p> <p>Samples of successful advertising and media campaigns.</p> <p>11 Trends and developments in the future of media</p> <p>Brief history, current status and expected development of various media types. The potential of the media in terms of advertising sponsors vs. view of the user. Slovakia vs. world.</p> |     |       |      |     |     |      |
| <p><b>Odporúčaná literatúra:</b></p> <p>MediaCom, Mediaedge:cia a CREO / YOUNG &amp; RUBICAM materials</p> <ul style="list-style-type: none"> <li>• Marketing inspirations, Stratégie, Trend</li> <li>• Belch, E.G. - Belch, A.B.: Advertising and Promotion. New York: McGraw-Hill/Irwin 2004.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |       |      |     |     |      |
| <p><b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b></p> <p>slovak</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |       |      |     |     |      |
| <p><b>Poznámky:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |       |      |     |     |      |
| <p><b>Hodnotenie predmetov</b></p> <p>Celkový počet hodnotených študentov: 139</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |       |      |     |     |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ABS | B     | C    | D   | E   | FX   |
| 76.26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 0.0 | 20.14 | 2.88 | 0.0 | 0.0 | 0.72 |
| <p><b>Vyučujúci:</b> Mgr. Andrej Dziak</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |       |      |     |     |      |
| <p><b>Dátum poslednej zmeny:</b> 12.07.2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |       |      |     |     |      |
| <p><b>Schválil:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |       |      |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/196FJM/12                                                                                                                                                                                            |     | <b>Názov predmetu:</b> Medzinárodné fiškálne inžinierstvo /FJ/ |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                                |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 1                                                                                                                                                               |     |                                                                |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                              | C   | D   | E   | FX  |
| 100.0                                                                                                                                                                                                                               | 0.0 | 0.0                                                            | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b>                                                                                                                                                                                                                   |     |                                                                |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                             |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                             |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                             |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/MIS-M/13                                                                                                                                                                                             |     | <b>Názov predmetu:</b> MIS - Special Topics |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                             |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                             |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 4.                                                                                                                                                                                     |     |                                             |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                             |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                             |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                             |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                             |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                             |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                             |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                             |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                             |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 37                                                                                                                                                              |     |                                             |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                           | C   | D   | E   | FX  |
| 97.3                                                                                                                                                                                                                                | 0.0 | 0.0                                         | 0.0 | 0.0 | 2.7 | 0.0 |
| <b>Vyučujúci:</b> Ing. Vincent Karovič, PhD.                                                                                                                                                                                        |     |                                             |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                             |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                             |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                             |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                             |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                             |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/030M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> MIS - Special Topics |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                             |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                             |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                             |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                             |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                             |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                             |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                             |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                             |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                             |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                             |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                             |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 6                                                                                                                                                               |     |                                             |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                           | C   | D   | E   | FX  |
| 66.67                                                                                                                                                                                                                               | 0.0 | 33.33                                       | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Július Selecký, PhD., prof. RNDr. Michal Greguš, PhD.                                                                                                                                                        |     |                                             |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                             |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                             |     |     |     |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                     |       |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|-------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                     |       |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                     |       |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/072M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Multidimensional Methods in Management (SAS) |       |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                     |       |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                     |       |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                                     |       |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                     |       |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                     |       |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                     |       |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                     |       |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                     |       |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                     |       |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                     |       |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                     |       |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 83                                                                                                                                                              |     |                                                                     |       |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                   | C     | D   | E   | FX  |
| 44.58                                                                                                                                                                                                                               | 0.0 | 33.73                                                               | 19.28 | 1.2 | 0.0 | 1.2 |
| <b>Vyučujúci:</b> doc. Ing. Iveta Stankovičová, PhD.                                                                                                                                                                                |     |                                                                     |       |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                     |       |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                     |       |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                              |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                              |
| <b>Kód predmetu:</b><br>FM.KMk/034M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Názov predmetu:</b> New Technologies and Communication Media in Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                              |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                              |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                              |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                              |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                              |
| <b>Podmienky na absolvovanie predmetu:</b><br>80 percent during semester, 20 percent at the end of the semester<br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                              |
| <b>Výsledky vzdelávania:</b><br>The goal is to introduce unconventional forms of marketing, This course gives a general overview of issues such as e-commerce, e-marketing, contextual advertising, m-commerce, mobile marketing, business intelligence, virtual reality, electronic payment systems, the power of communities etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                              |
| <b>Stručná osnova predmetu:</b> <ul style="list-style-type: none"> <li>- Brief insight into the use of new technologies in marketing</li> <li>- Search and localization of contact to the customer</li> <li>- Social networking (Facebook, Twitter, chat, ...) and using these tools for marketing purposes</li> <li>- Online PR and its principles + contextual advertising</li> <li>- Marketing on the Internet in practice (guest speaker)</li> <li>- Electronic shopping and electronic payment systems</li> <li>- Product placement (guest speaker)</li> <li>- Interactive advertising - TV link with other media (interactive storefronts, Internet TV, interactive promotional web pages and microsites ...)</li> <li>- Games and Virtual Reality in Marketing</li> <li>- Mobile Marketing (SMS Marketing, Bluetooth Marketing, Mobile contextual advertising, ...)</li> <li>- M-commerce (mobile shopping, mobile payments)</li> <li>- Augmented Reality, Object Recognition</li> <li>- SO-LO-MO concept</li> </ul> |                                                                              |
| <b>Odporúčaná literatúra:</b><br>HOFLICH J, KIRCHER G., LINKE CH., SCHLOTE I.: Mobile media and the change of everyday life, Wien: Peter Lang,, 2010.<br>AHONEN, T., BARRETT, J. Services for UMTS: creating killer applications in 3G. Chichester: Wiley, 2002, ISBN 0471 485500                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                              |

METKE, J. m-marketing: Mobilný telefón ako nový nástroj marketingu. Bratislava: Univerzita Komenského, 2006 (diplomová práca)  
 Kashani, K. Beyond Traditional Marketing – Innovations in Marketing Practice. Chichester: Wiley, 2006, ISBN 13 978-0-470-01146-1  
 MOHR, J., SENGUPTA, S., SLATER, S. Marketing of High-Technology Products and Innovations. New Jersey: Pearson Prentice Hall, 2005, ISBN 0-13-123023-9  
[www.medialne.sk](http://www.medialne.sk)  
[www.hnonline.sk](http://www.hnonline.sk) – príloha: Digitálny svet  
[www.mobilmania.sk](http://www.mobilmania.sk)

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**  
 slovak

**Poznámky:**

**Hodnotenie predmetov**

Celkový počet hodnotených študentov: 256

| A     | ABS | B     | C    | D    | E   | FX   |
|-------|-----|-------|------|------|-----|------|
| 66.41 | 0.0 | 23.05 | 8.59 | 1.56 | 0.0 | 0.39 |

**Vyučujúci:** Mgr. Jozef Metke

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                |
| <b>Kód predmetu:</b><br>FM.KMk/035M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> New Trends in Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                |
| <b>Podmienky na absolvovanie predmetu:</b><br>40 percent during semester, 60 percent final work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |
| <b>Výsledky vzdelávania:</b><br>following recent trends in marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                |
| <b>Stručná osnova predmetu:</b><br>Theme . 1 Holistic marketing<br>Four basic pillars of marketing : relationship marketing ( relationship marketing) , integrated marketing , internal marketing and social marketing<br>Theme . 2 Event Marketing<br>Event marketing as a marketing communication tool , do event marketing campaigns , event marketing and sponsorship, event marketing types<br>Theme . 3 Brand Marketing<br>New trends in brand marketing, brand strategy ( expansion of product line , brand extension , multi-brand strategy , new brand strategy , brand strategy Merger - dualbranding )<br>Theme . 4 Word of Mouth Marketing<br>Buzz marketing - its nature and use . Viral marketing - the essence of viral marketing, phenomenal form and its use in communication strategies<br>Theme . 5 Guerrilla Marketing<br>Essence of guerrilla marketing, rules , tactics , effective media support within guerrilla marketing, direct marketing and guerilla marketing,<br>Theme . 6 Ambush Marketing<br>Essence , forms of ambush marketing, the basic strategy of ambush marketing and examples of its use .<br>Theme . 7 Product placement<br>The nature and history of product placement , types of product placement , product placement and legislation .<br>Theme . 8 Internet Marketing<br>Internet Vs . Traditional media , the essence of internet marketing , internet marketing as part of the company 's communication strategy , marketing mix and internet , basic types of internet ads, image ads , text ads , Internet and support sales . |                                                |

Theme . 9 Mobile Marketing and m - commerce  
 Development , factors and key features , advertising SMS , MMS , SMS contests , polls and voting , games and advergames , advertising logos and ring tones , M - commerce  
 Theme . 10 Postmodern Marketing  
 Characteristics of postmodern marketing concept " 4 " postmodern marketing and semiotics , the use of postmodern marketing in marketing research  
 Theme . 11 Other forms of marketing  
 Retro Marketing - its nature and use . Engagement marketing - the substance and its use , Behavioral Marketing - principle and its applications .

#### **Odporúčaná literatúra:**

Fragasso, Philip M., Marketing for rainmakers : 52 rules of engagement to attract and retain customers for life /  
 Vyd. údaje Hoboken, N.J. : Wiley,, c2008. <http://site.ebrary.com/lib/uniba/Doc?id=10249213>  
 Blažková, M.: Jak využít internet v marketingu, Krok za krokem k vyšší konkurenceschopnosti.Praha: Grada Publishing 2005, ISBN 80-247-1095-1  
 Frey, P.: Marketingová komunikace: nové trendy a jejich využití. Praha: Management Press 2005, ISBN 80-7261-129-1  
 Gibson, R.: Nový obraz budoucnosti.3. vydání. Praha: Management Press 2007, ISNB 978-80-7261-159-1  
 Haig, M: Království značky, Praha: Ekopress 2006. ISBN 80-86929-09-4  
 Havelka, J.: Internetový marketing: Praktické rady, tipy a návody a postupy pro využití internetu v marketingu. Praha, Computer Press 2001, ISBN 80-7226-498-2  
 Hesková, M., Štarchoň, P.: Marketingová komunikace a moderní trendy v marketingu, J. Hradec, Oeconomia 2009, ISBN 978-80-245-1520-5  
 Huges, M.: Buzzmarketing, přimějte lidi, aby o vás mluvili, Praha: Management Press 2006, ISBN 80-7261-153-4  
 Kotler, P. Keller, K.L.: Marketing Management. 12 e, Praha: Management Press 2007, ISBN 978-80-247-1359-5  
 Levinson, J.C. Guerrilla Marketing Attack, Boston: Houghton Mifflin Company 1989, ISBN 0-395-50220-9  
 Levinson, J.C.: 50 zlatých pravidel ofenzivního marketingu – Guerrilla marketing. Praha: Management Press 1996, ISBN 80-85603-96-9  
 Sedláček, J.: E-commerce, internetový a mobilní marketing od A do Z. Praha: Nakladatelství BEN, ISBN 80-7300-195-0  
 Šindler, P.: Ivent marketing: jak využít emoce v marketingové komunikaci. Praha: Grada Publishing 2003, ISBN 80-24706-466  
 Časopis Marketing Inspirations – příspěvky s tématy moderní trendy v marketingu  
 Internetové zdroje

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**  
 slovak

#### **Poznámky:**

#### **Hodnotenie predmetov**

Celkový počet hodnotených študentov: 57

| A     | ABS | B     | C    | D    | E   | FX   |
|-------|-----|-------|------|------|-----|------|
| 54.39 | 0.0 | 31.58 | 8.77 | 1.75 | 0.0 | 3.51 |

**Vyučujúci:** prof. Mgr. Peter Štarchoň, PhD.

|                                          |
|------------------------------------------|
| <b>Dátum poslednej zmeny:</b> 12.07.2016 |
| <b>Schválil:</b>                         |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                             |
| <b>Kód predmetu:</b><br>FM.KMk/033M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Názov predmetu:</b> Non-profit Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                             |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
| <b>Podmienky na absolvovanie predmetu:</b><br>final exam and work during semester<br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                             |
| <b>Výsledky vzdelávania:</b><br>Students will extend their knowledge in the private non-profit sector, and also the use of marketing in the nonprofit sector.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. A nonprofit organization in market economy, the factors influencing the formation and development of the third sector, past and present of the non-profit sector in Slovakia</li> <li>2. The characters and functions of the voluntary sector, the typology of nonprofit organizations, nonprofit organizations and their relationships with society</li> <li>3. Organizational forms of nonprofit organizations, nonprofit organizations, foundations, law, a nonprofit organization providing generally beneficial services, and other</li> <li>4. Staff and volunteer management, nonprofit organizations, the nature of personnel management, personnel management</li> <li>5. Fundraising plan – the content filling</li> <li>6. Marketing in non-profit organizations, the particularities of the marketing communication, the specifics of nonprofit organizations, marketing planning, marketing research</li> <li>7. Marketing mix – product, price, place and travel, communication, human resources, sales processes, customer service, follow-up marketing plan</li> </ol> |                                             |
| <b>Odporúčaná literatúra:</b><br>Bartáková, G. – Cibáková, V. – Štarchoň, P. a kol.: Základy marketingu. Bratislava: 228 s.r.o., 2007. ISBN 978-80-969588-3-2<br>Bloom, P.N. – Gundlach, G.T.: Handbook of Marketing and Society. New York: Hill and Wang, 2003. ISBN 0-7619-1626-1<br>Majdúchová, H. a kol.: Neziskové organizácie. Bratislava: Sprint, 2004. ISBN 80-88848-59-8<br>Goldberg, E.M. – Fishbein, M. – Middlestadt, E.S.: Social Marketing, Theoretical and Practical Perspectives. New Jersey: Lawrence Erlbaum Associates Publishers, 1997.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |

|                                                                               |     |      |     |     |     |     |
|-------------------------------------------------------------------------------|-----|------|-----|-----|-----|-----|
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak |     |      |     |     |     |     |
| <b>Poznámky:</b>                                                              |     |      |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 70        |     |      |     |     |     |     |
| A                                                                             | ABS | B    | C   | D   | E   | FX  |
| 97.14                                                                         | 0.0 | 2.86 | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD.                    |     |      |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                      |     |      |     |     |     |     |
| <b>Schválil:</b>                                                              |     |      |     |     |     |     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                            |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                            |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                            |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/270M/16                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Organisation and Functioning of the EU Institutions |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                            |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                            |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                                            |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                            |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                            |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                            |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                            |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                            |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                            |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                            |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                            |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                               |     |                                                                            |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                          | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                 | 0.0 | 0.0                                                                        | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> PhDr. Gabriela Bérešová, PhD.                                                                                                                                                                                     |     |                                                                            |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 02.11.2016                                                                                                                                                                                            |     |                                                                            |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                            |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                |
| <b>Kód predmetu:</b><br>FM.KMn/039M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Názov predmetu:</b> Organizational Behavior |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / practicals<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                |
| <b>Podmienky na absolvovanie predmetu:</b><br>20 % – case study preparation and presentation, 30 % - midterm written exam,<br>50 % – oral exam.<br>Grade A requires 91 % (minimum), B 81 %, C 73 %, D 66 % , and grade E requires 60% at minimum.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                |
| <b>Výsledky vzdelávania:</b><br>The course covers specific content areas of Organizational Behavior (OB) and is designed for graduate students in the field of Management. OB as a contemporary approach to management is a course designed to introduce graduate students to the theories, concepts, and practical applications of research in the field. The course helps to develop the skills necessary to solve specific problems of OB faced by organizations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |
| <b>Stručná osnova predmetu:</b> <ul style="list-style-type: none"> <li>• Introduction, The Nature of Organizations, Trends in the New Workplace, The Nature of Managerial Work, Managerial Skills, Management Lessons from Abroad – Japanese Management.</li> <li>• Individual Behavior and Performance, Basic Attributes of Individuals, Values, Attitudes, and the Perceptual Process.</li> <li>• Motivation Theories, Learning, Reinforcement, Self-Management, Job Design</li> <li>• Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork.</li> <li>• Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options).</li> <li>• Management and Chaos Theory, The New Organization</li> <li>• Managing Change in Organizations, Managers as Change Agents, Change Strategies, Resistance to Change, Crisis of Change, Dynamics of Stress. Power. Leadership and followership. Managerial decision-making.</li> </ul> |                                                |
| <b>Odporúčaná literatúra:</b><br>Rudy, J. – Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008<br>Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                |

|                                                                                                                                           |     |       |       |       |       |      |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-------|-------|-------|------|
| <b>Hodnotenie predmetov</b>                                                                                                               |     |       |       |       |       |      |
| Celkový počet hodnotených študentov: 2585                                                                                                 |     |       |       |       |       |      |
| A                                                                                                                                         | ABS | B     | C     | D     | E     | FX   |
| 23.79                                                                                                                                     | 0.0 | 24.76 | 21.39 | 13.08 | 13.19 | 3.79 |
| <b>Vyučujúci:</b> doc. PhDr. Rozália Sulíková, PhD., doc. Mgr. Anna Lašáková, PhD., Mgr. Jana Fratričová, PhD., prof. Ing. Ján Rudy, PhD. |     |       |       |       |       |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                  |     |       |       |       |       |      |
| <b>Schválil:</b>                                                                                                                          |     |       |       |       |       |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                         |
| <b>Kód predmetu:</b><br>FM.KMn/037M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> Organizational Cultures - Theory |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                         |
| <b>Podmienky na absolvovanie predmetu:</b><br>30 % – assessed work and its presentation<br>15% - active participation in class discussions and case studies analyses<br>55 % – final written exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                         |
| <b>Výsledky vzdelávania:</b><br>The course provides basics in organizational culture theory, namely the principles of emergence of organisational culture, its characteristics and actors influencing its emergence, evolution, and change, as well as its influence on an organization's functioning.<br>On completion of this course the student will be able to:<br>Understand what organizational culture as an important tool in management is<br>Identify and characterize organizational culture in an organization<br>Identify the impact of organizational culture on an organization's functioning.                                                                     |                                                         |
| <b>Stručná osnova predmetu:</b><br>Introduction to organizational cultures (definitions, relevant theories, research methodology)<br>Substance and forms of organizational culture<br>Cultural dimensions. What organisational cultures differ in<br>Typology of organizational cultures<br>Creation, maintenance, and change of organizational culture<br>Subcultures, professional cultures, and countercultures<br>Organizational socialization<br>Cultural leadership<br>Organizational culture and strategic planning<br>Organizational culture and organization<br>Organizational culture and human resource management<br>Organizational culture and communication models. |                                                         |
| <b>Odporúčaná literatúra:</b><br>Šajgalíková, H. – Bajziková, L.: Organizácia a kultúra. Bratislava: Ofprint 2013.<br>Trice, H, M. – Beyer, J. M.: The Cultures of Work Organizations, Englewood Cliffs, Prentice Hall 1993.<br>Brown, A.: Organizational Culture, London, Pitman Publishing 1998.                                                                                                                                                                                                                                                                                                                                                                                |                                                         |

Schneider, S. – Barsoux, J. L.: Managing across Cultures, Prentice Hall Europe 1998.  
 Lewis, R.D.: When Cultures Collide. Nicholas Brealey Publishing 2006.  
 Alvesson, M.: Understanding Organisational Culture. Sage Publications Ltd. 2012.  
 Trompenaars, F. – Woolliams, P.: Business Across Cultures. Chichester: Capstone Publishing Ltd. 2006.  
 Trompenaars, F. – Voerman, E.: Servant-Leadership Across Cultures. Oxford: Infinite Ideas Ltd. 2010.  
 Steers, R.M. – Sanches-Runde, C.J. – Nardon, L.: Management Across Cultures: Challenges and Strategies. Cambridge University Press 2011.

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

**Poznámky:**

**Hodnotenie predmetov**

Celkový počet hodnotených študentov: 27

| A     | ABS | B    | C     | D     | E   | FX   |
|-------|-----|------|-------|-------|-----|------|
| 48.15 | 0.0 | 7.41 | 22.22 | 11.11 | 3.7 | 7.41 |

**Vyučujúci:** doc. PhDr. Helena Šajgalíková, PhD.

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                   |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                   |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                   |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/041M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Planning and Designing Information Systems |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                   |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                   |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                                   |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                   |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                   |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                   |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                   |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                   |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                   |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                   |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                   |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 1                                                                                                                                                               |     |                                                                   |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                 | C   | D   | E   | FX  |
| 100.0                                                                                                                                                                                                                               | 0.0 | 0.0                                                               | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. Ing. Dušan Šoltés, CSc.                                                                                                                                                                                     |     |                                                                   |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                   |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                   |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                                                       |      |     |     |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                                       |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                                       |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/060M/09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     | <b>Názov predmetu:</b> Portfolio Management and Collective Investment |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                                                       |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                                                       |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                                                       |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                                       |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |     |                                                                       |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                                                       |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                                       |      |     |     |     |
| <b>Stručná osnova predmetu:</b><br>Brief Syllabus:<br>1. Theory of portfolio investment. Markowitz theory and Sharp model. Creation of effective and optimal portfolio. Management and hedging portfolio of securities.<br>2. Management of bond portfolio and its security.<br>3. Typology of funds industry and investments strategy.<br>4. Quantitative and qualitative indicators. Rating and scoring of funds.<br>5. Specific funds. ETF, hedge funds. Commodity funds and Real Estate funds.<br>6. Types of investors and modelling of their portfolio. Investments strategies according to risk inclination of investors.<br>7. Comparison of fund sector in the USA and the EU.<br>8. Pension funds on capital markets and their specifics.<br>9. Pensions funds in the Slovakia and their efficiency.<br>10. Collective investment in Slovakia. |     |                                                                       |      |     |     |     |
| <b>Odporúčaná literatúra:</b><br>Literature:<br>Sharpe, W. F. – Alexander, G. J.: Investice. Victoria Publishing, Praha 1994.<br>Chovancová, B., Bačisin, V.: Kolektívne investovanie, IURA Publishing, Bratislava 2005<br>EU's directives from the area of collective investment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                                       |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                                                       |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |     |                                                                       |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 75                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                                       |      |     |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ABS | B                                                                     | C    | D   | E   | FX  |
| 80.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.0 | 17.33                                                                 | 2.67 | 0.0 | 0.0 | 0.0 |

|                                                      |
|------------------------------------------------------|
| <b>Vyučujúci:</b> prof. Ing. Božena Chovancová, PhD. |
| <b>Dátum poslednej zmeny:</b> 12.07.2016             |
| <b>Schválil:</b>                                     |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                    |       |       |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------|-------|-------|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                    |       |       |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                    |       |       |     |      |
| <b>Kód predmetu:</b><br>FM.KEF/192AJM/12                                                                                                                                                                                            |     | <b>Názov predmetu:</b> Practical financial markets |       |       |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                    |       |       |     |      |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                            |     |                                                    |       |       |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                 |     |                                                    |       |       |     |      |
| <b>Stupeň štúdia:</b> I., II.                                                                                                                                                                                                       |     |                                                    |       |       |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                    |       |       |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                    |       |       |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                    |       |       |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                    |       |       |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                    |       |       |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                    |       |       |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                    |       |       |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 94                                                                                                                                                              |     |                                                    |       |       |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                                  | C     | D     | E   | FX   |
| 29.79                                                                                                                                                                                                                               | 0.0 | 32.98                                              | 22.34 | 13.83 | 0.0 | 1.06 |
| <b>Vyučujúci:</b> Ing. Vladimír Valach, MBA                                                                                                                                                                                         |     |                                                    |       |       |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                    |       |       |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                    |       |       |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                    |       |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------|-------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                    |       |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                    |       |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/197AJM/12                                                                                                                                                                                            |     | <b>Názov predmetu:</b> Practical financial markets |       |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                    |       |     |     |     |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                            |     |                                                    |       |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2., 4.                                                                                                                                                                                 |     |                                                    |       |     |     |     |
| <b>Stupeň štúdia:</b> I., II.                                                                                                                                                                                                       |     |                                                    |       |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                    |       |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                    |       |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                    |       |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                    |       |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                    |       |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                    |       |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                    |       |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 33                                                                                                                                                              |     |                                                    |       |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                  | C     | D   | E   | FX  |
| 60.61                                                                                                                                                                                                                               | 0.0 | 15.15                                              | 24.24 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Vladimír Valach, MBA                                                                                                                                                                                         |     |                                                    |       |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                    |       |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                    |       |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                               |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                               |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                               |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/049M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Practical Security of Computer Systems |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                               |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                               |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                               |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                               |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                               |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                               |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                               |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                               |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                               |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                               |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                               |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 20                                                                                                                                                              |     |                                                               |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                             | C   | D   | E   | FX  |
| 85.0                                                                                                                                                                                                                                | 0.0 | 15.0                                                          | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Ivan Osvald, PhDr. Peter Veselý, PhD.                                                                                                                                                                        |     |                                                               |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                               |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                               |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                 |     |                                 |     |     |     |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                          |     |                                 |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                           |     |                                 |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/160M/16                                                                                                                                                                          |     | <b>Názov predmetu:</b> Practise |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b><br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný: Za obdobie štúdia:</b><br><b>Metóda štúdia:</b> on-site learning |     |                                 |     |     |     |     |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                        |     |                                 |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 4.                                                                                                                                                                 |     |                                 |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                       |     |                                 |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                   |     |                                 |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                      |     |                                 |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                    |     |                                 |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                 |     |                                 |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                   |     |                                 |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                             |     |                                 |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                |     |                                 |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                           |     |                                 |     |     |     |     |
| A                                                                                                                                                                                                               | ABS | B                               | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                             | 0.0 | 0.0                             | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. Mgr. Peter Štarchoň, PhD.                                                                                                                                                               |     |                                 |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 24.08.2016                                                                                                                                                                        |     |                                 |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                |     |                                 |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                         |
| <b>Kód predmetu:</b><br>FM.KMk/002M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Názov predmetu:</b> Price Strategies |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                         |
| <b>Podmienky na absolvovanie predmetu:</b><br>For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         |
| <b>Výsledky vzdelávania:</b><br>Deep knowledge in pricing, pricing strategies and setting of prices                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |
| <b>Stručná osnova predmetu:</b><br>1 Importance of prices in a market economy , the business activities of companies and clarification of basic concepts in practice the formation of market prices in companies<br>2 Transformation of the economy to a market economy , the implementation of the successive steps of the reform , doiahnuté results preibeh price liberalization in the process of formation of market economy in the light of price trends and inflation<br>3 Price liberalization , the legal and economic aspects in terms of a functioning market economy in Slovakia<br>4 Market mechanism and its operation<br>5 Models of economic governance<br>6 And prices of competitive environment on their development<br>7 Practical implementation of the policy of the state and companies<br>8 Pricing strategy company - assumes the market price<br>9 Costs, prices and market<br>10 Cost calculation<br>11 Price surveys as an indispensable source of information for correct pricing<br>12 How to properly determine the market price<br>13 What should be borne in mind when setting prices<br>14 Setting boundaries for prices<br>15 Procedures in pricing<br>16 Active and passive approach to pricing<br>17 Methods of pricing<br>18 The combined method of pricing<br>19 Who is responsible for deciding on prices |                                         |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |      |       |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------|-------|-----|-----|-----|
| 20 The final say in pricing marketing company<br>21 Price regulation in the price system of the Slovak Republic<br>22 Price control and its role                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |      |       |     |     |     |
| <b>Odporúčaná literatúra:</b><br>Pricing for profit : how to command higher prices for your products and services / New York : : American Management Association,, 2009. elektronický zdroj: <a href="http://site.ebrary.com/lib/uniba/Doc?id=10331721">http://site.ebrary.com/lib/uniba/Doc?id=10331721</a><br>M. Oláh – O. Boržik: Ceny – teória a prax, Obchodné podnikanie, Účtovníctvo, Dane, Audit, Kontrola. Royal Service Bratislava, 2000<br>M. Janok - M. Oláh a kol.: Cenová stratégia. Mika Konzult, 1996<br>M. Janok: Ekonomické nástroje. Dane - clo – ceny. Mika Konzult, 1996<br>M. Janok: Kalkulácie. Mika Konzult, 1995 |     |      |       |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |      |       |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |      |       |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |      |       |     |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ABS | B    | C     | D   | E   | FX  |
| 63.33                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.0 | 20.0 | 16.67 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Michal Oláh, PhD., doc. PhDr. Zoltán Rózsa, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |      |       |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |      |       |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |      |       |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                     |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                     |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                     |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/194FJM/15                                                                                                                                                                                            |     | <b>Názov predmetu:</b> Prípadové štúdie z podnikových financií /FJ/ |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                     |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                     |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                                     |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                     |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                     |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                     |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                     |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                     |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                     |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                     |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                     |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 10                                                                                                                                                              |     |                                                                     |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                   | C    | D   | E   | FX  |
| 90.0                                                                                                                                                                                                                                | 0.0 | 0.0                                                                 | 10.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Dr. Frédéric Delaneuville, PhD., Mgr. Anna Jurišová                                                                                                                                                               |     |                                                                     |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                     |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                     |      |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                         |
| <b>Kód predmetu:</b><br>FM.KEF/191M/13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Názov predmetu:</b> PROJECT FINANCING AND PUBLIC PRIVATE PARTNERSHIP |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                         |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                         |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                         |
| <b>Stručná osnova predmetu:</b> <ul style="list-style-type: none"> <li>• Definitions of project finance and PPP; brief history; sectors for which this kind of financing is relevant; key characteristics of project finance and how these differ from other types of finance; patterns of financing PPP projects;</li> <li>• PPPs worldwide; Types and concepts of PPP; Advantages and disadvantages of PPPs;</li> <li>• Structure of PPPs; the principal parties and their roles; SPV;</li> <li>• The Public-Sector investment decision; economic justification; value for money and public sector comparator; public-sector procurement and contract management;</li> <li>• Private-Sector investor's perspective; investment decision; bidding and project development; financing – sources and procedures;</li> <li>• Financial structuring and modeling of PPP projects; relationship between cover ratio, leverage and equity return;</li> <li>• Contract management; the differing risk perspectives of government, sponsors and lenders; the triangular nature of negotiations;</li> <li>• Principal risks and risk allocation methods; Risk management process and strategies;</li> <li>• Application of real options in PPP projects;</li> <li>• Research trends and tendencies regarding project financing and PPP</li> </ul> |                                                                         |
| <b>Odporúčaná literatúra:</b><br>Note: A list of relevant case studies will be provided as examples for course.<br>Literature and course material: Khan, M. F. K. and Parra, R. J. (2003) "Financing Large Projects: Using Project Finance Techniques and Practices", Prentice Hall, Pearson Education Asia Pte Ltd; Davis, A. H. (2003) "Project Finance: Practical Case Studies", 2nd edition, Volume 1, Power and Water, Euromoney Books; Davis, A. H. (2003) "Project Finance: Practical Case Studies", 2nd edition, Volume 2, Resources and Infrastructure, Euromoney Books; Kodukula, P. and Papudesu, C. (2006) "Project Valuation Using Real Options: A Practitioner's Guide", J. Ross Publishing, Inc.; Finnerty, J. D. (2007) "Project Financing: Asset-Based Financial Engineering", John Wiley & Sons, Inc.; Gatti, S. (2008) "Project Finance in Theory and Practice: Designing, Structuring, and Financing Private and Public Projects", Elsevier Inc.; COMMISSION OF THE EUROPEAN                                                                                                                                                                                                                                                                                                                                          |                                                                         |



COMMUNITIES (2004) “Green Paper on Public-Private Partnerships and Community Law on Public Contracts and Concessions”, Brussels; Public-Private Partnership Handbook (), Asian Development Bank; Akintoye, A. and Beck, M. (2009) “Policy, Finance & Management for Public-Private Partnerships”, Blackwell Publishing Ltd.; Akintoye, A., Beck, M. and Hardcastle, C. (2003) “Public-Private Partnerships: Managing Risks and Opportunities”, Blackwell Science Ltd.; Yescombe, E. R. (2007) ”Public-Private Partnerships: Principles of Policy and Finance”, Butterworth-Heinemann is an imprint of Elsevier;

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

**Poznámky:**

**Hodnotenie predmetov**

Celkový počet hodnotených študentov: 15

| A    | ABS | B     | C     | D   | E   | FX   |
|------|-----|-------|-------|-----|-----|------|
| 40.0 | 0.0 | 26.67 | 26.67 | 0.0 | 0.0 | 6.67 |

**Vyučujúci:** Mgr. Jan Janac, PhD.

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                            |     |                                                  |       |       |       |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------|-------|-------|-------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                     |     |                                                  |       |       |       |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                      |     |                                                  |       |       |       |      |
| <b>Kód predmetu:</b><br>FM.KIS/040M/00                                                                                                                                                                                                                     |     | <b>Názov predmetu:</b> Protection of Information |       |       |       |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 16 / 32 <b>Za obdobie štúdia:</b> 224 / 448<br><b>Metóda štúdia:</b> on-site learning |     |                                                  |       |       |       |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                   |     |                                                  |       |       |       |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                            |     |                                                  |       |       |       |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                  |     |                                                  |       |       |       |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                              |     |                                                  |       |       |       |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                 |     |                                                  |       |       |       |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                               |     |                                                  |       |       |       |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                            |     |                                                  |       |       |       |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                              |     |                                                  |       |       |       |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                        |     |                                                  |       |       |       |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                           |     |                                                  |       |       |       |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 251                                                                                                                                                                                    |     |                                                  |       |       |       |      |
| A                                                                                                                                                                                                                                                          | ABS | B                                                | C     | D     | E     | FX   |
| 36.25                                                                                                                                                                                                                                                      | 0.0 | 13.15                                            | 22.31 | 11.95 | 10.36 | 5.98 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., Mgr. Ivan Osvald, Mgr. Vincent Karovič, PhD.<br>Peter Veselý, PhD.                                                                                                                                      |     |                                                  |       |       |       |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                   |     |                                                  |       |       |       |      |
| <b>Schválil:</b>                                                                                                                                                                                                                                           |     |                                                  |       |       |       |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                         |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                         |
| <b>Kód predmetu:</b><br>FM.KMk/007M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Názov predmetu:</b> Public Relations |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                    |                                         |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                         |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                         |
| <b>Podmienky na absolvovanie predmetu:</b><br>60 percent during semester<br>40 percent final exam                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                         |
| <b>Výsledky vzdelávania:</b><br>The goal is to provide knowledge on practice and theory of public relations                                                                                                                                                                                                                                                                                                                                                                                                                            |                                         |
| <b>Stručná osnova predmetu:</b><br>Communication as a social phenomenon. PR as a form of communication.<br>Public relations as a management function. PR as a management tool.<br>Public relations as a tool of marketing communication-part of the communication mix.<br>Public relations tools.<br>PR agencies.<br>Corporate identity, design, culture, communication and image.<br>Press relations.<br>Public relations and ethics.<br>Public affairs. Lobbying.<br>Public relations and crisis communication.<br>New trends in PR. |                                         |
| <b>Odporúčaná literatúra:</b><br>BLACK, Sam. 1994. Nejúčinnější propagace. Public relations. Praha: Grada Publishing, 1994.<br>LESLY, Philip.1995. Public relations. Praha: Victoria Publishing, 1995.<br>KOTLER, Philip.1998. Marketing Management. Analýza, plánování, využití, kontrola. Praha: Grada Publishing, 1998.<br>KOPECKY,Ladislav.2013.Public relations .Dějiny – teorie – praxe .Praha : Grada Publishing,2013...                                                                                                        |                                         |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak, English                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                         |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                         |

|                                                         |     |      |      |      |      |     |
|---------------------------------------------------------|-----|------|------|------|------|-----|
| <b>Hodnotenie predmetov</b>                             |     |      |      |      |      |     |
| Celkový počet hodnotených študentov: 135                |     |      |      |      |      |     |
| A                                                       | ABS | B    | C    | D    | E    | FX  |
| 67.41                                                   | 0.0 | 20.0 | 7.41 | 2.96 | 2.22 | 0.0 |
| <b>Vyučujúci:</b> doc. PhDr. Magdaléna Samuhelová, CSc. |     |      |      |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                |     |      |      |      |      |     |
| <b>Schválil:</b>                                        |     |      |      |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                           |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                           |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                           |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KSP/012M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Quality Management |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                           |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                           |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                           |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                           |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                           |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                           |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                           |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                           |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                           |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                           |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                           |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 33                                                                                                                                                              |     |                                           |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                         | C    | D   | E   | FX  |
| 75.76                                                                                                                                                                                                                               | 0.0 | 15.15                                     | 9.09 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Milan Fekete, PhD.                                                                                                                                                                                      |     |                                           |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                           |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                           |      |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                   |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                   |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                   |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/118M/10                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Real Estates Market and Developing Process |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                   |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                   |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                                   |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                   |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                   |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                   |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                   |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                   |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                   |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                   |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                   |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 74                                                                                                                                                              |     |                                                                   |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                 | C   | D   | E   | FX  |
| 94.59                                                                                                                                                                                                                               | 0.0 | 5.41                                                              | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Daniela Špírková, PhD.                                                                                                                                                                                  |     |                                                                   |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                   |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                   |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                        |     |                                                           |     |     |     |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                 |     |                                                           |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                  |     |                                                           |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/115M/16                                                                                                                                                                                                                 |     | <b>Názov predmetu:</b> Regional and Economic Policy of EU |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                           |     |     |     |     |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                               |     |                                                           |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                        |     |                                                           |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                              |     |                                                           |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                          |     |                                                           |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                             |     |                                                           |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                           |     |                                                           |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                        |     |                                                           |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                                          |     |                                                           |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                    |     |                                                           |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                       |     |                                                           |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                                                                  |     |                                                           |     |     |     |     |
| A                                                                                                                                                                                                                                                      | ABS | B                                                         | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                                                                    | 0.0 | 0.0                                                       | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. PhDr. René Pawera, PhD.                                                                                                                                                                                                         |     |                                                           |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 24.08.2016                                                                                                                                                                                                               |     |                                                           |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                       |     |                                                           |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                          |       |      |      |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------|-------|------|------|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                          |       |      |      |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                          |       |      |      |      |
| <b>Kód predmetu:</b><br>FM.KSP/049M/11                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Risk Management I |       |      |      |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                          |       |      |      |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                          |       |      |      |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                          |       |      |      |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                          |       |      |      |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                          |       |      |      |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                          |       |      |      |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                          |       |      |      |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                          |       |      |      |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                          |       |      |      |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                          |       |      |      |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                          |       |      |      |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 71                                                                                                                                                              |     |                                          |       |      |      |      |
| A                                                                                                                                                                                                                                   | ABS | B                                        | C     | D    | E    | FX   |
| 54.93                                                                                                                                                                                                                               | 0.0 | 18.31                                    | 15.49 | 2.82 | 2.82 | 5.63 |
| <b>Vyučujúci:</b> prof. Ing. Anna Pilková, PhD., MBA                                                                                                                                                                                |     |                                          |       |      |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                          |       |      |      |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                          |       |      |      |      |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                           |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                           |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                           |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KSP/050M/11                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Risk Management II |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                           |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                           |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                           |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                           |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                           |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                           |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                           |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                           |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                           |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                           |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                           |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 60                                                                                                                                                              |     |                                           |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                         | C   | D   | E   | FX  |
| 70.0                                                                                                                                                                                                                                | 0.0 | 25.0                                      | 0.0 | 0.0 | 0.0 | 5.0 |
| <b>Vyučujúci:</b> prof. Ing. Anna Pilková, PhD., MBA                                                                                                                                                                                |     |                                           |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                           |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                           |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                           |     |      |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------|-----|------|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                           |     |      |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                           |     |      |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/SMaE/13                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Service Management and Engineering |     |      |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                           |     |      |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                           |     |      |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                           |     |      |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                           |     |      |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                           |     |      |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                           |     |      |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                           |     |      |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                           |     |      |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                           |     |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                           |     |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                           |     |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 2                                                                                                                                                               |     |                                                           |     |      |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                         | C   | D    | E   | FX  |
| 50.0                                                                                                                                                                                                                                | 0.0 | 0.0                                                       | 0.0 | 50.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> prof. RNDr. Michal Greguš, PhD., Dr. Natalia Kryvinska, PhD.                                                                                                                                                      |     |                                                           |     |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                           |     |      |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                           |     |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                           |
| <b>Kód predmetu:</b><br>FM.KMk/018M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Názov predmetu:</b> Services Marketing |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                           |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                           |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                           |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                           |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                           |
| <b>Podmienky na absolvovanie predmetu:</b><br>30 percent during semester<br>70 percent final exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                           |
| <b>Výsledky vzdelávania:</b><br>knowledge in service marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                           |
| <b>Stručná osnova predmetu:</b><br>1 A systematic approach to defining services (Economics, statistics, enterprise-economic and legislative perspective). New approaches to the categorization of services. Characteristics of services and their impact on service delivery process.<br>2 The extended marketing mix in services (4P + processes, personnel, physical environment).<br>3 Mapping the service delivery process (flowcharts, process maps). Management of supply and demand in services.<br>4 System of customer care services and building relationships in marketing services.<br>5 Relationship management with dissatisfied customers, complaints and claims in the business services as part of customer care.<br>6 Quality of service. Problems with quality control services. Models of service quality.<br>7 Customer service and satisfaction measurement with them. Concept of customer satisfaction. Ensuring customer satisfaction . |                                           |
| <b>Odporúčaná literatúra:</b><br>1. CIBÁKOVÁ, Viera – RÓZSA, Zoltán – CIBÁK, Ľuboš. 2008. Marketing služieb. Bratislava : Iura Edition, spol. s r. o., 2008. ISBN 978-80-8078-210-8.<br>2. MATEIDES, Alexander – ĎAĎO, Jaroslav. 2002. Služby. Teória služieb. Marketing služieb. Kvalita v službách. Služby zákazníkom a meranie spokojnosti s nimi. Bratislava : Ing. Miroslav Mračko, Epos, 2002. ISBN 80-8057-452-9.<br>3. GRÖNROOS, Christian. 2007. Service Management and Marketing: Customer Management in Service Competition. West Sussex : John Wiley & Sons, Ltd, 2007. ISBN 978-0-470-02862-9.                                                                                                                                                                                                                                                                                                                                                     |                                           |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak, English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                           |

|                                                                 |     |       |      |      |      |      |
|-----------------------------------------------------------------|-----|-------|------|------|------|------|
| <b>Hodnotenie predmetov</b>                                     |     |       |      |      |      |      |
| Celkový počet hodnotených študentov: 404                        |     |       |      |      |      |      |
| A                                                               | ABS | B     | C    | D    | E    | FX   |
| 61.14                                                           | 0.0 | 23.02 | 8.91 | 1.49 | 1.49 | 3.96 |
| <b>Vyučujúci:</b> doc. Ing. Gabriela Pajtinková Bartáková, PhD. |     |       |      |      |      |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                        |     |       |      |      |      |      |
| <b>Schválil:</b>                                                |     |       |      |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                            |      |      |      |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------|------|------|------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                            |      |      |      |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                            |      |      |      |     |
| <b>Kód predmetu:</b><br>FM.KEF/110M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Social Policy of EU |      |      |      |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                            |      |      |      |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                            |      |      |      |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                            |      |      |      |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                            |      |      |      |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                            |      |      |      |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                            |      |      |      |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                            |      |      |      |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                            |      |      |      |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                            |      |      |      |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                            |      |      |      |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                            |      |      |      |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 64                                                                                                                                                              |     |                                            |      |      |      |     |
| A                                                                                                                                                                                                                                   | ABS | B                                          | C    | D    | E    | FX  |
| 71.88                                                                                                                                                                                                                               | 0.0 | 17.19                                      | 6.25 | 1.56 | 3.13 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Janka Kottulová, PhD.                                                                                                                                                                                        |     |                                            |      |      |      |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                            |      |      |      |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                            |      |      |      |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                           |     |      |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------|-----|------|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                        |     |                                           |     |      |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                         |     |                                           |     |      |     |     |
| <b>Kód predmetu:</b><br>FM.KMk/048M/00                                                                                                                                                                                                                                                                                                                                                                                        |     | <b>Názov predmetu:</b> Societal Marketing |     |      |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                           |     |                                           |     |      |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                           |     |      |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                               |     |                                           |     |      |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                           |     |      |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                           |     |      |     |     |
| <b>Podmienky na absolvovanie predmetu:</b><br>semestral work                                                                                                                                                                                                                                                                                                                                                                  |     |                                           |     |      |     |     |
| <b>Výsledky vzdelávania:</b><br>students can extend their knowledge about knowledge in the field of social marketing significantly or social marketing, which is a sub-division of l marketing.                                                                                                                                                                                                                               |     |                                           |     |      |     |     |
| <b>Stručná osnova predmetu:</b><br>a. The definition of social marketing – the theoretical use of knowledge from a variety of authors.<br>b. Examples of business practice, the statement of reasons.<br>c. The way forward the use of social marketing.<br>d. Socially responsible business – definition, the application of the economic practice<br>e. The reasons for the profit and non-profit organizations cooperation |     |                                           |     |      |     |     |
| <b>Odporúčaná literatúra:</b><br>1. Bartáková, G. - Cibáková, V. 2007. Základy marketingu. Bratislava: Iura Edition, 2007. 224 s.ISBN 978-80-8078-156-9<br>2. Kotler, Ph.- Caslione, J.A. 2009. Chaotika. Mananažment a marketing firiem v turbulentných<br>3. časoch. Bratislava: Eastone Group, s.r.o. 2009. 186 s. ISBN 978-80-8109-114-8                                                                                  |     |                                           |     |      |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b><br>Slovak                                                                                                                                                                                                                                                                                                                                                 |     |                                           |     |      |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                           |     |      |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 107                                                                                                                                                                                                                                                                                                                                                       |     |                                           |     |      |     |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                             | ABS | B                                         | C   | D    | E   | FX  |
| 90.65                                                                                                                                                                                                                                                                                                                                                                                                                         | 0.0 | 4.67                                      | 2.8 | 1.87 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD.                                                                                                                                                                                                                                                                                                                                                                    |     |                                           |     |      |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                      |     |                                           |     |      |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                           |     |      |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                 |     |                                                                             |     |     |     |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                          |     |                                                                             |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                           |     |                                                                             |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/007_M/15                                                                                                                                                                         |     | <b>Názov predmetu:</b> Solving Business Problems with Wolfram Mathematica I |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b><br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný: Za obdobie štúdia:</b><br><b>Metóda štúdia:</b> on-site learning |     |                                                                             |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                        |     |                                                                             |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                 |     |                                                                             |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                       |     |                                                                             |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                   |     |                                                                             |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                      |     |                                                                             |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                    |     |                                                                             |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                 |     |                                                                             |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                   |     |                                                                             |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                             |     |                                                                             |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                |     |                                                                             |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 0                                                                                                                                           |     |                                                                             |     |     |     |     |
| A                                                                                                                                                                                                               | ABS | B                                                                           | C   | D   | E   | FX  |
| 0.0                                                                                                                                                                                                             | 0.0 | 0.0                                                                         | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. RNDr. Mária Bohdalová, PhD.                                                                                                                                                              |     |                                                                             |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                        |     |                                                                             |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                |     |                                                                             |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                     |     |                                              |     |     |     |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------|-----|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                              |     |                                              |     |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                               |     |                                              |     |     |     |      |
| <b>Kód predmetu:</b><br>FM.KSP/031M/00                                                                                                                                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Strategic Controlling |     |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                 |     |                                              |     |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                            |     |                                              |     |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                     |     |                                              |     |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                           |     |                                              |     |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                       |     |                                              |     |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                          |     |                                              |     |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                        |     |                                              |     |     |     |      |
| <b>Stručná osnova predmetu:</b><br>1 Essence of the concept of controlling<br>2 Strategic controlling<br>3 Basic attributes of strategic controlling.<br>4 Strategic performance management<br>5 Values of strategic controlling<br>6 Methods and techniques of strategic controlling<br>7 Approaches to create a sustainable competitive advantage |     |                                              |     |     |     |      |
| <b>Odporúčaná literatúra:</b><br>Konkurenčné stratégie, Tradičné techniky vs. nové pohľady a prístupy. Jozef Papula, Zuzana Papulová, Ján Papula • Vydavateľstvo: Wolters Kluwer, 2014                                                                                                                                                              |     |                                              |     |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                 |     |                                              |     |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                    |     |                                              |     |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 41                                                                                                                                                                                                                                                                              |     |                                              |     |     |     |      |
| A                                                                                                                                                                                                                                                                                                                                                   | ABS | B                                            | C   | D   | E   | FX   |
| 92.68                                                                                                                                                                                                                                                                                                                                               | 0.0 | 4.88                                         | 0.0 | 0.0 | 0.0 | 2.44 |
| <b>Vyučujúci:</b> doc. Ing. Ján Papula, PhD.                                                                                                                                                                                                                                                                                                        |     |                                              |     |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                            |     |                                              |     |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                    |     |                                              |     |     |     |      |



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                            |       |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------------|-------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                            |       |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                            |       |     |     |     |
| <b>Kód predmetu:</b><br>FM.KMn/151M/11                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Strategic Human Resource Management |       |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                            |       |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                            |       |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                     |     |                                                            |       |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                            |       |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                            |       |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                            |       |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                            |       |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                            |       |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                            |       |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                            |       |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                            |       |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 26                                                                                                                                                              |     |                                                            |       |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                          | C     | D   | E   | FX  |
| 23.08                                                                                                                                                                                                                               | 0.0 | 50.0                                                       | 26.92 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Mgr. Jana Fratričová, PhD.                                                                                                                                                                                        |     |                                                            |       |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                            |       |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                            |       |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                     |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                     |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                     |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/114M/09                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Strategic Challenges of European Integration |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                     |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                     |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                                     |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                     |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                     |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                     |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                     |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                     |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                     |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                     |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                     |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 83                                                                                                                                                              |     |                                                                     |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                   | C    | D   | E   | FX  |
| 69.88                                                                                                                                                                                                                               | 0.0 | 22.89                                                               | 4.82 | 1.2 | 0.0 | 1.2 |
| <b>Vyučujúci:</b> doc. PhDr. Marian Šuplata, PhD.                                                                                                                                                                                   |     |                                                                     |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                     |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                     |      |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                             |
| <b>Kód predmetu:</b><br>FM.KSP/032M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Názov predmetu:</b> Strategic Management |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture / seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 / 2 <b>Za obdobie štúdia:</b> 28 / 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>Počet kreditov:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| <b>Podmienky na absolvovanie predmetu:</b><br>Evaluation of the course is in accordance to the study rules of FM UK (A - excellent, B - very good, C - good, D - satisfactory, E - sufficient and F – fail). During the semester students can obtain 40% points and 60% points during the examination period. 40% points during the semester can be obtained by: preparation of semester project on selected topic 20%, presentation of semester project 10%, and mid-term test 10%.                                                                                                                                                                                                                                                                         |                                             |
| <b>Výsledky vzdelávania:</b><br>- Advanced understanding of strategy and strategic management<br>- Application of various methods, tools and models in strategic management<br>- Development of analytical and strategic thinking skills and practical application of knowledge on selected company/companies                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| <b>Stručná osnova predmetu:</b><br>1. Strategy as a critical factor of success of organizations<br>2. Strategic thinking of managers<br>3. Development of strategy theory, basic approaches and directions of theory development<br>4. Exploring factors of macro-environment as a basis for strategy development<br>5. Exploring subjects of microenvironment and their action<br>6. Examination of the internal environment and position in the external environment<br>7. Analytical and synthetic techniques and the creation of competitive strategy<br>8. General strategy and portfolio analyses<br>9. Strategy implementation<br>10. Strategic control<br>11. Specifics of strategic management of organizations of different types and orientations |                                             |
| <b>Odporúčaná literatúra:</b><br>HITT,M.A, IRELAND, R.D., HOSKISSON, R.E.: Strategic Management. Competitiveness and Globalization. Thompson, South-Western, 2005 (and later editions).<br>THOMSON,J.L.: Strategic Management. Thompson. Fourth edition, London 2001 (and later editions).                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |       |       |       |       |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-------|-------|-------|------|
| <p>PAPULA, J. – PAPULOVÁ, Z.: Approaches to Strategy: Experiences of Slovak enterprises. Proceedings of Annual Paris Business and Social Science Research, Melbourne : World Business. Institute, 2013 [online].</p> <p>PAPULOVÁ, Z.: The Significance of Vision and Mission Development for Enterprises in Slovak Republic. JOEBM 2014 Vol.2(1): 12-16 ISSN: 2301-3567 [online].</p> <p>Obligatory literature is accessible in faculty library. Additional materials will be given to students during classes or post in faculty eLearning.</p> |     |       |       |       |       |      |
| <p><b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b></p> <p>Slovak, English</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |       |       |       |       |      |
| <p><b>Poznámky:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |       |       |       |       |      |
| <p><b>Hodnotenie predmetov</b></p> <p>Celkový počet hodnotených študentov: 2229</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |       |       |       |       |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ABS | B     | C     | D     | E     | FX   |
| 23.24                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 0.0 | 26.33 | 19.38 | 15.39 | 14.98 | 0.67 |
| <p><b>Vyučujúci:</b> prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Andrea Gažová, PhD.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                |     |       |       |       |       |      |
| <p><b>Dátum poslednej zmeny:</b> 12.07.2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     |       |       |       |       |      |
| <p><b>Schválil:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |     |       |       |       |       |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                                    |       |       |       |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------|-------|-------|-------|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                       |     |                                                                    |       |       |       |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                        |     |                                                                    |       |       |       |     |
| <b>Kód predmetu:</b><br>FM.KSP/029M/00                                                                                                                                                                                                                                                                                                                                                                                                                                       |     | <b>Názov predmetu:</b> Strategic Planning - Methods and Techniques |       |       |       |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                          |     |                                                                    |       |       |       |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                                                    |       |       |       |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                                    |       |       |       |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                    |     |                                                                    |       |       |       |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                                    |       |       |       |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                                    |       |       |       |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |     |                                                                    |       |       |       |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                                    |       |       |       |     |
| <b>Odporúčaná literatúra:</b><br>PAPULA, J. – PAPULOVÁ, Z. Strategický manažment : Teoretické východiská alebo jadro vedomostí. Bratislava : Kartprint, 2009.<br>PAPULA, J. Vývoj teórie strategického manažmentu pod vplyvom zmien v prostredí. Bratislava : Kartprint, 2005.<br>PAPULA, J. Strategické plánovanie : texty prednášok. Bratislava : FM UK, 2010.<br>MINTZBERG, H. The Rise and Fall of Strategic Planning. Toronto : The Free Press, Maxwell Macmilan, 1994. |     |                                                                    |       |       |       |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                          |     |                                                                    |       |       |       |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                                    |       |       |       |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 231                                                                                                                                                                                                                                                                                                                                                                                                      |     |                                                                    |       |       |       |     |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ABS | B                                                                  | C     | D     | E     | FX  |
| 25.11                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 0.0 | 31.6                                                               | 18.18 | 10.39 | 13.42 | 1.3 |
| <b>Vyučujúci:</b> prof. Ing. Jozef Papula, PhD.                                                                                                                                                                                                                                                                                                                                                                                                                              |     |                                                                    |       |       |       |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                                                                                                                                                                                                                                                                     |     |                                                                    |       |       |       |     |
| <b>Schválil:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |                                                                    |       |       |       |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                                        |       |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------|-------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                                        |       |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                                        |       |     |     |     |
| <b>Kód predmetu:</b><br>FM.KEF/195FJM/12                                                                                                                                                                                            |     | <b>Názov predmetu:</b> Stratégie finančných investícií v eurozóne /FJ/ |       |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                                        |       |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                                        |       |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                                                        |       |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                                        |       |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                                        |       |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                                        |       |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                                        |       |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                                        |       |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                                        |       |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                                        |       |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                                        |       |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 9                                                                                                                                                               |     |                                                                        |       |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                                      | C     | D   | E   | FX  |
| 22.22                                                                                                                                                                                                                               | 0.0 | 55.56                                                                  | 22.22 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Vladimír Valach, MBA                                                                                                                                                                                         |     |                                                                        |       |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                                        |       |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                                        |       |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                             |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                             |
| <b>Kód predmetu:</b><br>FM.KSP/026M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Názov predmetu:</b> Strategy of Non-profit Organizations |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                             |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                             |
| <b>Odporúčaný semester/trimester štúdia:</b> 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                             |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                             |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                             |
| <b>Podmienky na absolvovanie predmetu:</b><br>Evaluation during the semester 100%.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                             |
| <b>Výsledky vzdelávania:</b><br>To provide students an overview of the strategic options and approaches that can be applied in a non-profit sector. The purpose is to introduce specific types of strategic approaches and strategies are formed for the non-profit organizations and are used within them and provide for the new organization-specific options and opportunities. The subject is also specific management approaches and management of non-profit organizations.                                                                                                                                                                                                                                                                                                                               |                                                             |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. Introduction to object, typology</li> <li>2. Forms and types of non-profit organizations in Slovakia and in the world</li> <li>3. Non-profit and contemporary society, establishment and operation conditions NPO. Termination of NPOs</li> <li>4. Successful non-governmental organization - the strategic options and opportunities</li> <li>5. MST Organization Mission and strategic analysis for NPOs</li> <li>6. Competitive advantages and their development, effective NPOs</li> <li>7. Term strategy for non-profit organizations, NGOs professional</li> <li>8. Management of NGOs, a strategy of survival, expansion strategy</li> <li>9. Processes and Management of NPOs, transparency non-profit organization</li> </ol> |                                                             |
| <b>Odporúčaná literatúra:</b><br>DRUCKER, P.,F: Řízení neziskových organizací. Praxe a principy. Praha 1994<br>DRUCKER,P. F.: Inovace a podnikavost. Praxe a principy. Management Press. Praha 1993<br>KUVÍKOVÁ, H.: Neziskové organizácie v Európskej únii. Banská Bystrica : Univerzita Mateja Bela v Banskej Bystrici, Ekonomická fakulta, 2004, str. 6 - 7.<br>CANGÁR, M. - KRUPA, S. - MATEJ, V.: Mimovládne neziskové organizácie – Riadenie projektov. Bratislava : ŠEVT a.s., 2006, str. 7.<br>MAJDÚCHOVÁ, H. – DLUHÁ, M. – MARČEK, E.: Neziskové organizácie. Bratislava : SPRINT, 2004, str. 46.<br><a href="http://www.1snsc.sk/uvod">http://www.1snsc.sk/uvod</a><br><a href="http://gregi.net/tag/neziskove-organizacie/">http://gregi.net/tag/neziskove-organizacie/</a>                           |                                                             |

<http://jaspi.justice.gov.sk/>  
[www.changenet.sk](http://www.changenet.sk)

**Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:**

Slovak

**Poznámky:**

**Hodnotenie predmetov**

Celkový počet hodnotených študentov: 65

| A     | ABS | B    | C   | D    | E    | FX  |
|-------|-----|------|-----|------|------|-----|
| 90.77 | 0.0 | 6.15 | 0.0 | 1.54 | 1.54 | 0.0 |

**Vyučujúci:** doc. PhDr. Eva Smolková, CSc.

**Dátum poslednej zmeny:** 12.07.2016

**Schválil:**



## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                        |       |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------|-------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                        |       |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                        |       |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/058M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> System Analysis |       |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                        |       |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                        |       |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 3.                                                                                                                                                                                     |     |                                        |       |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                        |       |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                        |       |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                        |       |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                        |       |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                        |       |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                        |       |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                        |       |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                        |       |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 3                                                                                                                                                               |     |                                        |       |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                      | C     | D   | E   | FX  |
| 33.33                                                                                                                                                                                                                               | 0.0 | 33.33                                  | 33.33 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Peter Balco, PhD.                                                                                                                                                                                            |     |                                        |       |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                        |       |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                        |       |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                 |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                 |
| <b>Kód predmetu:</b><br>FM.KEF/014M/00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Názov predmetu:</b> Taxation |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                     |                                 |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                 |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                 |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                 |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                 |
| <b>Výsledky vzdelávania:</b><br>The student is able to describe the history of taxation and evolution of tax theory in the world and in Slovak Republic, to explain current tax legislation in Slovak republic (direct taxes, indirect taxes) and their impact on decision making of business subjects.                                                                                                                                                                                                                                                                                                                                 |                                 |
| <b>Stručná osnova predmetu:</b> <ol style="list-style-type: none"> <li>1. History of taxation</li> <li>2. History of tax system in SR</li> <li>3. Characteristics of tax system in SR</li> <li>4. Definition, concept, division and classification of taxes</li> <li>5. Indirect taxes, VAT</li> <li>6. Indirect taxes, consumption tax</li> <li>7. System of tax administration</li> <li>8. Goals of taxation, function of public finance</li> <li>9. Tax principles, optimal taxation, tax justice</li> <li>10. Tax influence on economic behaviour and decision-making of businesses</li> <li>11. Tax harmonization in EU</li> </ol> |                                 |
| <b>Odporúčaná literatúra:</b> <ol style="list-style-type: none"> <li>1. Schultzová, A. a kol.: Daňovníctvo - daňová teória a politika I., 2012, Iura edition</li> <li>2. Bojňanský, J. a kol.: Dane podnikateľských subjektov, 2010, VES SPU</li> <li>3. Šíroký, J.: Dane v Európskej únii. 2.vyd. Linde Praha, a s. 2007</li> <li>4. Zákon č. 563/2009 Z. z. o správe daní (daňový poriadok) a o zmene a doplnení niektorých zákonov v znení neskorších predpisov</li> <li>5. Zákon č. 222/2004 Z. z. o dani z pridanej hodnoty v znení neskorších predpisov</li> </ol>                                                                |                                 |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                 |
| <b>Poznámky:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                 |

|                                                                                   |     |       |      |      |      |      |
|-----------------------------------------------------------------------------------|-----|-------|------|------|------|------|
| <b>Hodnotenie predmetov</b>                                                       |     |       |      |      |      |      |
| Celkový počet hodnotených študentov: 382                                          |     |       |      |      |      |      |
| A                                                                                 | ABS | B     | C    | D    | E    | FX   |
| 53.4                                                                              | 0.0 | 32.46 | 9.95 | 0.79 | 0.26 | 3.14 |
| <b>Vyučujúci:</b> doc. Ing. Jana Kajanová, PhD., doc. RNDr. Darina Saxunová, PhD. |     |       |      |      |      |      |
| <b>Dátum poslednej zmeny:</b> 21.09.2016                                          |     |       |      |      |      |      |
| <b>Schválil:</b>                                                                  |     |       |      |      |      |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                         |     |     |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------|-----|-----|-----|------|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                         |     |     |     |      |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                         |     |     |     |      |
| <b>Kód predmetu:</b><br>FM.KMk/076M/15                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Tourist Industry |     |     |     |      |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                         |     |     |     |      |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                         |     |     |     |      |
| <b>Odporúčaný semester/trimester štúdia:</b> 1., 3.                                                                                                                                                                                 |     |                                         |     |     |     |      |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                         |     |     |     |      |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                         |     |     |     |      |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                         |     |     |     |      |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                         |     |     |     |      |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                         |     |     |     |      |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                         |     |     |     |      |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                         |     |     |     |      |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                         |     |     |     |      |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 34                                                                                                                                                              |     |                                         |     |     |     |      |
| A                                                                                                                                                                                                                                   | ABS | B                                       | C   | D   | E   | FX   |
| 67.65                                                                                                                                                                                                                               | 0.0 | 29.41                                   | 0.0 | 0.0 | 0.0 | 2.94 |
| <b>Vyučujúci:</b> doc. PhDr. Eva Smolková, CSc.                                                                                                                                                                                     |     |                                         |     |     |     |      |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                         |     |     |     |      |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                         |     |     |     |      |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                             |     |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------|-----|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                             |     |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                             |     |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/331M/16                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Výskumné metódy v IT |     |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> seminar<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                             |     |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                             |     |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                             |     |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                             |     |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                             |     |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                             |     |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                             |     |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                             |     |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                             |     |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                             |     |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                             |     |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 3                                                                                                                                                               |     |                                             |     |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                           | C   | D   | E   | FX  |
| 100.0                                                                                                                                                                                                                               | 0.0 | 0.0                                         | 0.0 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> doc. Ing. Natalia Kryvinska, PhD., Mgr. Martina Halás Vančová, MSc.                                                                                                                                               |     |                                             |     |     |     |     |
| <b>Dátum poslednej zmeny:</b> 08.11.2016                                                                                                                                                                                            |     |                                             |     |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                             |     |     |     |     |

## INFORMAČNÝ LIST PREDMETU

|                                                                                                                                                                                                                                     |     |                                                      |      |     |     |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------|------|-----|-----|-----|
| <b>Vysoká škola:</b> Comenius University in Bratislava                                                                                                                                                                              |     |                                                      |      |     |     |     |
| <b>Fakulta:</b> Faculty of Management                                                                                                                                                                                               |     |                                                      |      |     |     |     |
| <b>Kód predmetu:</b><br>FM.KIS/079M/00                                                                                                                                                                                              |     | <b>Názov predmetu:</b> Web Server and its Management |      |     |     |     |
| <b>Druh, rozsah a metóda vzdelávacích činností:</b><br><b>Forma výučby:</b> lecture<br><b>Odporúčaný rozsah výučby ( v hodinách ):</b><br><b>Týždenný:</b> 2 <b>Za obdobie štúdia:</b> 28<br><b>Metóda štúdia:</b> on-site learning |     |                                                      |      |     |     |     |
| <b>Počet kreditov:</b> 3                                                                                                                                                                                                            |     |                                                      |      |     |     |     |
| <b>Odporúčaný semester/trimester štúdia:</b> 1.                                                                                                                                                                                     |     |                                                      |      |     |     |     |
| <b>Stupeň štúdia:</b> II.                                                                                                                                                                                                           |     |                                                      |      |     |     |     |
| <b>Podmieňujúce predmety:</b>                                                                                                                                                                                                       |     |                                                      |      |     |     |     |
| <b>Podmienky na absolvovanie predmetu:</b>                                                                                                                                                                                          |     |                                                      |      |     |     |     |
| <b>Výsledky vzdelávania:</b>                                                                                                                                                                                                        |     |                                                      |      |     |     |     |
| <b>Stručná osnova predmetu:</b>                                                                                                                                                                                                     |     |                                                      |      |     |     |     |
| <b>Odporúčaná literatúra:</b>                                                                                                                                                                                                       |     |                                                      |      |     |     |     |
| <b>Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu:</b>                                                                                                                                                                 |     |                                                      |      |     |     |     |
| <b>Poznámky:</b>                                                                                                                                                                                                                    |     |                                                      |      |     |     |     |
| <b>Hodnotenie predmetov</b><br>Celkový počet hodnotených študentov: 401                                                                                                                                                             |     |                                                      |      |     |     |     |
| A                                                                                                                                                                                                                                   | ABS | B                                                    | C    | D   | E   | FX  |
| 98.75                                                                                                                                                                                                                               | 0.0 | 1.0                                                  | 0.25 | 0.0 | 0.0 | 0.0 |
| <b>Vyučujúci:</b> Ing. Vincent Karovič, PhD.                                                                                                                                                                                        |     |                                                      |      |     |     |     |
| <b>Dátum poslednej zmeny:</b> 12.07.2016                                                                                                                                                                                            |     |                                                      |      |     |     |     |
| <b>Schválil:</b>                                                                                                                                                                                                                    |     |                                                      |      |     |     |     |