

## Course descriptions

### TABLE OF CONTENTS

1. 04AB/16 Bachelor Thesis Defence ( <b>state exam</b> ).....	3
2. 035AB/16 Bachelor Thesis Project.....	4
3. 048AB/16 Bachelor Thesis Seminar.....	5
4. 163AB/16 Business Communication.....	6
5. 322AB/16 Business Information Systems.....	8
6. 040AB/16 Business Law I.....	9
7. 041AB/16 Business Law II.....	11
8. 219AB/16 Business Negotiations.....	12
9. 301AB/17 China in the Globalized World.....	13
10. 076AB/16 Computer Science.....	16
11. 001AB/16 Controlling.....	19
12. 003AB/16 Databases.....	21
13. 054AB/16 Development of Entrepreneurial Skills I.....	22
14. 055AB/16 Development of Entrepreneurial Skills II.....	24
15. 065AB/16 E-Service Management.....	26
16. 020AB/16 Economics I.....	29
17. 021AB/16 Economics II.....	31
18. 022AB/16 Economics III.....	33
19. S06AB/16 Economics and Finance ( <b>state exam</b> ).....	35
20. 006AB/16 English for Managers I.....	36
21. 007AB/16 English for Managers II.....	38
22. 009AB/16 English for Managers III.....	40
23. 019AB/16 Entrepreneurship.....	42
24. 105AB/16 Ethical and Legal Aspects of Marketing.....	44
25. 169AB/16 Financial Management in the 3rd Sector.....	46
26. 222AB/16 Financial Mathematics.....	48
27. 050AB/16 Flexibility and Management of Knowledge Workers.....	50
28. 014AB/16 Information Systems and Application Software.....	52
29. 074AB/16 International Economic Law.....	53
30. 245AB/16 International Economic Relations.....	55
31. 227AB/17 International Financial Reporting Standards.....	57
32. 227AB/16 International Financial Reporting Standards.....	58
33. 091AB/16 International Public Law.....	60
34. 023AB/16 Introduction to Entrepreneurship.....	61
35. 134AB/16 Introduction to Financial Management.....	63
36. 060AB/16 Introduction to Management I.....	65
37. 061AB/16 Introduction to Management II.....	67
38. 062AB/16 Introduction to Personnel Management.....	69
39. 225AB/16 Introduction to financial markets and institutions.....	71
40. 302AB/16 Labor Law.....	73
41. 005AB/16 Logistics.....	75
42. S07AB/16 Management ( <b>state exam</b> ).....	77
43. 061AB/16 Managerial Economics.....	78
44. 015AB/16 Managerial Ethics.....	80
45. 100AB/16 Marketing.....	82
46. 102AB/16 Marketing.....	84
47. 064AB/16 Mathematics I.....	86

48. 065AB/16	Mathematics II.....	87
49. 101AB/16	Modern Marketing - New Trends.....	89
50. 098AB/17	Money and Banking.....	91
51. 098AB/16	Money and Banking.....	93
52. 099AB/16	Money and Banking.....	95
53. 023_IB/13	Open source and Linux.....	97
54. 018AB/16	Operations Management.....	99
55. 022AB/16	Operations Management and Logistics.....	101
56. 105AB/16	Operations Research.....	103
57. 041AB/16	Personnel Management - Selected Topics.....	104
58. 053AB/16	Personnel Management in Small Companies.....	105
59. 220AB/16	Principles of Financial Accounting I.....	106
60. 221AB/16	Principles of Financial Accounting II.....	108
61. 005AB/16	Programming in Wolfram Mathematica I.....	110
62. 006AB/16	Programming in Wolfram Mathematica II.....	112
63. 051AB/16	Project Management.....	113
64. 104AB/16	Psychology for Managers.....	114
65. 215AB/16	Research Methods.....	116
66. 307AB/16	Special Topics in IT Projects.....	118
67. 115AB/16	Statistical Methods.....	119
68. 116AB/16	Statistics.....	121

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/O4AB/16	<b>Course title:</b> Bachelor Thesis Defence
<b>Number of credits:</b> 3	
<b>Educational level:</b> I.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/035AB/16		<b>Course title:</b> Bachelor Thesis Project				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 6.						
<b>Educational level:</b> I.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/048AB/16		<b>Course title:</b> Bachelor Thesis Seminar				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 2						
<b>Recommended semester:</b> 5.						
<b>Educational level:</b> I.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. František Olšovský, 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., prof. Ing. Anna Pilková, PhD., MBA, prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Peter Gál, PhD., Mgr. Andrea Gažová, PhD., Mgr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Peter Marcin, PhD., Mgr. Miloš Mrva, PhD., Mgr. Jana Fratričová, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/163AB/16	<b>Course title:</b> Business Communication
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> English for managers I, II, III	
<b>Course requirements:</b> 20 % for active participation in classes, 15 % for a topical role play 15% for a short presentation and 50 % for the final test at the end of the semester. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> By completing the course the student develops his/her verbal and non-verbal communication skills and extends knowledge from intercultural communication aimed at practical managerial skills. At the same time he/she enhances oral communication in English with the emphasis on fluency and accuracy of oral performance. The student will learn to use appropriate language when performing a business presentation and when negotiating with a foreign business partner.	
<b>Class syllabus:</b> Topics: <ul style="list-style-type: none"> <li>• Intercultural communication, its relevance, type of cultures, communication barriers</li> <li>• The influence of cultural aspects on managerial work</li> <li>• Non-verbal communication</li> <li>• Preparation of a presentation for international audience</li> <li>• Formal meetings</li> <li>• Negotiating on international level</li> <li>• Settling disputes and conflicts</li> <li>• Telephoning, work-related telephoning, ethics of telephoning</li> <li>• Small-talk</li> </ul>	
<b>Recommended literature:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> New Longman Business English Dictionary, Longman 2000</li> <li><input type="checkbox"/> Wallwork, A.: Business Options, Oxford University Press, 2001</li> <li><input type="checkbox"/> Gibson, R.: Intercultural Business Communication, Oxford University Press, 2002</li> <li><input type="checkbox"/> Daniels, D. et al. Business Communication. Oxford University Press, 2014.</li> <li><input type="checkbox"/> Maude, B.: Managing Cross-cultural Communication. Principles and Practice. Palgrave, 2016</li> </ul>	

- ☐ Bob Dignen: Communicating Across Cultures, CUP, 2011
- ☐ Simon Sweeney: English for Business communication, CUP, 2013
- ☐ Mark Powel: Dynamic Presentations, CUP, 2014

**Languages necessary to complete the course:**  
English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 7

A	ABS	B	C	D	E	FX
57,14	0,0	42,86	0,0	0,0	0,0	0,0

**Lecturers:** Mgr. Lenka Procházková, PhD., Mgr. Zuzana Tenglerová

**Last change:** 14.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/322AB/16		<b>Course title:</b> Business Information Systems				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b>						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Jaroslava Kniežová, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/040AB/16	<b>Course title:</b> Business Law I
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> None	
<b>Course requirements:</b> Midterm Exam, Negotiation, Presentation, Final Exam Scale of assessment (preliminary/final): Midterm Exam 20%, Negotiation 25%, Presentation 25%, Final Exam 30%	
<b>Learning outcomes:</b> to teach students to correctly assess the field of business relations, to teach them principles of legal regulation of business law, structure, objective and legal regulation of particular instruments of business law, to lead them to correct interpretation and application of the legal regulation in the field of business law in practice with focus on international business relations. Within this course, students shall be acquainted with foundations of legal theory, entrepreneurship , enterprise and its standing, business name, unfair competition, establishment, incorporation and winding-up of companies and cooperatives, multinational corporations and off-shores.	
<b>Class syllabus:</b> law – in general, concept and object, concept, object and sources of business law, enterprise, entrepreneurship, business name, protection against competition, establishment, incorporation and winding-up of companies, general commercial partnership, limited partnership, limited liability company, joint-stock company, cooperative, conducting business under a trading license, multinational corporations, off-shores	
<b>Recommended literature:</b> International Business Law and Its Environment, Schaffer/Agusti/Earle, 8th Edition, 2012, Published by South-Western Cengage Learning, ISBN 9780538473613	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 19						
A	ABS	B	C	D	E	FX
42,11	0,0	15,79	0,0	10,53	26,32	5,26
<b>Lecturers:</b> Mgr. Milena Nosková, PhD.						
<b>Last change:</b> 13.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/041AB/16		<b>Course title:</b> Business Law II				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 5						
<b>Recommended semester:</b> 5.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 28						
A	ABS	B	C	D	E	FX
50,0	0,0	17,86	14,29	7,14	10,71	0,0
<b>Lecturers:</b> Mgr. Milena Nosková, PhD.						
<b>Last change:</b> 19.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KEF/219AB/16		<b>Course title:</b> Business Negotiations				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b>						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Case Study, Presentation, Negotiation, Final Exam						
<b>Learning outcomes:</b> to teach students to correctly assess the field of business negotiations, to understand core concepts and strategies used in business negotiations, to lead them to correct application of negotiation strategies in practice with focus on business negotiations in international business. Within this course, students shall be acquainted with basic principles and strategies of business negotiations and gain practical experience in simulated in-class negotiations.						
<b>Class syllabus:</b> concept of negotiation, parties to negotiation, strategy, trust, power, ethics, phases in negotiations, negotiation script, differentiation, exploration, end-game exchange, cross-cultural negotiation.						
<b>Recommended literature:</b> Fells, R: Effective Negotiation, from Research to Results, 2nd ed., Cambridge University Press, 2012, ISBN: 9781139416047						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 29						
A	ABS	B	C	D	E	FX
48,28	0,0	31,03	17,24	0,0	3,45	0,0
<b>Lecturers:</b> Mgr. Milena Nosková, PhD., Mgr. Dana Rapoš						
<b>Last change:</b> 12.06.2017						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/301AB/17	<b>Course title:</b> China in the Globalized World
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Research Paper: Students should conduct an analysis on a topic of choice on China's economic growth, reform, trade and investment, corporate sector reform, financial system or the role of Chinese economy in the world. Students can also choose a particular industry and analyze its opportunities and challenges with reference to topics discussed in the course. The paper should be maximum 12 pages (double sided, 12-point font) in length excluding tables and figures. Students are expected to present their research in the final lecture. Depending on the size of the class students might be expected to work in teams. Scale of assessment (preliminary/final): Class Participation / Presentation 50%	
<b>Learning outcomes:</b> China's rapid economic development in the last four decades not only dramatically transformed the country itself but also reshaped the global economic landscape. As the second largest economy and the largest exporter in the world, China's rise is an issue of keen interest to global politics, businesses, academics as well as ordinary people. This course will provide students with an overview of the Chinese economic development and its role in the world. We will look at the history, achievements, challenges and future prospects of the Chinese economy. We are going to examine how China's economy interact with the world through trade and investment. We will also discuss China's financial system and reforms given its relevance for future growth. Through the discussions of these topics we try to distinguish myth from reality and gain a better understanding of the Chinese economy.	
<b>Class syllabus:</b> (1) An Overview of Economic Growth and the Historical Background of Chinese Economy o This session presents an overview of China's economic growth in recent history in a global perspective. To provide a general background of this growth, we will look at how China's geographical characteristics and natural endowments shaped the economic development in a diverse region. We will also look at the general course of development of China's economy throughout ancient history and consider how China lost its economic lead in the 19th century. o Chapter 1-3 (2) Economic Reforms and Transition to Market	

o We will consider how China has transformed from a socialist central-planned economy to a vibrant market driven economy and delivered impressive economic growth in the process. This session will provide an overview of the gradualist economic reforms undertaken in China in the transition process and discuss the strategies and principles underlying the reforms.

o Chapter 4

### (3) Economic Structure and the “Middle-Income Trap”

o We will analyze the structural composition of the Chinese economy and how different demand drivers have contributed to growth. We will compare the economic structure of China with other countries and discuss the difference in development models, using Korea and Japan as examples. We will then discuss the “middle-income trap” and the challenges China faces in order to continue the growth trajectory and avoid stagnation.

o Chapter 6

### (4) Is China Over-invested? The Case of Infrastructure Development

o In this session we consider the risks and prospects of China’s investment-driven growth model. Infrastructure development takes on a key role in sustaining economic growth and stability during and after the global financial crisis. We look at the example of China’s high-speed railway development to consider the role of infrastructure investment in China’s economic management, the extent of infrastructure development and the room left for future growth.

o Chapter 14

### (5) Reform of State-owned Enterprises (SOE) in the Industrial Sector

o This session will present an overview of SOEs in China’s industrial sector and examine the role they play in the economic development in the past and the present. We will consider the problems in the SOE sector and discuss the strategies of SOE reforms. Taking the steel sector as an example we look at the progress and challenges faced by SOE reforms. We will also discuss further reform initiatives and the obstacles they face.

o Chapter 13, 15

### (6) China’s International Trade

o We look at the strategy and reform process of China’s foreign trade and consider how China transformed itself from an isolated closed economy to a global manufacturing powerhouse. We will also look at the changing structure of trade. We will examine China’s competitiveness in the global manufacturing landscape and consider the challenges faced by the trading sector.

o Chapter 16

### (7) China’s Foreign Exchange and Reserve Management

o China state-controlled exchange rate mechanism is a major source of contention in international trade disputes. This session will provide an overview of the development of China’s unique exchange rate management regime and consider how it transitioned from a tightly controlled exchange regime to a dollar peg and then to a managed float policy. We will discuss the role of the currency policy in the build-up of foreign exchange reserve and the persistent trade surplus.

### (8) China’s Balance of Payments and Global Imbalances

o We will take a deeper look into China’s current account surplus and reserve accumulation by putting it in the perspective of global imbalances. We will consider the extent that China’s policies and development contributes to global imbalances. Using iPhone production as an example we look at how new models of global manufacturing impacts US-China trade imbalance. We will consider the imbalance from the perspective of capital flow and discuss how saving and investment impacts the build-up of imbalances.

### (9) FDI and China’s Investment Overseas

o In this session we will look at the inflow and outflow of foreign direct investment (FDI) into China. We consider the sources, processes and impacts of FDI in China. We will also look at the growing trend of China’s outward investment.

<p>o Chapter 17</p> <p>(10) China's Financial Sector and Reforms</p> <p>o This session will provide an overview of China's financial sector and the reform process. We look at the liberalization of China's banking sector and the development of capital markets. We consider the development of shadow-banking, or financing firms outside of the formal banking sector, and the opportunities and risks that are associated with it.</p> <p>o Chapter 19</p> <p>(11) Čínske dlhové a tieňové bankovníctvo</p> <p>V tejto časti sa budeme zaoberať témou rastúcej páky Číny a obáv z potenciálnej dlhovej krízy. Budeme analyzovať zloženie dlhu Číny a zvažíme príčiny zvyšujúcich sa úrovni zadlženia. Pozrieme sa na vývoj tieňového bankovníctva alebo finančných firiem mimo formálneho bankového sektora, ako aj príležitosti a riziká, ktoré s ním súvisia.</p> <p>Maliszewski a kol., 2016, "Riešenie problému podnikového dlhu v Číne", pracovný dokument MMF WP / 16/203</p> <p>H uang Y., Bosler C., 2014, "Čínska dlhová dilema, znižujúca sa miera rastu."</p>																				
<p><b>Recommended literature:</b></p> <p>1. Naughton, Barry, 2007, The Chinese Economy: Transitions and Growth, 2nd edition, MIT Press, Cambridge.</p>																				
<p><b>Languages necessary to complete the course:</b></p> <p>English</p>																				
<p><b>Notes:</b></p>																				
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 22</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>86,36</td><td>0,0</td><td>13,64</td><td>0,0</td><td>0,0</td><td>0,0</td><td>0,0</td></tr> </table>							A	ABS	B	C	D	E	FX	86,36	0,0	13,64	0,0	0,0	0,0	0,0
A	ABS	B	C	D	E	FX														
86,36	0,0	13,64	0,0	0,0	0,0	0,0														
<p><b>Lecturers:</b> Haisi Yu</p>																				
<p><b>Last change:</b> 01.03.2018</p>																				
<p><b>Approved by:</b></p>																				

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/076AB/16	<b>Course title:</b> Computer Science
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> None	
<b>Course requirements:</b> Besides the homeworks and practical exercises on computers in MS Windows, MS Word and MS Outlook every week. the semester ends with an examination, written (test) and practical (project) Scale of assessment (preliminary/final): Midterm + final	
<b>Learning outcomes:</b> -	
<b>Class syllabus:</b> Basics of computer hardware, interacting with computer, learning to use computers <ul style="list-style-type: none"> <li>• Software &amp; Multimedia Applications</li> </ul> Computer programs & computer software, system software, application software, software compatibility, installing & using software, multimedia computing <ul style="list-style-type: none"> <li>• Computer Files</li> </ul> data & information, computer files, storage media & devices, using files <ul style="list-style-type: none"> <li>• Computer Architecture</li> </ul> digital electronics, the main board, the bus, memory, processor, the boot-up processor, expanding the system <ul style="list-style-type: none"> <li>• Data Communications</li> </ul> encoding information, data compression, communications channels, communication protocols, modems <ul style="list-style-type: none"> <li>• Computers Networks &amp; Information Services</li> </ul> using a computer network, network configuration, network interactions, electronic mail, bulletin boards, commercial information services, the Internet, information systems concepts, <ul style="list-style-type: none"> <li>• Security, Control &amp; Confidentiality</li> </ul> lost or invalid data, operator error, power problems, hardware failure, Trojan horses, time bombs, worms & logic bombs, computer viruses, computer crime, restricting access to your computer, backup. Confidentiality, licences, copyright,.	



Practice: practical exercises (workshops) in computer science in computer lab. practical examination: Windows, Word, PowerPoint, Outlook, Internet explorer. (see the following syllabus of the practical part):

- Introduction to Computer Hardware and Software. Operating Systems.
- File Tasks: See what files are in a directory (DIR) (hidden files), Move from one directory to another, Copy or move files or directories (COPY), Select multiple files, Create a directory, Delete files or directories, Find a file, Retrieve accidentally deleted files or directories
- Disk Tasks: Format a floppy, usb flash disk memory, Setting up Disk (FORMAT, Seeing what is on a disk, Copying Disks, Recover erased data or data from an accidentally formatted disk
- Application Tasks: Install an application, Start an application, Run programs automatically at Startup, Open a file, Print a file, Switch between programs without exiting, Defragmentation
- BACK UP software, Archiving and Compressing...Using backup software, archiving files....Using anti-virus software, security, ...
- Searching for information, System information, what is on the (local) workstation (hardware info, software info, OS version, etc.), what is on "my computer", network neighborhood (my network places)", what is on the internet and how to find it ...
- MS Word processing, Typing a professional document, Editing document, Formatting document, Finding and correcting Spelling Errors, Enhancing Word Choice and Grammar, Saving a Document, Printing a document, Changing Margins, Changing Tabs, Creating a Table, Charting, Other Functions (drawing, bullets, dates...) styles, crossreference, automatic content, citations, etc... Mail Merge,....
- Introduction to POWER POINT presentations  
learn elements of presentations, create slides, insert clip art, insert charts,...
- E-mail (MS Outlook), Browsing the UNIBA and Internet

#### **Recommended literature:**

- Libor Gála, Jan Pour, Prokop Toman, Podniková informatika, Počítačové aplikace v podnikové a mezipodnikové praxi, Grada Publishing, Praha 2005, ISBN 80-247-1278-4
- Eleonóra Beňová, Michal Greguš: Výpočtová technika II, Univerzita Komenského, Bratislava 2004, ISBN: 80-223-2002-1
- Eleonóra Beňová, Michal Greguš: Excel – Aplikačný softvér pre manažérov, vyd. Merkury sro., 2006, ISBN 978-80-89143-49-8
- James A. O'Brien, George Marakas: Introduction to Information Systems, 14th edition, McGraw-Hill, New York 2008, ISBN: 0073402923 [http://highered.mcgraw-hill.com/sites/0073402923/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073402923/information_center_view0/)
- Kenneth Laudon, Jane Laudon: Essentials of MIS, 9th edition, ISBN-10: 0-13-611099-1, ISBN-13: 978-0-13-611099-6, Published by Prentice Hall, © 2011, <http://www.pearsonhighered.com/laudon/>

#### **Languages necessary to complete the course:**

English language

#### **Notes:**

-

#### **Past grade distribution**

Total number of evaluated students: 39

A	ABS	B	C	D	E	FX
33,33	0,0	38,46	10,26	5,13	7,69	5,13

<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., Mgr. Andrea Studeničová
<b>Last change:</b> 16.05.2018
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/001AB/16	<b>Course title:</b> Controlling
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The students have to participate actively during the semester (prepare the presentation of chosen topic with discussion and write the seminar paper). In the exam period, written test is compulsory and the test will verify: <ul style="list-style-type: none"> <li>• mastery of the basic terminology (explanation of terms)</li> <li>• level of understanding basic principles of controlling (and the ability of its applications in various fields of business management)</li> <li>• ability to interpret information, accounts and results of the financial-economic analysis</li> <li>• level of guidance and review of information resources and opportunities they create for the needs of managerial decision</li> </ul> Scale of assessment (preliminary/final): 1. Active participation during the semester: 40% - Oral presentation of the topic/practical example: 15% - Written paper with practical example: 25%2. Examination (written test) in the exam period: 60%	
<b>Learning outcomes:</b> The course is aimed at clarifying the nature of Controlling (Controllershship) theory and at particular methods and techniques applied in this area. The intention is to introduce a new concept for controlling philosophy and demonstrate its application, especially in the operational management of the company. In addition to the theoretical foundations, the subject wants to offer the possibility of obtaining specific experience with the application of basic methods and techniques through practical examples.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Control as management function, different views of control</li> <li>2. Roles and organizational aspects of controlling</li> <li>3. Strategic and operational controlling</li> <li>4. Financial analysis of statements for the purposes of management decision (ex-ante analysis)</li> <li>5. Analysis of external environment, competitive intelligence</li> <li>6. Activity Based Costing, Activity Based Management</li> <li>7. Target Costing, Life-cycle Costing</li> <li>8. Value Based Management, EVA (Economic Value Added)</li> <li>9. Performance Management</li> </ol>	

10. Business Intelligence 11. Managerial Accounting (Budgeting - Cost Controlling, Costing) 12. Reporting function of controlling (data mining, OLAP)						
<b>Recommended literature:</b> [1] ROEHL-ANDERSON, J. M. Controllship: the work of the managerial accountant. 7th ed. New York: Wiley, 2006. [2] REICHMANN, T. Controlling: concepts of management control, controllership, and ratios. Berlin: Springer, 1997. [3] REICHMANN, T. Controlling mit Kennzahlen und Managementberichten: Grundlagen einer systemgestützten Controlling-Konzeption. 6. Aufl. München: Vahlen, 2001.						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 38						
A	ABS	B	C	D	E	FX
52,63	0,0	21,05	21,05	2,63	2,63	0,0
<b>Lecturers:</b> Mgr. Andrea Gažová, PhD.						
<b>Last change:</b> 08.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/003AB/16		<b>Course title:</b> Databases				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 5						
<b>Recommended semester:</b> 5.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 25						
A	ABS	B	C	D	E	FX
12,0	0,0	68,0	12,0	8,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Michal Greguš, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/054AB/16	<b>Course title:</b> Development of Entrepreneurial Skills I
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Preparation and realization of a micro-business project within the student teams. Work during the semester is the basis for assessment of the subject. Output is a realized micro enterprise project and relevant documentation in cooperation with Junior Achievement Slovakia. Students will submit the results of their work during the semester - 30 points for the creation and presentation of the business idea, 30 points for the creation and presentation of the promotional video and 40 points for the processing and presentation of the evaluation report. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> Practical experience with entrepreneurial activity and work within the business teams. Acquisition of basic business skills in the planning and implementation, promotion and financial management of a micro enterprise. Developing of the ability to search for opportunities and ideas, fine-tune them and formulate them into business models within the micro and small business environment.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the course - team building and meeting activities</li> <li>2. Creativity and creativity techniques</li> <li>3. Techniques to generating business ideas</li> <li>4. Identify of business opportunities in the environment</li> <li>5. Possibilities of using business opportunities</li> <li>6. Presentation of business ideas and getting feedback</li> <li>7. Product improvement, identification of target customers.</li> <li>8. Creation and presentation of promotional videos</li> <li>9. Realization of entrepreneurial activities within the student teams</li> <li>10. Interim evaluation and implementation of changes in business plans</li> <li>11. Conclusion, working out and presentation of the evaluation report</li> </ol>	
<b>Recommended literature:</b> V ILP z akreditácie je slovenská literatúra. Je treba doplniť anglickú literatúru.	
<b>Languages necessary to complete the course:</b>	

English						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Ing. Anna Pilková, PhD., MBA, Mgr. Miloš Mrva, PhD., Mgr. Marian Holienka, PhD., Mgr. Peter Marcin, PhD.						
<b>Last change:</b> 12.04.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/055AB/16	<b>Course title:</b> Development of Entrepreneurial Skills II
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Development of Entrepreneurial Skills I	
<b>Course requirements:</b> Preparation and realization of a micro-business project within the student teams. Work during the semester is the basis for assessment of the subject. Output is a realized micro enterprise project and relevant documentation in cooperation with Junior Achievement Slovakia. Students will submit the results of their work during the semester - 30 points for the creation and presentation of the marketing campaign, 40 points for the elaboration of the business plan and 30 points for the fulfilment of administrative duties for the Junior Achievement Slovakia. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81 90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> Practical experience with entrepreneurial activity and work within the business teams. Acquisition of basic business skills in the planning and implementation, promotion and financial management of a micro enterprise. Developing of the ability to search for opportunities and ideas, fine-tune them and formulate them into business models within the micro and small business environment.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the course - recapitulation of activities carried out in the previous semester</li> <li>2. Planning and development of human resources in a micro-enterprise</li> <li>3. Marketing activities in micro-enterprises</li> <li>4. Presentation of marketing campaigns of student teams</li> <li>5. Financial planning in micro-enterprise, cost calculation</li> <li>6. Pricing approaches in a micro-enterprise</li> <li>7. Business planning and processing of the business plan</li> <li>8. Consultation and feedback on business plans</li> <li>9. Tax return and financial statements</li> <li>10. Completion of administrative duties for the Junior Achievement Slovakia</li> <li>11. Conclusion, processing and presentation of the final report</li> </ol>	
<b>Recommended literature:</b>	



V ILP z akreditácie je slovenská literatúra. Je treba doplniť anglickú literatúru.						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Ing. Anna Pilková, PhD., MBA, Mgr. Miloš Mrva, PhD., Mgr. Marian Holienka, PhD., Mgr. Peter Marcin, PhD.						
<b>Last change:</b> 12.04.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/065AB/16	<b>Course title:</b> E-Service Management
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> Course Description and Objectives At large, the term “services” is associated with Web services and alike. However, there is a much vaster layer to be considered within the remarkable growth of the service sector, which has come to dominate business activity in most advanced economies over the last decades. Besides, the opportunity to innovate in services, to realize the business and societal value from knowledge about service, to research, develop, and deliver new information services and business services increases continuously. Making up a significant part of the world economy, the service sector is a rapidly evolving field that is relied on to dictate the public's satisfaction and success in various areas of everyday life, from banking and communications to education and healthcare. Accordingly, the objective of the course of is to provide students of the service-related disciplines with the qualitative and quantitative skills necessary to model key decisions and performance metrics associated with services, including the management of resources, distribution of goods and services to customers, and the analysis and design of service systems. This course covers several aspects of SME including: service systems, modeling, innovation, and service-oriented architectures. The course will investigate also the nature of services, the need for interdisciplinary approaches to services innovation, and the technology and tools needed to provide services innovation. At the end of this course, students will be able to: <ul style="list-style-type: none"> <li>• understand and critique the ways in which researchers and practitioners are defining services and SME;</li> <li>• articulate the motivation behind the study of SME and relate their own experiences to the study of it;</li> <li>• apply theories that are emerging in the area of SME and identify current limitations in applying those theories;</li> <li>• identify the multidisciplinary aspects of SME research projects;</li> <li>• demonstrate ways in which organizations are changing what they do through innovative uses of service-oriented technologies and discuss the implications of these changes;</li> <li>• evaluate ways in which social computing technologies are providing innovations in services (specifically in providing greater opportunities for co-production);</li> </ul>	

- describe and discuss the general notion of service-oriented architecture and how its techniques can be used to architect services.

### **Class syllabus:**

#### **Content**

Part 1: What are Services? - This part focuses on introducing a comprehensive set of definitions of services. It includes materials that provide early definitions and thoughts on services. This survey of services is meant to provide some context around the burgeoning study of services and impact on modern economies.

Part 2: Management of Services / Service Level Management - The focus of this part is to introduce students to the notions about what differs in the management of services versus traditional operations or manufacturing management, namely:

- creating a services strategy and the unique aspects of services management planning;
- competitive role of information in services development;
- process analysis;
- diverse marketing&management challenges in services.

Part 3: Productivity and Innovation - This part is the foundation for uncovering different types of service innovation opportunities. It aims to gain a frame of reference about productivity conundrums, develop a point of view and be able to discuss this with others. It also considers the issue - what are the relationships between innovation and productivity.

Part 4: Service Engineering and Systems - This part focuses on the general description of systems and their relevance to services. Services can be viewed as socio-technological systems and differ somewhat from a manufacturing system or economic system. All three systems include elements, interconnections, attributes, and stakeholders. These components can be represented by an input, throughput, output process model where, in a services system there is a feedback loop that defines a service engagement.

Part 5: Service Science and Modeling - This part includes specific considerations for the use of methods in the services lifecycle from engagement through solutions design and delivery. The primary context for the discussions in this part is an IT services business. The part-5 depends on the students to have an understanding of today's increasing globalization of business and familiarity with the "What are Services". The queuing theory methods as well as techniques in optimization and adaptive decision-making will be introduced.

Part 6: Services and Software Architectures Infrastructure and Engineering - The Internet-based economy is gearing towards the real world of fully automated business processes. Automated services have emerged as the next generation of Web based technology for exchanging information over the Internet and promise to revolutionize the process of developing and deploying distributed software applications. Service Oriented Architecture is a logical way of analyzing and designing a software system to provide services to either end-user applications or to other services distributed in the Internet, via published and discoverable interfaces. The objective of this part is to present the principles and fundamental underpinnings of Web Services and Service Oriented Architectures, concentrating on service analysis and design.

Part 7: Service Economics - This part covers service description and structuring as well as the financial evaluation and economic planning behind the services provided. This includes the following topics:

- service portfolio management;
- service level management;
- planning and calculation; • costing and charging.

### **Recommended literature:**

#### **Readings**

1. Daskin, Mark S., Service Science, 1. Edition, John Wiley & Sons, November 2010.

2. Katzan Harry Jr, Service Science: Concepts, Technology, Management, iUniverse, Incorporated, November 2008.
3. Maglio Paul and Spohrer Jim, Fundamentals of service science, Journal of the Academy of Marketing Science, Vol. 36, Iss. 1, 2008.
4. Ching M. Chang, Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence, 1 edition, Wiley, April 2010.
5. Bettencourt Lance, Service Innovation: How to Go from Customer Needs to Breakthrough Services, 1 edition, McGraw-Hill, May 2010.
6. Papazoglou Michael, Web Services: Principles and Technology, Prentice Hall; 1st Edition, September 2007.
7. Michael Bell, Service-Oriented Modeling (SOA): Service Analysis, Design, and Architecture, Wiley, 2008.
8. Glushko Robert, Designing a Service Science Discipline with Discipline, IBM Systems Journal, 47(1): 15 27, 2008.
9. Glushko Robert, Seven Contexts for Service System Design, in Maglio, P. P., Kieliszewski, C, & Spohrer, J. Handbook of Service Science, 219 249, 2010.

**Languages necessary to complete the course:**

English language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 33

A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. Ing. Natalia Kryvinska, PhD., Mgr. Martina Halás Vančová, doc. RNDr. Michal Greguš, PhD.

**Last change:** 14.10.2017

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/020AB/16	<b>Course title:</b> Economics I
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Successful completion of the course requires active participation in lectures and seminars, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons. Scale of assessment (preliminary/final): Individual work, written essay and presentation, preliminary test, final written examination. Seminars 30 %: (Activity in seminars 10%, Result semester test 10%, Written essay and presentation 10%). Result of final written exam :70%	
<b>Learning outcomes:</b> The aim of this course is to learn the basic premises and assumptions economy functioning in different economic systems. The course is focused on understanding the nature of the functioning of the market and the market mechanism based on a thorough analysis of the factors defining the demand and supply. It allows students to understand how to market creates market equilibrium, equilibrium price and how and why non-equilibrium situations generated in the market. Using the basic theoretical knowledge students understand how economic subjects behave under conditions of perfect competition and specific forms of imperfect competition. Students will be able to evaluate using the empirical and quantitative approaches basic microeconomic phenomena and processes. They will be able to think abstractly, analytically and economically.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. History and alternative schools of Economic theory.</li> <li>2. Basic concepts: economy and economics, economic versus accounting profit, marginal analysis.</li> <li>3. Market competition and market entities, Market imperfections.</li> <li>4. Market forces – Demand and Supply. Market equilibrium. Price restrictions and Market Equilibrium.</li> <li>5. Quantitative Demand Analysis. Elasticity of demand. Own price elasticity, Cross-Price Elasticity, Income Elasticity.</li> <li>6. Production process and costs. Short-Run vs. Long-Run Decisions. Factors of production. Costs minimization.</li> <li>7. The market structure. Perfect competition, monopoly, monopolistic competition, and oligopoly. Profit maximization and price fixation on the different kinds of markets. Price determination on the oligopoly market. Price strategies of monopoly.</li> </ol>	

8. Factors of production. Labor Market. Land Market. Capital Market.						
<b>Recommended literature:</b> BAYE, M.R. - PRICE, J.T. - SQUALLI, J. 2013. Managerial economics and Business strategy. McGraw-Hill, 2013. 636 p. ISBN 978-0-0771-5450-9						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 50						
A	ABS	B	C	D	E	FX
28,0	0,0	26,0	24,0	6,0	10,0	6,0
<b>Lecturers:</b> doc. Ing. Zuzana Stoličná, PhD., prof. RNDr. Jozef Komorník, DrSc., Mgr. Katarína Rentková, PhD., Mgr. Darko Panevski						
<b>Last change:</b> 16.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/021AB/16	<b>Course title:</b> Economics II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Economics I / Economics 1	
<b>Course requirements:</b> Successful completion of the course requires active participation in lectures and seminars, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons. Scale of assessment (preliminary/final): Individual work, written essay and presentation, preliminary test, final written examination. Seminars 30 %: (Activity in seminars 10%, Result semester test 10%, Written essay and presentation 10%). Result of final written exam :70%	
<b>Learning outcomes:</b> The goal of the course is to understand the basic principles of economic functioning as a whole and to be able to interpret relationships among the most important macroeconomic variables - GDP, GNP, inflation, unemployment, exchange rates. After the course student will be able to explain how the macroeconomic equilibrium is being created and what is the cause and consequence of macroeconomic imbalances.	
<b>Class syllabus:</b> Fundamental macroeconomic variables: gross domestic product, the unemployment rate, the inflation rate. The goods market. Aggregate demand and its composition. The equilibrium output of economy. Dynamics of the goods market. Financial markets. Money and obligations. The demand for money, the supply of money and equilibrium interest rate. The task of central bank and commercial banks. IS-LM model, equilibrium on the goods market and financial market. Fiscal and monetary policy. Expectations and their influence on consumption and investment. The price of bonds and yield curve. The capital market and price of stocks. Expectations and macroeconomic politics. The goods market in an open economy. Equilibrium market and trade balance. IS-LM model in an open economy. Exchange rates. Effectiveness of a macroeconomic politics.	
<b>Recommended literature:</b> BLANCHARD, O. - JOHNSON, D.R. 2013. Macroeconomics. 6.vydanie. Pearson Education, Inc., 2013. 573 p. ISBN 978-0-273-76633-9	
<b>Languages necessary to complete the course:</b>	

English						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 40						
A	ABS	B	C	D	E	FX
20,0	0,0	32,5	17,5	2,5	17,5	10,0
<b>Lecturers:</b> doc. Ing. Zuzana Stoličná, PhD., prof. RNDr. Jozef Komorník, DrSc., Mgr. Katarína Rentková, PhD., Mgr. Darko Panevski						
<b>Last change:</b> 16.02.2018						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/022AB/16	<b>Course title:</b> Economics III
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Economics I, Economics II	
<b>Course requirements:</b> During the term is needed to require the minimum of 15 points (= 15% of the total evaluation). Scale of assessment (preliminary/final): 30% / 70%	
<b>Learning outcomes:</b> Students should acquire the overview and knowledge from the area of macroeconomics, directed at the economy of the labour market and understanding the economic growth and its development.	
<b>Class syllabus:</b> The labour market. Wage setting and price setting relation. The natural rate of unemployment. Aggregate demand and aggregate supply. Inefficiency of monetary politics in the long-run. Efficiency of fiscal politics. Changes in the natural rate of unemployment. Phillips curve. Inflation, expected inflation and unemployment. Okun´s law - the relation between the output growth rate and the rate of unemployment. Economic growth. Saving, capital accumulation and output. Technological progress and growth. Technological progress and the natural rate of unemployment.	
<b>Recommended literature:</b> BLANCHARD, O. – JOHNSON, D. R. 2013. Macroeconomics. 6. vydanie. Pearson Education, Inc., 2013. 573 s. ISBN 978-0-273-76633-9 MANKIW, N. G. – TAYLOR, M. P. 2015. Macroeconomics. New York: Worth Publishers, 2014, ISBN 978-1-4641-4177-5 (could be also older edition) MANKIW, N. G. Principles of Macroeconomics. Stamford: Cengage Learning, 2015. ISBN 978-1-285-16591-2 (or older editions) Articles and other reading materials distributed during the term.	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 37						
A	ABS	B	C	D	E	FX
16,22	0,0	10,81	10,81	29,73	13,51	18,92
<b>Lecturers:</b> doc. PhDr. Paulína Stachová, PhD., prof. RNDr. Jozef Komorník, DrSc.						
<b>Last change:</b> 12.03.2018						
<b>Approved by:</b>						

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/S06AB/16	<b>Course title:</b> Economics and Finance
<b>Number of credits:</b> 1	
<b>Educational level:</b> I.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/006AB/16	<b>Course title:</b> English for Managers I
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 12% for active participation in class, 12% for mid-term test, 26% for two writing tasks and 50% for the test at the end of semester Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> By completing the course the student extends his/her vocabulary related to management, human resources and strategic management. The telephoning skill is practiced and he/she will also be able to actively take part in meetings led in English. He/she will be able to write a professional email and create a structured professional CV, as well as write a letter of application.	
<b>Class syllabus:</b> Topics: <ul style="list-style-type: none"> <li>• English language – Lingua Franca of the 21st century</li> <li>• Numbers in managerial work</li> <li>• Fundamental principles of management</li> <li>• Styles of management</li> <li>• Company structure</li> <li>• Human resource management</li> <li>• Competition and markets</li> <li>• Production, quality control</li> <li>• The environment and sustainable development</li> </ul> Managerial skills: Telephoning and meetings Writing: emails and CV Grammar: Tense review, prepositions with verbs, nouns and adjectives, passive voice, modal verbs, the usage of “used to do” and “be used to doing”.	
<b>Recommended literature:</b> Internal material distributed by the lecturers at the beginning of semester. Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010. Emmerson, P.: Email English. MacMillan 2004. Emmerson, P.: Business Builder. Modules 1, 2, and 3. MacMillan 2009. Emmerson, P.: Business Builder. Modules 4, 5, and 6. MacMillan 2009.	

Mascull, B.: Business Vocabulary in Use. CUP 2002. Goodale, M.: The Language of Meetings. Thomson Heinle 1998. Hughes, J.: Telephone English. MacMillan 2006. Murphy, R.: English Grammar in Use for intermediate learners, fourth edition. CUP 2012. Oxford Business English Dictionary. OUP 2008.						
<b>Languages necessary to complete the course:</b> English on level B2						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 36						
A	ABS	B	C	D	E	FX
5,56	0,0	47,22	13,89	19,44	11,11	2,78
<b>Lecturers:</b> Mgr. Lenka Procházková, PhD., PaedDr. Jarmila Brtková, Mgr. Alexandra Mittelman, Mgr. Zuzana Tenglerová						
<b>Last change:</b> 14.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/007AB/16	<b>Course title:</b> English for Managers II
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> English for managers I	
<b>Course requirements:</b> 9 % for active participation in class, 3 % for regularly done homework, 10 % for negotiating, 15 % for mid-term test, 13 % for writing assignment and 50 % for final test taken at the end of the semester while the minimum to pass the test is 21 %. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> By completing the course the student will acquire vocabulary from the field of economics, international trade, banking, accounting, stock exchange and insurance. He/she will learn terminology and phrases from negotiating, and will be able to use them while negotiating with other students in class. He/she can write a professional report.	
<b>Class syllabus:</b> Brief outline of the course: Topics: <ul style="list-style-type: none"> <li>• Global economy in 21st century</li> <li>• International trade: export, import, incoterms</li> <li>• Banking</li> <li>• Company finances</li> <li>• Accounting</li> <li>• Stock exchange, shares and bonds</li> <li>• Insurance</li> <li>• Types of businesses: with limited liability, public companies, partnerships, sole traders</li> <li>• Establishing a business – business plan</li> </ul> Managerial skill: negotiating Writing: Business report Grammar: Countable and uncountable nouns, verbs “do“ and “make“, conditionals, contrasts, relative clauses.	
<b>Recommended literature:</b>	

Internal material distributed at the beginning of semester. Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010. Emmerson, P.: Business Builder. Modules 7, 8, and 9. MacMillan 2009. Mascull, B.: Business Vocabulary in Use. CUP 2002. Hewings, M.: Advanced Grammar in Use, second edition. CUP 2005. Oxford Business English Dictionary. OUP 2008.						
<b>Languages necessary to complete the course:</b> English on level B2						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 25						
A	ABS	B	C	D	E	FX
16,0	0,0	32,0	36,0	0,0	0,0	16,0
<b>Lecturers:</b> Mgr. Alexandra Mittelman, PaedDr. Jarmila Brtková, Mgr. Lenka Procházková, PhD., Mgr. Zuzana Tenglerová						
<b>Last change:</b> 14.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/009AB/16	<b>Course title:</b> English for Managers III
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> English for Managers I , English for Managers II	
<b>Course requirements:</b> Active participation in classes - 12%; mid-term test - 12%; presentation - 16%; test at the end of semester - 60%. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> By completing the course the student will acquire vocabulary from the field of retailing, marketing, brand management, advertising and media. He/she is able to communicate professionally at work as well as with external partners in English. He/she acquires terminology and phrases from CSR. He/she will learn basic legal terminology connected to corruption, bribery as well as economic crime.. He/she is able to prepare and carry out a fifteen minute presentation in English.	
<b>Class syllabus:</b> Topics: <ul style="list-style-type: none"> <li>• Retailing in the 21st century</li> <li>• E-commerce</li> <li>• Marketing, marketing mix</li> <li>• Brand management</li> <li>• Advertising</li> <li>• Media and PR</li> <li>• Managerial communication</li> <li>• The role of government and non-governmental organizations in economy</li> <li>• CSR – corporate social responsibility, volunteering</li> <li>• Corporate ethics, ethical code</li> <li>• Corruption, bribery and crime</li> </ul> Managerial skill: presentations Grammar: Indirect speech, verb patterns, articles	
<b>Recommended literature:</b> Internal materials distributed by lecturers at the beginning of semester	



<p>Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010.  Williams, E. J.: Presentations in English. MacMillan 2008.  Emmerson, P.: Business Builder. Modules 7, 8, and 9. MacMillan 2009.  Mascull, B.: Business Vocabulary in Use Advanced. CUP 2004.  Farrall, C., Lindsley, M.: Professional English in Use – Marketing. CUP 2008.  Hewings, M.: Advanced Grammar in Use, second edition. CUP 2005  Oxford Business English Dictionary. OUP 2008.</p>						
<p><b>Languages necessary to complete the course:</b>  English on level B2</p>						
<p><b>Notes:</b></p>						
<p><b>Past grade distribution</b>  Total number of evaluated students: 8</p>						
A	ABS	B	C	D	E	FX
37,5	0,0	25,0	25,0	12,5	0,0	0,0
<p><b>Lecturers:</b> Mgr. Alexandra Mittelman, PaedDr. Jarmila Brtková, Mgr. Lenka Procházková, PhD.,  Mgr. Zuzana Tenglerová</p>						
<p><b>Last change:</b> 16.03.2018</p>						
<p><b>Approved by:</b></p>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/019AB/16	<b>Course title:</b> Entrepreneurship
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Accounting I, II, III, Managerial Economics, Marketing, Fundamentals of Financial Management, Fundamentals of Human Resources Management, Business Law I	
<b>Course requirements:</b> 1. Continuous evaluation during the semester 50 %. 2. Evaluation in the exam period 50 %. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81 90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> To acquaint students with the nature of business, its importance and role. Develop an entrepreneurial mindset and characteristics, highlight their importance not only in the business. Develop the ability to seek opportunities and ideas, refine them and formulate into business models. Learn the basic techniques of business planning and practice them with concrete examples. Understand the overall context of the operation and management of the company. Make familiar with the practicalities of starting a business.	
<b>Class syllabus:</b> 1. Introduction to entrepreneurship. Entrepreneurship and its role in the context of economy. Small and medium-sized companies, entrepreneurs and business. Entrepreneurial process. Current status and problems of doing entrepreneurship in Slovakia. 2. Entrepreneurial mindset and characteristics. The role of creativity in business. 3. Identifying business opportunities. Search techniques, generating ideas and fine-tuning. Innovation. 4. The business model - the fundamentals, the basics of creating, types, examples. Business strategies. 5. Specifics of start-up business. Support and funding sources. Techniques for the development of start-ups. 6. Business plan and business planning. 7. Marketing in business planning - market segmentation, competitive analysis, marketing communication, modern marketing tools. 8. Management of people and resources - the specifics of SMEs, management of human and other resources in terms of business planning.	

9. Financial and accounting aspects of business. Context, a comprehensive view of the enterprise. Financial planning in business planning. 10. Setting up a business - process of steps, legislative aspects of the business.						
<b>Recommended literature:</b> [1] STOKES, D., WILSON, N. Small Business Management and Entrepreneurship. 6th edition. Andover: South-Western Cengage Learning, 2010. [2] OSTERWALDER, A., PIGNEUR, Y. Business Model Generation. Hoboken: Wiley, 2010. [3] RIES, E. The Lean Startup. New York: Crown Business, 2011. [4] Commercial Law-book. [5] Trade Law.						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 134						
A	ABS	B	C	D	E	FX
20,9	0,0	52,24	22,39	2,99	1,49	0,0
<b>Lecturers:</b> Mgr. Marian Holienka, PhD., Mgr. Miloš Mrva, PhD., Mgr. Peter Marcin, PhD.						
<b>Last change:</b> 01.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/105AB/16	<b>Course title:</b> Ethical and Legal Aspects of Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 30 % - evaluation during semester, 70% - final exam. To obtain an A rating, it is necessary to obtain at least 91 points to obtain a B rating of at least 81 points, a C rating of at least 73 points, a D score of at least 66 points and an E score of at least 60 points. Credits will not be awarded to a student who obtains less than 10 points in a written exam. Scale of assessment (preliminary/final): 30/70	
<b>Learning outcomes:</b> By passing the subject the student will acquire a complex knowledge base concerning the specifics of marketing and marketing management, namely the application of ethical principles and the modern sub-law of law, marketing law.	
<b>Class syllabus:</b> 1. The bases of social critique of marketing with emphasis on ethical and legislative bases. Sources of social critique of marketing with regard to final customers, organizations and the state. 2. Basic Prospects for Ethical and Socially Responsible Marketing Decision Making. Normative and moral aspects of marketing ethics. 3. Model of ethical marketing decision making - practical examples taking into account ethical dilemmas, stakeholder analysis, principles, theories and alternatives. 4. Case studies from various sectors of the national economy dealing with different ethical dilemmas. 5. Identify the relationship and the differences between law and ethics. Marketing law as the basis of demands and expectations from the company. Marketing ethics as a set of standards and requirements for marketing management / marketing managers. 6. Definition of marketing law - its place and system in the legal system. Basic features of legislation regulating marketing activities. 7. Consumer in the spotlight of marketing and consumer protection rights. 8. Marketing law in connection with strategies of marketing mix elements. Application and decision-making practice of organs governing individual elements of the marketing mix. 9. Intellectual and industrial property law with emphasis on selected marketing variables - trademarks, patents, product labeling.	

10. Marketing communication and its regulation from the legislative point of view - requirements for marketing communication tools, application and decision-making practice of bodies regulating marketing communication						
<b>Recommended literature:</b> MURPHY, P. E. – LACZNIAK, G. R. – PROTHERO, A. 2012. Ethics in Marketing. International Cases and Perspectives. New York : Routhledge, 2012. ISBN 978-0-203-13268-5						
<b>Languages necessary to complete the course:</b> English.						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD.						
<b>Last change:</b> 13.04.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/169AB/16	<b>Course title:</b> Financial Management in the 3rd Sector
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 50%/50%	
<b>Learning outcomes:</b> The objective of this topic is to present and analyze the specific problems of financing in the nonprofit sector, to comparative current situation in the some EU-countries and Slovakia.	
<b>Class syllabus:</b> Plan of themes: 1. Introduction 2. 3rd sector in Europe and in Slovakia – a comparison 3. Introduction to the fundamentals of finance in non-profit sector 4. Basics of ethical issues in the 3rd sector 5. Specific problems of financing in the non-profit sector 6. Voluntary service in the 3rd sector from the financial point-of-view 7. Financial planning 8. Case studies	
<b>Recommended literature:</b> 1. DAVIS, L. – ETCHART, N. – JARA, M.C. – MESSING, J: Get ready, get set. NESsT. San Francisco, CA. 2008; ISBN 978-1-9360363-30-4. 2. NESsT: Profits for Nonprofits: An Assessment of Challenges in NGO Self-Financing. NESsT. San Francisco, CA. 1999. ISBN 1-930363-01-X. 3. BELL, J – SCHAFFER, E.: Financial Leadership for Nonprofit Executives: Guiding Your Organization to Long-term Success. CompassPoint Nonprofit Service. Saint Paul, MN (USA). 2005; ISBN-13: 978-0-940069-44-2. 4. POWELL, W.W. – STEINBECK, R.: Nonprofit sector: A Research Handbook. Yale University Press. 2006; ISBN 5. McCURLY, Steve - LYNCH, Rick: Volunteer Management.	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 4						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> PhDr. Daniela Majerčáková, PhD., MBA						
<b>Last change:</b> 09.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/222AB/16	<b>Course title:</b> Financial Mathematics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Mathematics (1), Mathematics (2)	
<b>Course requirements:</b> There will be two tests during the semester, 15 points each, which makes total of 30 points. At the writing exam during the exam period there will be available next 70 points. Standard marking is 60-65 points for E, 66-72 points D, 73-80 points C, 81-90 points B and 91-100 points A.	
<b>Learning outcomes:</b> The subject is a natural extension of Mathematics 1 and Mathematics 2. Students will receive an information about a dynamical analysis of economy, together with an analysis of financial mechanisms and pricing. Students, who pass the subject, will be able to solve various problems from an economy and a financial management.	
<b>Class syllabus:</b> I. Dynamical analysis of an equilibrium. Applications of definite integrals in the economy. Marginal and total functions, current value of income streams. Domar's model of the growth of an economy. Modelling of economic evolution processes using differential equations with one and two-dimensional phase spaces. Dynamics of market prices. Linearization of nonlinear differential equations. IS - LM model. II. Financial portfolios. Shares, derivatives and their mathematical properties. Probabilistic models of revenues. Models of pricing the derivatives (interest rate, CAPM, binomial model, Black-Scholes model).	
<b>Recommended literature:</b> 1. Chiang, A.C.: Fundamentals Methods of Mathematical Economics. McGraw-Hill International Editions., Singapore , 1984 2. Bradfield, J.: Introduction to the Economics of Financial Markets. Oxford University Press. 2007 3. Werner, F. – Sotskov, Y. N.: Mathematics of Economics and Business 4. Shone, R: An Introduction to Economic Dynamics. Cambrige University Press, 2003	
<b>Languages necessary to complete the course:</b> English	



<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 2						
A	ABS	B	C	D	E	FX
50,0	0,0	0,0	0,0	0,0	50,0	0,0
<b>Lecturers:</b> doc. RNDr. Mária Bohdalová, PhD., prof. RNDr. Martin Knor, Dr.						
<b>Last change:</b> 22.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/050AB/16	<b>Course title:</b> Flexibility and Management of Knowledge Workers
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Elaboration of the seminar paper, active participation in solving case studies (50 %), final test (50 %) To obtain the rating A, at least 91 points must be obtained, to obtain the rating B at least 81 points must be obtained, for the rating C at least 73 points, for the rating D at least 66 points and for the rating E at least 60 points. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> After completing the course the student obtains a comprehensive knowledge of the ways of implementing flexible work arrangements in selected countries and become familiar with the process of managing the knowledge workers. Course content also focuses on developing managerial skills and abilities of listeners. Students through an individual elaboration of an essay, its presentation followed by discussion and case studies enhance the correct use of terminology of management as a scientific discipline, expand their knowledge and improve the skills necessary for further study and management practice.	
<b>Class syllabus:</b> 1. Flexibility, definition and basic terminology. 2. Temporal, local and numeric flexibility. 3. Advantages and disadvantages of flexible work arrangements for the organisations and for the employee. 4. Flexicurity (Danish model and Slovakia). 5. Differences in implementing of flexible work arrangements in selected countries. 6. Flexibility and knowledge workers. 7. KWP Matrix. 8. Management of knowledge workers according to categorisation (integrative, transactional and expert model).	
<b>Recommended literature:</b> Morgan, J.: The Future of Work. Attract new talent, build better leaders, and create a competitive organization. Hoboken : John Wiley & Son. 2014. Journal of Human Resource Management, UK Bratislava.	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Michaela Poláková, PhD.						
<b>Last change:</b> 08.01.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/014AB/16		<b>Course title:</b> Information Systems and Application Software				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 5						
<b>Recommended semester:</b> 2.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 18						
A	ABS	B	C	D	E	FX
61,11	0,0	27,78	11,11	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Andrea Studeničová, Mgr. Vincent Karovič, PhD., PhDr. Peter Veselý, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KEF/074AB/16		<b>Course title:</b> International Economic Law				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b>						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Midterm Exam, Case Study, Presentation, Final Exam						
<b>Learning outcomes:</b> To teach students to correctly assess the field of international economic relations, to teach them principles of legal regulation of international economic law, structure, objective and legal regulation of particular instruments of international economic law, to lead them to correct interpretation and application of the legal regulation in the field of international economic law. Within this course, students shall be acquainted with international finance law, international trade law, international investment law, international law of development.						
<b>Class syllabus:</b> International economic law – in general, concept and object, sources of international economic law, international finance law, International Monetary Fund, World Bank Group, international trade law, World Trade Organization, dispute settlement in WTO, international investment law, foreign direct investments, investment incentives, international investment arbitration, international law of development.						
<b>Recommended literature:</b> Evans, M.: International Law, 4th ed., Oxford University Press, 2014, ISBN: 978-019-965467-3, Chapter 24						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 30						
A	ABS	B	C	D	E	FX
76,67	0,0	3,33	6,67	3,33	10,0	0,0
<b>Lecturers:</b> Mgr. Milena Nosková, PhD.						
<b>Last change:</b> 13.10.2017						

<b>Approved by:</b>	
---------------------	--

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/245AB/16	<b>Course title:</b> International Economic Relations
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Economics (Macroeconomics, International Economics)	
<b>Course requirements:</b> During the semester students will be asked to work on several different tasks (team work, essay, midterm, reading and questionnaire), for which they can gain up to 40% of the total evaluation. The needed minimum to be obtained during the semester is 25% of the total evaluation. The course finish by the final written exam, which has the value of 60% of the total evaluation (the needed minimum for passing the course is 30% from the total evaluation in the final exam). Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> Students should acquire the overview and knowledge from the area of international trade, international organizations and economic relations including also international movement of capital and workers (migration).	
<b>Class syllabus:</b> - Basic terms of „international economic relations“ - International organizations – international economic organizations (OECD, WTO, UNO – UNCTAD, EU) and international financial organizations (EBRD, EIB, IMF, The World Bank Group) - International movement of capital with the goal of profit - International movement of capital with the goal of aid - Development aid - International movement of labour - Migration	
<b>Recommended literature:</b> Krugman, P. – Obstfeld, M. International Economics: Theory and Policy. Harlow: Pearson Education. 2015 or 2012. Pugel, T. A. International Economics. New York: McGraw-Hill. 2016 or 2012. Archer, C.: International organizations, 3rd Edition, Londýn : Routledge, 2001. Materials distributed during the term (e.g. relevant articles, legislative documents of international organizations etc.).	
<b>Languages necessary to complete the course:</b>	

English						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 35						
A	ABS	B	C	D	E	FX
17,14	0,0	8,57	31,43	22,86	11,43	8,57
<b>Lecturers:</b> doc. PhDr. Paulína Stachová, PhD.						
<b>Last change:</b> 12.02.2018						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KEF/227AB/17		<b>Course title:</b> International Financial Reporting Standards				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 5.						
<b>Educational level:</b> I.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Darina Saxunová, PhD.						
<b>Last change:</b> 21.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/227AB/16	<b>Course title:</b> International Financial Reporting Standards
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Principles of Financial Accounting	
<b>Course requirements:</b> 3 case studies -50% final test -50%	
<b>Learning outcomes:</b> Upon the successful completion of this course, the students will be able to: <ol style="list-style-type: none"> <li>1. Apply the conceptual framework to the accounting process;</li> <li>2. Research current accounting issues and relate those issues to their impact on the entities and industries involved;</li> <li>3. Prepare the four basic financial accounting statements;</li> <li>4. Analyze the four basic financial accounting statements;</li> <li>5. Evaluate the implications of internal financial decisions on the financial statements;</li> <li>6. Interpret the Statement of Cash Flows;</li> <li>7. Explain the usefulness of the Statement of Cash Flows to users;</li> <li>8. Apply Generally Accepted Accounting Principles (GAAP) requirements for valuing major balance sheet accounts;</li> <li>9. Evaluate the implications of using alternative GAAP methods for the users of financial statements.</li> </ol>	
<b>Class syllabus:</b> This course examines financial accounting statements from a user perspective. The interpretation of financial data for decision analysis will be emphasized. The impact of current accounting recommendations on organizational decision making will be evaluated. <ol style="list-style-type: none"> <li>1. Objectives and functions of the financial accounting, conceptual framework of the accounting of US.GAAP, IFRS,</li> <li>2. Financial Statements, Financial statements preparations</li> <li>3. Reporting and Analyzing Inventory -IAS 2</li> <li>4. Fraud, Internal Control, and Cash</li> <li>5. IFRS 15 - revenue recognition, case study</li> <li>6. Comprehensive income, Earnings quality</li> </ol>	

7. The statement of financial position - assets (investments, PPE, Intangibles and biological assets, IAS 16, 36 and 41 8. Cash Flow, prípadová štúdia 9. Financial assets - IFRS 9 10. Liabilities and Lease - IFRS 16 11. Shareholders Equity, EPS						
<b>Recommended literature:</b> [1] WILEY IFRS 2017: Interpretation and Application of IFRS Standards. Hoboken : JohnWiley and Sons. [2] KIESO, D. E. – WEYGANDT, J. J. – WARFIELD, T. D. 2015. Intermediate Accounting: IFRS Edition. 2nd Edition. 2015. [3] SAXUNOVÁ, D. 2014. Financial Accounting – Financial Statements Under US GAAP and IFRS. Prague : Wolters Kluwer, 2014. [4] Internetové zdroje na webových sídlach: <a href="http://www.ifrs.org">www.ifrs.org</a> , <a href="http://www.fasb.org">www.fasb.org</a> .						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 8						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Darina Saxunová, PhD.						
<b>Last change:</b> 21.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/091AB/16		<b>Course title:</b> International Public Law				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b>						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 32						
A	ABS	B	C	D	E	FX
78,13	0,0	18,75	3,13	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Milena Nosková, PhD.						
<b>Last change:</b> 19.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/023AB/16	<b>Course title:</b> Introduction to Entrepreneurship
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Students submit the results of their work in three parts during the semester with the following assessment: first part max. 15 points, second part max. 15 points, third part max. 20 points. In the exam period, students complete an exam with max. 50 points. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> Understanding the essence of entrepreneurship, its importance and its role. Developing entrepreneurial thinking and characteristics, understanding their importance not only in business. Developing the ability to search for opportunities and ideas, fine-tuning them and formulating them into business models. Adaptation of basic business planning techniques and their practice on concrete examples. Understanding the overall context of business operation and management. Learn the practical aspects of starting a business.	
<b>Class syllabus:</b> 1. Introduction to entrepreneurship. Entrepreneurship and its role in the context of the economy. SMEs, entrepreneurs and entrepreneurship. Process of entrepreneurship. Current situation and problems of entrepreneurship in Slovakia. 2. Entrepreneurship as a subject of academic research. Different views: about the entrepreneurship, for the entrepreneurship, in the entrepreneurship. 3. Entrepreneurial thinking and characteristics. The role of creativity in the entrepreneurship. 4. Identification of entrepreneurial opportunities. Techniques of searching, generating and fine-tuning ideas. Innovations. 5. Business model - essence, basics of creation, types, examples. Business model patterns. 6. Lean canvas as a start-up technique, testing of business models (validation board). 7. Specifics of start-up business. Support and sources of funding. Techniques for start-up development. 8. Business plan and business planning. 9. Marketing in business planning - market segmentation, competition analysis, marketing communication, modern marketing tools.	

10. Financial and accounting aspects of entrepreneurship. Context, a comprehensive view of the enterprise. 11. Financial planning as part of business planning. 12. Human resources management - specifics in SMEs, management of people and resources from the point of view of business planning. 13. Legislative aspects of entrepreneurship. Company founding - steps, legal forms.						
<b>Recommended literature:</b> [1] STOKES,D., WILSON,N. Small Business Management and Entrepreneurship. Cengage Learning EMEA,2010. ISBN 978-1-4080-1799-9. [2] BJERKE, B. About Entrepreneurship. Cheltenham: Edward Elgar, 2013. ISBN 978-1-78254-538-5.						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Miloš Mrva, PhD., Mgr. Marian Holienka, PhD., Mgr. Peter Marcin, PhD.						
<b>Last change:</b> 09.05.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/134AB/16	<b>Course title:</b> Introduction to Financial Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The prerequisite for this class is a passing grade in foundations of accounting and statistics and to be familiar with the basic financial concepts. Therefore, it is expected that students will be comfortable with the following topics: basics financial concepts, basics accounting principles and basics statistical concepts. Scale of assessment (preliminary/final): Problem and Cases Sets: 30% Presence: 30% Final: 40%	
<b>Learning outcomes:</b> This is an introductory course in financial management and in corporate finance. The course has three main objectives: 1) Develop an understanding of the tools that are used to analyze firm's financial statements, bonds value and basics evaluating methods for valuing firms. 2) Understand the basic issues involved in how to use concepts of present value and future value in finance and how to use concepts of the risk and return. 3). Understand the basic issues involved in how the financial markets are working. Emphasis will be placed on appreciating the limitations and challenges that are faced when applying the theoretical framework of corporate finance to real world problems.	
<b>Class syllabus:</b> Ch 1 - Introduction to financial management: financial markets, investments, financial products and financial instruments, value management of a business, financial manager in organizational structure of a company, categories of financial markets, attributes of financial markets, financial institutions, transfer of capital, organized stock exchange, OTC-markets, price of money, interests, yield curve, factors influencing demand and supply of money. Ch 2 – Financial statements: ratio indicators, indicators of liquidity, liability, turnover, profitability, market value, analysis of cash flows, comparative analysis and trend analysis, some problems of financial statements analysis, Altman model, Taffler model, economic added value. Ch 3 - Analysis of financial statements: Liquidity ratios, Asset management ratios, Profitability ratios, Market value ratios, Trend analysis, Du Pont system, Horizontal and Vertical financial analysis, Benchmarking. Ch 4 - Time value of money: future value, present value, annuity, perpetuity, effective annual rate (EAR), short time periods, continuous interest, continuous discount.	

Ch 5 - Bonds, Bond Valuation, and Interest Rates: general pricing model, types and basic attributes of securities, present value of bond, yield to maturity (YTM), yield to call (YTC), interest and reinvestment risk of bonds, bond duration.

Ch 6 - Risk and return: financial assets and their risks, desired yield, expected yield, realized yield, measurement of isolated risk, portfolio's risk, diversification and volatility of investment portfolios, diversified and non-diversified risk, beta coefficient, security market line (SML), effective set, indifferent curves, optimal portfolio, capital asset pricing model (CAPM), capital market line (CML), arbitrage pricing theory (APT), hypothesis of effective markets.

Ch 7 - Stocks, Stock Valuation: intrinsic value of a share of stock, present value of the stream of dividends, expected rate of return on a constant growth stock, supernormal growth stock, horizon (terminal) value, value of a share of perpetual preferred stock, Efficient Markets Hypothesis (EMH), Equilibrium.

Ch 8 - Financial Options: Financial options, call options, strike price, put options, exercise value, Black-Scholes option pricing model (OPM), put-call parity relationship.

Ch 9 – Cost of Capital: Weighted average cost of capital (WACC), component cost of debt, marginal costs of capital, cost of common equity, CAPM approach, DCF approach, risk-free rate, various factors affect a firm's cost of capital, market or Beta risk, risk-adjusted cost of capital.

Ch 10 - Evaluation of capital investments: project's classification, methods of project's evaluation, maturity of projects, Net present value of project (NPV), Internal rate of return of project (IRR), Profitability index of project, Modified IRR of project (MIRR), present value of future costs, project's financing.

#### **Recommended literature:**

Required textbook: 1. Brigham, E. F. – Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014. ISBN-13: 978-1-111-97221-9.

Supplementary textbook: 2. Brealey, R. A. – Myers, S. C. – Allen, F.: Principles of Corporate Finance, 9th Edition, McGrawHill, 2010. ISBN: 978-007-126327-6.

Other information source about finance which will be used during the semester: 3. Bloomberg Professional Terminal 4. yahoo.finance.com

#### **Languages necessary to complete the course:**

English

#### **Notes:**

The main textbook is available for purchase online at Amazon.com. The main textbook is also available at the FMUK Library. The relevant chapters are indicated in the class syllabus. This textbook should be used as main reading. There will be several case studies for the course in MS Excel form. They will be available for download from teacher's web cloud solution. The cases are intended to help you understand the course material and prepare you for the exam. The solutions for the case study will be discussed in class. The cases will be graded.

#### **Past grade distribution**

Total number of evaluated students: 43

A	ABS	B	C	D	E	FX
32,56	0,0	58,14	6,98	2,33	0,0	0,0

**Lecturers:** Mgr. Martin Vozár, PhD.

**Last change:** 07.03.2018

**Approved by:**



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/060AB/16	<b>Course title:</b> Introduction to Management I
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Essay (max. 10%), presentation of the essay (max. 10%), midterm test (max. 15%), active participation in solving case studies is expected, final test (25%), oral exam (max. 40%). Scale of assessment (preliminary/final): 60/40	
<b>Learning outcomes:</b> After completing the course the student obtains a comprehensive knowledge of selected areas of management theory and become familiar with the basic procedures for identifying and solving problems in management practice. Regarding a deliberately broad range of topics, the course intention is to provide students basic wide-range introduction to the whole field and selected topics are divided into two semesters –Introduction to Management I in fall semester, Introduction to Management II in spring semester. Course content also focuses on developing managerial skills and abilities of listeners. Students through an individual elaboration of an essay, its presentation followed by discussion and case studies enhance the correct use of terminology of management as a science discipline, expanding their knowledge and improving the skills necessary for further study and management practice.	
<b>Class syllabus:</b> 1. Managers and management – management as a process, science, and profession. 2. Management theory development. 3. Organizational culture. 4. Organizational environment. 5. Management in a global environment. 6. Social responsibility and managerial ethics. 7. Managerial decision-making. 8. Foundations of planning. 9. Strategic management. 10. Forecasting.	
<b>Recommended literature:</b> [1] ROBBINS, P. R. – COULTER, M. 2016. Management. 13th Edition. Harlow : Pearson Education Limited, 2016. [2] DAFT, R. L. New Era of Management. Hampshire: South-Western Cengage Learning, 2010	

[3] ROBBINS, S. P., DECENZO, D. A.: Fundamentals of management Essential concepts and applications. Upper Saddle River: Pearson Education International, 2005.  
 [4] RUDY, J. 1998. Introduction to Management. Selected Readings. Bratislava : Comenius University, 1998.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 58

A	ABS	B	C	D	E	FX
24,14	0,0	29,31	17,24	12,07	10,34	6,9

**Lecturers:** Mgr. Michaela Poláková, PhD., doc. Mgr. Emil Wojčák, PhD.

**Last change:** 16.05.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/061AB/16	<b>Course title:</b> Introduction to Management II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Essay (max. 10%), presentation of the essay (max. 10%), midterm test (max. 15%), active participation in solving case studies, final test (25%), oral exam (max. 40%). Scale of assessment (preliminary/final): 60/40	
<b>Learning outcomes:</b> After completing the course the student obtains a comprehensive knowledge of selected areas of management theory and become familiar with the basic procedures for identifying and solving problems in management practice. Course content also focuses on developing managerial skills and abilities of listeners. Students through an individual elaboration of an essay, its presentation followed by discussion and case studies enhance the correct use of terminology of management as a science discipline, expanding their knowledge and improving the skills necessary for further study and management practice.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Basics of organizing.</li> <li>2. Job design.</li> <li>3. Human resource management.</li> <li>4. Individual and group behavior.</li> <li>5. Motivation of employees.</li> <li>6. Leadership theories.</li> <li>7. Communication and interpersonal skills.</li> <li>8. Controlling as a function of management.</li> <li>9. Change management.</li> <li>10. Self management and time management.</li> </ol>	
<b>Recommended literature:</b> [1] ROBBINS, P. R. – COULTER, M. 2016. Management. 13th Edition. Harlow : Pearson Education Limited, 2016. [2] DONNELLY, J. H. – GIBSON, J. L. – IVANCEVICH, J. M. 1992. Fundamentals of Management. Boston : Irwin McGraw Hill, 1992. [3] ROBBINS, P. R. – COULTER, M. 2005. Management. 11th Edition. New Jersey : Pearson Prentice Hall, 2005.	

[4] ROBBINS, P. R. – COULTER, M. 1996. Management. 7th Edition. New Jersey : Pearson Prentice Hall, 1996.  
 [5] RUDY, J. 1998. Introduction to Management. Selected Readings. Bratislava : Comenius University, 1998.  
 JOURNALS: Journal of Human Resource Management, UK Bratislava.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 25

A	ABS	B	C	D	E	FX
40,0	0,0	20,0	24,0	12,0	4,0	0,0

**Lecturers:** Mgr. Michaela Poláková, PhD., doc. Mgr. Emil Wojčák, PhD.

**Last change:** 26.01.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/062AB/16	<b>Course title:</b> Introduction to Personnel Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Assignments during the semester: Case study (team assignment) - 15% Midterm test - 15% Final test - 15% In-class activities - 15% Oral exam in the exam period: 40% Scale of assessment (preliminary/final): 60/40	
<b>Learning outcomes:</b> The aim of this course is to familiarize students with the major functions of HR management (e.g. job analysis, recruitment and selection, training and development, career management, compensation, etc.) and their relations to other fields of management as well as to explore the link between business strategy and individual HR functions. Students develop a basic understanding of the implementation of individual HR functions from both employer and employee points of view.	
<b>Class syllabus:</b> The role of HR management in the organization. HR planning and job analysis. Employee recruitment and selection. Performance management and performance appraisal. Employee training, development and career. Employee compensation and motivation. Employee and labor relations. International HRM.	
<b>Recommended literature:</b> Carbery, R., Cross, C. 2013. Human Resource Management – A Concise Introduction. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan. Milkovich T., Boudreau J. 1996. Human Resource Management. Boston: Richard Irwin, 8th edition. Journal of Human Resource Management. Bratislava: Comenius University, Faculty of Management. ISSN 2453-7683.	

Selected case studies.						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 63						
A	ABS	B	C	D	E	FX
36,51	0,0	25,4	17,46	6,35	12,7	1,59
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Jana Fratričová, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Ing. Andrea Rakytová Valentová, PhD.						
<b>Last change:</b> 12.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/225AB/16	<b>Course title:</b> Introduction to financial markets and institutions
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Together you can get a maximum of 100 points per seminar. The final evaluation will be in the form written final test or in the form of case studies - seminar papers. The rating of the subject is in accordance with the UK Study Regulation as follows: to obtain the rating And you need to get a minimum of 91 points, to get a B rating of at least 81 points, to rating C minimum 73 points, rating D at least 66 points and rating E minimum 60 points.	
<b>Learning outcomes:</b> By completing the subject, the student gets an overview of the financial markets and transactions that take place these markets. The student also gains knowledge of the financial institutions that operate on financial markets both in the Czech Republic and abroad.	
<b>Class syllabus:</b> 1. Breakdown of financial markets. 2. Money and capital markets. 3. Primary and secondary markets. 4. Markets in financial assets. 5. Transactions in financial markets. 6. Major world financial markets. 7. Types of Transactions in Markets in Financial Assets. 8. Financial institutions operating on the financial markets	
<b>Recommended literature:</b> [1] BRIGHAM, E. F. – EHRHARDT, M. C. 2014. Financial Management. 14th Edition. Thomson, South-Western, 2014. ISBN 978-11-119-7221-9 [2] DE HAAN, J. – OOSTERLOO, S. – SCHOENMAKER, D. 2012. Financial Markets and Institutions. A European Perspective. Cambridge University Press, 2012. ISBN 978-11-391-9894-3 [3] MISHKIN, F. S. – EAKINS, S. G. 2015. Financial Markets and Institutions. 8th Edition. Pearson, 2015. ISBN 978-12-920-6048-4	
<b>Languages necessary to complete the course:</b>	

English						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 1						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. RNDr. Jozef Komorník, DrSc.						
<b>Last change:</b> 16.03.2018						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/302AB/16	<b>Course title:</b> Labor Law
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> None	
<b>Course requirements:</b> Comparative Country Case Study, Panel Discussion Scale of assessment (preliminary/final): Comparative Country Case Study 80%, Panel Discussion 20%	
<b>Learning outcomes:</b> to teach students to correctly assess the field of employment relations with focus on international labour law, to teach them principles of legal regulation of employment relations, structure, objective and legal regulation of particular instruments of labour law, to lead them to correct interpretation and application of the legal regulation in the field of labour law in practice incl. comparative approach to foreign legal systems. Within this course, students shall be acquainted with the standing of employer and employee within social-insurance legal relations in terms of personal and material scope incl. comparative approach to foreign legal systems.	
<b>Class syllabus:</b> concept, object, sources of labour law, legal personality in labour law, pre-contractual relations, formation, duration and termination of employment relations, types of employment relations, obstacles to work on the side of the employer and the employee, liability in employment relations, agreements on work executed outside the employment relations, standing of the employer and the employee in the social insurance system, personal scope of social insurance, material scope of social insurance	
<b>Recommended literature:</b> Servais, J.M.: International Labour Law, 4th ed., Wolters Kluwer, 2014, ISBN: 9041156747	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 19						
A	ABS	B	C	D	E	FX
84,21	0,0	10,53	5,26	0,0	0,0	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Tomáš Peráček, PhD., JUDr. Silvia Treľová, PhD., doc. JUDr. Ján Matlák, CSc., Mgr. Milena Nosková, PhD.						
<b>Last change:</b> 14.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/005AB/16	<b>Course title:</b> Logistics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Basics of management I, Basics of management II	
<b>Course requirements:</b> 1. Attendance and active participation 40%. 2. Project work 60%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81 90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> This course seeks to improve your understanding of Logistics Management and to give you specific skills. At the end of this course you should have to: <ul style="list-style-type: none"> <li>- develop an awareness of the issues related to managing logistics activities;</li> <li>- develop a terminology base allowing you to effectively converse with logistics management personnel;</li> <li>- understand how a product or service is produced and delivered to the customer and purchased from the supplier according to the logistics principles and lean supply chain management.</li> </ul>	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the logistics course. The role of lean management in macro- and micrologistics and manufacturing.</li> <li>2. Description of macro-logistics based on the example of Slovak republic</li> <li>3. Mapping the current state of the supply chain</li> <li>4. Envisioning the future state of the supply chain</li> <li>5. Customer collaboration in supply chain</li> <li>6. Outbound logistics</li> <li>7. Shipping, receiving, and trailer-yard management</li> <li>8. Material ordering</li> <li>9. Inbound logistics</li> <li>10. Supplier collaboration</li> <li>11. Sustainable supply chain</li> <li>12. Efficient Customer Response concept</li> <li>13. Final review – evaluation</li> </ol>	

**Recommended literature:**

- [1] BHATNAGAR, A. Textbook of Supply Chain Management. Global Media, 2009.
- [2] GOLDSBY, T., MARTICHENKO, R. Lean Six Sigma Logistics. Ross Publishing, 2005.
- [3] HARRIS, C., HARRIS, R., STREETER, C. Lean Supplier Development: Establishing Partnerships and True Costs Throughout the Supply Chain. Taylor and Francis, 2011.
- [4] HINES, P., et al. Value Stream Management: Strategy and Excellence in the Supply Chain. Pearson Education Limited, Prentice Hall, 2000.
- [5] Van WEELE, A. Purchasing and Supply Chain Management. 4th edition. Thomson Learning, 2005.

**Languages necessary to complete the course:**

English

**Notes:****Past grade distribution**

Total number of evaluated students: 76

A	ABS	B	C	D	E	FX
98,68	0,0	0,0	0,0	0,0	0,0	1,32

**Lecturers:** doc. Ing. Milan Fekete, PhD.

**Last change:** 01.02.2018

**Approved by:**

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/S07AB/16	<b>Course title:</b> Management
<b>Number of credits:</b> 1	
<b>Educational level:</b> I.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/061AB/16	<b>Course title:</b> Managerial Economics
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester students can obtain 40% points and 60% points during the examination period. 40% points during the semester can be obtained for the midterm test and activity. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81 90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> Understanding and orientation in basic knowledge about an enterprise in the market economy, about economic thinking and economy of an enterprise. Getting enriched knowledge base for subsequent courses.	
<b>Class syllabus:</b> 1. Introduction to Managerial Economics. Objects of interest of Managerial Economics. Company and its position in the market economy, the definition of the nature of the business. Enterprise as a goal-oriented system, the goals of the company, risk in the company. Enterprise relationship with the environment. Business environment and company structure. 2. Controlled entity as an economic system. Business and the life cycle of the company. Business transformation process. Assets and business participation in the transformation process. Non-current assets and its nature, valuation and modalities for acquisition of fixed assets. Depreciation and amortization of fixed assets. Current assets, its nature and usage. The issue of financing the assets, sources of financing, own and foreign sources of funding. 3. Costs and corporate profit. Classic and dynamic views on cost management. Current approaches and techniques in cost management. Cash flow management, planning and evaluation of cash flow. External environment. Taxes and taxation. Internal environment. Planning of transformation process, optimization calculations in planning. Investments and assessment of investment in the company. 4. Monitoring and evaluation of the economic performance of the company, revenues, expenses and results of operations of the company. Economic analysis and evaluation of the company's performance, balance sheet, income statement and cash flow statement. Approaches to evaluating of business performance. Controlling as an effective tool of managerial economics.	
<b>Recommended literature:</b>	

- [1] SALVATORE, D. Managerial economics: principles and worldwide applications. New York: Oxford University Press, 2015.
- [2] BHAT, M. S., RAU, A. V. Managerial economics and financial analysis. Hyderabad: BS Publications, 2008.
- [3] BAYE, R., PRINCE, J. T., SQUALLI, J. Managerial Economics and Business Strategy Michael. Berkshire: McGraw-Hill, 2013.
- [4] Lectures of Managerial Economics

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 20

A	ABS	B	C	D	E	FX
50,0	0,0	30,0	15,0	0,0	5,0	0,0

**Lecturers:** Mgr. Andrea Gažová, PhD.

**Last change:** 01.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/015AB/16	<b>Course title:</b> Managerial Ethics
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100 % evaluation during semester. The evaluation consists of: active in-class participation, written solution of seminar exercises (ethical dilemmas) according to given assignments, short quizzes, test in the middle of the semester, final short presentations of the projects that students will prepare on selected topics according to the agreement with the lecturer. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> Students will gain up-to-date knowledge from the domain of managerial ethics as a professional ethics and will learn how to identify and solve moral issues at workplace and in the entrepreneurial sphere. The traditional form of education is combined with resolution of ethical-economical dilemmas and case studies.	
<b>Class syllabus:</b> 1. Defining the notion of managerial ethics. 2. Basic ethical cornerstones of managerial ethics. 3. The oath of the manager. 4. Ethical profile of the manager. 5. Managerial ethical decision-making. 6. Models of managerial ethical decision-making. 7. The role of manager regarding the development of ethics in organization. 8. Resolution of ethical-economical managerial dilemmas. 9. Whistle-blowing. 10. Ethical aspects of managerial communication. 11. Institutionalization of ethics in organization. 12. Significance of the company's code of ethics. 13. Procedure of the creation of company's code of ethics.	
<b>Recommended literature:</b> Crane, A. and Matten, D. (2010). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford: Oxford University Press. Anderson, M., Escher, P. (2010). The MBA Oath: Setting a Higher Standard for Business Leaders. Portfolio, Penguin Books.	



<p>Lašáková, A., Remišová, A. (2017). On Organisational Factors that Elicit Managerial Unethical Decision-Making. Available at: <a href="https://www.researchgate.net/publication/317601140_On_Organisational_Factors_that_Elicit_Managerial_Unethical_Decision-Making">https://www.researchgate.net/publication/317601140_On_Organisational_Factors_that_Elicit_Managerial_Unethical_Decision-Making</a></p> <p>Lašáková, A., Remišová, A. (2015). Unethical Leadership: Current Theoretical Trends and Conceptualization. Available at: <a href="https://www.researchgate.net/publication/287310927_Unethical_Leadership_Current_Theoretical_Trends_and_Conceptualization">https://www.researchgate.net/publication/287310927_Unethical_Leadership_Current_Theoretical_Trends_and_Conceptualization</a></p> <p>Remišová, A. et al. (2016). Ethical Leadership in the Slovak Business Environment. Praha: Wolters Kluwer.</p>																				
<p><b>Languages necessary to complete the course:</b> english</p>																				
<p><b>Notes:</b></p>																				
<p><b>Past grade distribution</b> Total number of evaluated students: 32</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>65,63</td><td>0,0</td><td>12,5</td><td>3,13</td><td>9,38</td><td>6,25</td><td>3,13</td></tr> </table>							A	ABS	B	C	D	E	FX	65,63	0,0	12,5	3,13	9,38	6,25	3,13
A	ABS	B	C	D	E	FX														
65,63	0,0	12,5	3,13	9,38	6,25	3,13														
<p><b>Lecturers:</b> doc. Mgr. Anna Lašáková, PhD., prof. PhDr. Anna Remišová, CSc.</p>																				
<p><b>Last change:</b> 01.02.2018</p>																				
<p><b>Approved by:</b></p>																				

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/100AB/16	<b>Course title:</b> Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 40 % interim evaluation: - active attendance on seminars (in case of unjustified absence or unpreparedness on seminar loss of 10%) - interim evaluation (2 written intermediate tests 10%) - semester project – application of theoretical knowledge on selected organization – 30% 60 % final evaluation: - exam – written test (corrective dates – oral exam) The overall student rating consists of the sum of the percentages for active attendance on seminars the semester project, and of the percentage obtained from the exam. Exam is written. System of interim evaluation is set on the beginning of semester. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> The aim of the course is to acquire the basic knowledge from the various areas of marketing theory. The subject emphasizes the importance and benefits of basic marketing postulates in terms of the interconnection of the organization and its customers. Emphasis is placed on acquiring skills in marketing decision-making and performing individual marketing activities of the organization, especially in strategic and marketing planning, market segmentation and market positioning, marketing research, analysis of marketing environment and consumer and organizational purchasing behavior in designing of marketing mix and in exploitation of international marketing. The subject also emphasizes the impact of the online environment and the selected specifics of digital marketing. In addition to gaining theoretical knowledge, the subject is also aimed at stimulating the students' ability to apply the marketing concept in economic practice.	
<b>Class syllabus:</b> 1. Position and importance of marketing in company development. 2. The nature of the marketing concept. 3. Strategic planning and marketing management. 4. Importance of marketing planning. 5. Marketing environment. 6. Marketing information system and marketing research.	

7. Shopping behavior of consumers in organizations.
8. Market segmentation, target group selection and creation of market position.
9. Marketing mix and advanced marketing mix.
10. Product as a marketing mix tool.
11. Pricing and pricing strategy of the company.
12. Distribution channels and physical distribution.
13. Marketing communication and marketing communication mix.
14. International marketing.

**Recommended literature:**

- [1] BAINES, P. – FILL, C. – PAGE, K.: Marketing. Oxford: Oxford University Press 2011. ISBN 978-0-19-957961-7
- [2] BLYTHE, J.: Principles and Practice of Marketing. 2nd Editon. Hampshire: Cengage Learning EMEA 2009. ISBN 978-1-4080-114-78
- [3] ARMSTRONG, G. – KOTLER, P.: Marketing: An Introduction. 8th Editon. Upper Saddle River: Pearson Education, Inc. 2007. ISBN 0-13-186591-9 – selected chapters.
- [4] BRASSINGTON, F. – PETTITT, S.: Principles of Marketing. Harlow: Prentice Hall 2006. ISBN 0-273-69559-2
- [5] Marketing Science and Inspirations and Marketing&Media journals.
- With regard to new and available resources, supplementary literature will be updated on a continuous basis.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 16

A	ABS	B	C	D	E	FX
25,0	0,0	31,25	31,25	6,25	6,25	0,0

**Lecturers:** Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD.

**Last change:** 08.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/102AB/16	<b>Course title:</b> Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 40 % interim evaluation: - active attendance on seminars (in case of unjustified absence or unpreparedness on seminar loss of 10%) - interim evaluation (2 written intermediate tests 10%) - semester project – application of theoretical knowledge on selected organization – 30% 60 % final evaluation - exam – written test (corrective dates – oral exam) The overall student rating consists of the sum of the percentages for active attendance on seminars the semester project, and of the percentage obtained from the exam. Exam is written. System of interim evaluation is set on the beginning of semester. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> The aim of the course is to acquire the basic knowledge from the various areas of marketing theory. The subject emphasizes the importance and benefits of basic marketing postulates in terms of the interconnection of the organization and its customers. Emphasis is placed on acquiring skills in marketing decision-making and performing individual marketing activities of the organization, especially in strategic and marketing planning, market segmentation and market positioning, marketing research, analysis of marketing environment and consumer and organizational purchasing behavior in designing of marketing mix and in exploitation of international marketing. The subject also emphasizes the impact of the online environment and the selected specifics of digital marketing. In addition to gaining theoretical knowledge, the subject is also aimed at stimulating the students' ability to apply the marketing concept in economic practice.	
<b>Class syllabus:</b> 1. Position and importance of marketing in company development. 2. The nature of the marketing concept. 3. Strategic planning and marketing management. 4. Importance of marketing planning. 5. Marketing environment. 6. Marketing information system and marketing research.	

7. Shopping behavior of consumers in organizations.
8. Market segmentation, target group selection and creation of market position.
9. Marketing mix and advanced marketing mix.
10. Product as a marketing mix tool.
11. Pricing and pricing strategy of the company.
12. Distribution channels and physical distribution.
13. Marketing communication and marketing communication mix.
14. International marketing.

**Recommended literature:**

- [1] BAINES, P. – FILL, C. – PAGE, K.: Marketing. Oxford: Oxford University Press 2011. ISBN 978-0-19-957961-7
- [2] BLYTHE, J.: Principles and Practice of Marketing. 2nd Editon. Hampshire: Cengage Learning EMEA 2009. ISBN 978-1-4080-114-78
- [3] ARMSTRONG, G. – KOTLER, P.: Marketing: An Introduction. 8th Editon. Upper Saddle River: Pearson Education, Inc. 2007. ISBN 0-13-186591-9 – selected chapters.
- [4] BRASSINGTON, F. – PETTITT, S.: Principles of Marketing. Harlow: Prentice Hall 2006. ISBN 0-273-69559-2
- [5] Marketing Science and Inspirations and Marketing&Media journals.
- With regard to new and available resources, supplementary literature will be updated on a continuous basis.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 51

A	ABS	B	C	D	E	FX
66,67	0,0	15,69	11,76	3,92	1,96	0,0

**Lecturers:** Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD.

**Last change:** 08.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KEF/064AB/16		<b>Course title:</b> Mathematics I				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 5						
<b>Recommended semester:</b> 1.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> There will be two 75-minute midterm exams and one 100-minute final exam. Grading: The final course grade will be determined by: Midterm 1: 15%, Midterm 2: 15%, Final exam: 70%.						
<b>Learning outcomes:</b> This course gives students the possibility to understand basic mathematical principles with emphasis to Economy and Management. All the topics are supported by applications.						
<b>Class syllabus:</b> Linear algebra: Systems of linear equations, Gauss elimination, matrices, solving of matrix equations, determinants, vector spaces, eigenvalues and eigenvectors. Mathematical analysis: Functions in one variable, limits, derivatives, optimization problems, definite and indefinite integrals, applications.						
<b>Recommended literature:</b> [1] KNOR, M.: Mathematics for Managers I, Univerzita Komenského, Bratislava, 2003. [2] WINSTON, W.L.: Operation research, PWS-KENT Publishing Company, Belmont, California, 1991						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 10						
A	ABS	B	C	D	E	FX
0,0	0,0	10,0	20,0	10,0	30,0	30,0
<b>Lecturers:</b> prof. RNDr. Martin Knor, Dr., doc. RNDr. Mária Bohdalová, PhD.						
<b>Last change:</b> 25.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/065AB/16	<b>Course title:</b> Mathematics II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Mathematics I	
<b>Course requirements:</b> There will be one 75-minute midterm exam and a final 100-minute exam. Grading: The final course grade will be determined by: Midterm: 20%, Active participating on exercises: 10%, Final exam: 70%.	
<b>Learning outcomes:</b> This course is a continuation of Mathematics I and gives students the possibility to gain mathematical skills in solving optimization problems. In many economic applications, a manager deals with situations where several variables have to be included in the mathematical model, e.g. usually the output depends on a set of different input factors. Therefore, this course deals with optimization problems for functions depending on more than one independent variable. Students will solve some real problem using software Wolfram Mathematica.	
<b>Class syllabus:</b> Functions of several variables: partial derivatives, gradient, total differential, competitive and complementary products. Unconstrained and constrained optimization: optimality conditions, Lagrange multipliers, Kuhn-Tucker conditions. Linear programming: simplex methods, duality, sensitivity analysis. Integer linear programming.	
<b>Recommended literature:</b> [1] KNOR, M.: Mathematics for Managers II, Univerzita Komensk0ho, Bratislava, 2003. [2] WINSTON, W. L. 2004. Operations Research. Applications and Algorithms. Belmont: Thomson. Brooks/Cole. 2004. ISBN 0-534-52020-0	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 6						
A	ABS	B	C	D	E	FX
0,0	0,0	16,67	16,67	16,67	33,33	16,67
<b>Lecturers:</b> prof. RNDr. Martin Knor, Dr., doc. RNDr. Mária Bohdalová, PhD.						
<b>Last change:</b> 25.02.2018						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/101AB/16	<b>Course title:</b> Modern Marketing - New Trends
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 40 % – assessment during semester (semestral project - application of acquired theoretical knowledge on a selected organization – 20 %, semestral work on a preselected and approved topic – 20 %), 60 % – final written test. To obtain a grade A, one must obtain at least 91 points, for B at least 81 points, C at least 73 points, D at least 66 points, and E at least 60 points. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> By completing the subject the student acquires an overview of current trends in marketing documented through concrete examples of domestic and foreign practice. The student is able to identify the most suitable ones for the needs of their implementation in marketing practice, respecting the conditions of the Slovak market environment.	
<b>Class syllabus:</b> Evolution of marketing thinking. Holistic marketing. 2. Market segmentation. One-to-one marketing. 3. Changes in customer buying behavior. 4. Building and managing customer relationships. 5. Current approaches towards market positioning, brand building and brand management. 6. Marketing mix from the perspective of the organization and from the point of view of the customer, extended marketing mix. 7. New technologies and their impact on partial marketing strategies. 8. Word of Mouth Marketing. Buzz marketing. Viral marketing. 9. Guerilla marketing. Ambush marketing. 10. Product placement. Ambient media and marketing. 11. Internet Marketing. Social media and marketing. 12. Mobile marketing and m-commerce. 13. Other new forms of marketing. 14. Current approaches to measurement and evaluation of marketing activities.	
<b>Recommended literature:</b>	

KOTLER, P. – KELLER, K. L. – BRADY, M. – GOODMAN, M. – HANSEN, T.: Marketing Management. 2nd edition. Harlow: Pearson Education Limited, 2012. ISBN 978-0-273-7461-3  
BARKER, M. – BAKER, D. – BORMANN, N. – NEHER, K.: Social Media Marketing. A Strategic Approach. South-Western, Cengage Learning, 2013. ISBN 978-1-133-58927-3

**Languages necessary to complete the course:**  
English.

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0

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

**Last change:** 13.04.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/098AB/17	<b>Course title:</b> Money and Banking
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Successful completion of the course requires active lessons' participation during semester, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons. Scale of assessment (preliminary/final): Individual work, written essay and presentation, preliminary test, final written examination. Active lessons' participation during semester 10 %, Result semester test 10 %, Written essay and presentation 10 %. Result of final written exam: 70 %	
<b>Learning outcomes:</b> Graduates of the course will know the theoretical aspects of the money, banking system and money market as part of the financial market and the practical functioning of the most important segment of the money market – the interbank market focused on the conditions for the functioning of the euro area. Graduates will be able to obtain and process relevant economic data from reliable international sources.	
<b>Class syllabus:</b> Money and circulation of money: Fundamentals, functions and forms of money, currency and monetary system, monetary policy and its goals, instruments of monetary policy, foreign currency policy. Financial system: the task of financial system, financial markets and financial means, participants of financial markets, regulation of financial markets, financial market in Slovak republic and in other foreign countries. Banking system in Slovak republic and in other foreign countries: forms of banking system, development and present state of banking system, banking sector, specialised non-banking institutions. Position and main activities of commercial banks: legal form, main activities of commercial banks, requirements on banks, assets and debits management, banking risks. Counterfeiting and money laundering – definition, clarification, anti-counterfeiting measures, anti-money laundering measures. New forms of banking systems. Electronic banking and virtual money.	

<b>Recommended literature:</b> Stephen G. Cecchetti, Kermit L. Schoenholtz (2015) Money, Banking, and Financial Markets. McGraw-Hill Education, 2015. ISBN 978-981-4575-16-4 Cheol S. Eun, Bruce G. Resnick (2014) International Finance. McGraw-Hill Education, 2014. ISBN 978-0-0771-6161-3						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Katarína Rentková, PhD.						
<b>Last change:</b> 16.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/098AB/16	<b>Course title:</b> Money and Banking
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Successful completion of the course requires active participation in lectures and seminars, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons. Scale of assessment (preliminary/final): Individual work, written essay and presentation, preliminary test, final written examination. Seminars 30 %: (Activity in seminars 10%, Result semester test 10%, Written essay and presentation 10%) Result of final written exam : 70%	
<b>Learning outcomes:</b> Graduates of the course will know the theoretical aspects of the money, banking system and money market as part of the financial market and the practical functioning of the most important segment of the money market – the interbank market focused on the conditions for the functioning of the euro area. Graduates will be able to obtain and process relevant economic data from reliable international sources.	
<b>Class syllabus:</b> Money and circulation of money: Fundamentals, functions and forms of money, currency and monetary system, monetary policy and its goals, instruments of monetary policy, foreign currency policy. Financial system: the task of financial system, financial markets and financial means, participants of financial markets, regulation of financial markets, financial market in Slovak republic and in other foreign countries. Banking system in Slovak republic and in other foreign countries: forms of banking system, development and present state of banking system, banking sector, specialised non-banking institutions. Position and main activities of commercial banks: legal form, main activities of commercial banks, requirements on banks, assets and debits management, banking risks. Counterfeiting and money laundering – definition, clarification, anti-counterfeiting measures, anti-money laundering measures. New forms of banking systems. Electronic banking and virtual money.	
<b>Recommended literature:</b>	

Stephen G. Cecchetti, Kermit L. Schoenholtz (2015) Money, Banking, and Financial Markets. McGraw-Hill Education, 2015. ISBN 978-981-4575-16-4  
Cheol S. Eun, Bruce G. Resnick (2014) International Finance. McGraw-Hill Education, 2014. ISBN 978-0-0771-6161-3

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 106

A	ABS	B	C	D	E	FX
22,64	0,0	17,92	30,19	11,32	12,26	5,66

**Lecturers:** prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Katarína Rentková, PhD.

**Last change:** 16.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/099AB/16	<b>Course title:</b> Money and Banking
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Successful completion of the course requires active participation in lectures and seminars, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons. Scale of assessment (preliminary/final): Individual work, written essay and presentation, preliminary test, final written examination. Seminars 30 %: (Activity in seminars 10%, Result semester test 10%, Written essay and presentation 10%) Result of final written exam :70%	
<b>Learning outcomes:</b> Graduates of the course will know the theoretical aspects of the money, banking system and money market as part of the financial market and the practical functioning of the most important segment of the money market – the interbank market focused on the conditions for the functioning of the euro area. Graduates will be able to obtain and process relevant economic data from reliable international sources.	
<b>Class syllabus:</b> Money and circulation of money: Fundamentals, functions and forms of money, currency and monetary system, monetary policy and its goals, instruments of monetary policy, foreign currency policy. Financial system: the task of financial system, financial markets and financial means, participants of financial markets, regulation of financial markets, financial market in Slovak republic and in other foreign countries. Banking system in Slovak republic and in other foreign countries: forms of banking system, development and present state of banking system, banking sector, specialised non-banking institutions. Position and main activities of commercial banks: legal form, main activities of commercial banks, requirements on banks, assets and debits management, banking risks. Counterfeiting and money laundering – definition, clarification, anti-counterfeiting measures, anti-money laundering measures. New forms of banking systems. Electronic banking and virtual money.	
<b>Recommended literature:</b> Stephen G. Cecchetti, Kermit L. Schoenholtz (2015) Money, Banking, and Financial Markets. McGraw-Hill Education, 2015. ISBN 978-981-4575-16-4 Cheol S. Eun, Bruce G. Resnick (2014) International Finance. McGraw-Hill Education, 2014. ISBN 978-0-0771-6161-3	

<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 18						
A	ABS	B	C	D	E	FX
77,78	0,0	0,0	16,67	0,0	5,56	0,0
<b>Lecturers:</b> prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Katarína Rentková, PhD.						
<b>Last change:</b> 16.02.2018						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/023_IB/13	<b>Course title:</b> Open source and Linux
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> By completing the subject, the student will acquire skills in the Linux operating system using the software provided by the faculty and will acquire deeper theoretical knowledge from the field of POSIX operating systems. Alternative activity in the four ACVA phases of the project solution – Analytical (2-4 weeks), Conceptual (2-4 weeks), Verifying (1-3 weeks) and Argumentative (1-3 weeks).	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>• Historical lookup of development software and its creation. From collective intelligence to community development.</li> <li>• Principles and management of the development open-source projects, sources of motivation for community developers</li> <li>• Formalization and institutionalization of open-source projects, successful commercial and non-commercial projects and their business models</li> <li>• Introduction to the GNU / Linux operating system, overview of its distributions and related systems</li> <li>• System installation, basic program packages, system preparation for common office and home use, peripheral equipment setup.</li> <li>• Introduction to server services for a small computer network, network setup, and security</li> <li>• Working with command line and specialized programs in the GNU / Linux environment</li> </ul>	
<b>Recommended literature:</b> [1]. CHRISTOPHER NEGUS, 2015. Linux Bible. 9th Edition. B.m.: WILEY. ISBN ISBN: 978-1-118-99987-5. [2]. WILLIAM SHOTTS, 2012. The Linux Command Line [online]. 1st Edition [cit. 9. február 2018]. ISBN ISBN-13: 978-1593273897. Dostupné na: <a href="http://linuxcommand.org/tlcl.php">http://linuxcommand.org/tlcl.php</a> [3]. VOGEL, K.: Producing Open-source Software. O'Reilly Media, Sebastopol, California, 2005 [4]. RAYMOND, E. S.: The Cathedral and The Bazaar. O'Reilly Media, Sebastopol, California, 1999	

<b>Languages necessary to complete the course:</b> slovak language, english language						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 119						
A	ABS	B	C	D	E	FX
95,8	0,0	1,68	2,52	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Vincent Karovič, PhD., Mgr. Vincent Karovič, PhD.						
<b>Last change:</b> 09.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/018AB/16	<b>Course title:</b> Operations Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The evaluation consists of two parts. The first part is the presentation of the seminary work or project (40 points). The second part represents a combination of written and oral examination (60 points). The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> This operations management course is intended to be an analysis of the operating practices and procedures found in either manufacturing firms or companies providing services. The focus is on the set of activities, which lead to the transformation of inputs into outputs in an efficient way and to the value creation in the form of goods and services for the customers. Thus, operations management spans the real value-added activities of an organization including product and process design, material and information flow, inventory and material-handling management, process improvement, and also many supporting activities like production planning and control systems, quality management, demand management, and productivity management. These topics will be covered based on the principles, methodology and tools of lean management concept and other relevant concepts related to operations management like supply chain management and quality management approaches.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Characteristics of operations management and effective production system</li> <li>2. Characteristics of lean management and lean logistics</li> <li>3. Process management when having capacity shortage</li> <li>4. Process management when having capacity excess</li> <li>5. Process improvement based on the target condition and design for operational excellence concepts</li> <li>6. Tools for process improvement and problem solving</li> <li>7. Inventory management and pull system</li> <li>8. Productivity management</li> <li>9. Creating the lean culture of continuous improvement and engaged employees</li> </ol>	
<b>Recommended literature:</b> [1] HILL, A., HILL, T. Operations management. 3rd edition. Palgrave Macmillan, 2012.	

- [2] TAYLOR, D., BRUNT, D. Manufacturing Operations and Supply Chain Management. 2001.
- [3] WOMACK, J. P., JONES, D. T. Lean Thinking: Banish Waste and create Wealth in your Corporation. Free Press, 1996, 2003.
- [4] MONDEN, Y. Toyota Production System: An Integrated Approach to Just-in-Time. 4th edition. CRC Press Taylor & Francis, 2012.
- [5] CHARRON, R., HARRINGTON, H. J., VOEHL, F., WIGGIN, H. The Lean Management Systems Handbook. Productivity Press, 2015.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 52

A	ABS	B	C	D	E	FX
88,46	0,0	11,54	0,0	0,0	0,0	0,0

**Lecturers:** doc. Ing. Milan Fekete, PhD.

**Last change:** 01.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/022AB/16	<b>Course title:</b> Operations Management and Logistics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Introduction to Management I, Introduction to Management II	
<b>Course requirements:</b> Two written tests during the semester, each evaluated with 20 points. Final exam in the exam period, evaluated with 60 points. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> The aim of the course Operations Management and Logistics is to obtain basic theoretical knowledge of the principles and methods of effective management of processes related to the transformation of inputs into finished products including logistics activities both within the company and within the supplier-customer relations, in accordance with the application of principles, methods and tools of lean management concepts and management of supplier-consumer relations. Subject of learning will be both production organizations as well as organizations providing services. Theoretical lessons will be complemented by lectures of practitioners and case studies in order to address the problems of practical application.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Characteristics of operations management, efficient production system and logistics</li> <li>2. Characteristics of the lean management concept and management of supplier-customer relations</li> <li>3. Process and operation management when changing demand</li> <li>4. Improving processes through the target state (Design for operational excellence)</li> <li>5. Tools for process improvement and solutions of non-conforming situations</li> <li>6. Inventory management and pull system</li> <li>7. Creating a culture of continuous improvement and engagement in the organization</li> <li>8. Inbound logistics and supplier management</li> <li>9. Distribution and reverse logistics</li> <li>10. Transportation and storage management</li> <li>11. Information processing in operations management and logistics</li> </ol>	
<b>Recommended literature:</b>	

- [1] HILL, A., HILL, T. Operations management. Third Edition. Palgrave Macmillan. USA. 778 p. 2012. ISBN 978-0-230-36290-1.
- [2] CHASE, R. B., JACOBS, F. R., AQUILANO, N. J. Operations Management for Competitive Advantage. The McGraw-Hill/Irwin Series. 11th edition, 2006, ISBN 0-07-111552-8.
- [3] LIKER, J. The Toyota Way. McGraw-Hill, 2004. 330 p. ISBN 0-07-139231-9.
- [4] FEKETE, M., HUL'VEJ, J. Contemporary approaches on the lean management implementation in the Slovak industrial organizations In: Comenius Management Review, roč. 6. - Bratislava: Univerzita Komenského, 2012. p. 4-13.
- [5] FEKETE, M., MIKLOŠIKOVÁ, Z. Collaborative process learning on the shop-floor from the perspectives of lean management In: Knowledge and Learning: Global Empowerment [electronic source]. Celje: International School for Social and Business Studies, 2012. p. 383-392 [CD-ROM]. ISBN 978-961-6813-09-9.
- [6] FEKETE, M. World class manufacturing - the concept for performance increasement and knowledge acquisition. In: Trendy v podnikání 2013. Plzeň: Západočeská univerzita v Plzni, 2013 [electronic source]. [online]. ISBN 978-80-261-0321-9.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1

A	ABS	B	C	D	E	FX
0,0	0,0	100,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. Ing. Milan Fekete, PhD., Ing. Jaroslav Hul'vej, PhD.

**Last change:** 12.04.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/105AB/16		<b>Course title:</b> Operations Research				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b>						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> RNDr. Eva Kostrecová, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMn/041AB/16		<b>Course title:</b> Personnel Management - Selected Topics				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b>						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Case study solution and presentation, passing the final comprehensive exam. Scale of assessment (preliminary/final): 100/0						
<b>Learning outcomes:</b> Understanding of basic features of traditional Japanese approach to management such as life-time employment, Ringi system, and seniority system						
<b>Class syllabus:</b> Introduction to the course A brief outline of Japanese history Japanese society and business environment in Japan The postwar recovery and the "miracle" of Japanese economy Bubble economy and the "lost ten years" era Typical characteristics of traditional Japanese approach to management Specific features of HRM in Japanese large industrial companies Management development in Japan Total Quality Management philosophy in Japan						
<b>Recommended literature:</b> Rudy, J. - Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008 Ouchi, W.: Theory Z, Addison- Wesley Publishing Company, Massachusetts, 1981						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 32						
A	ABS	B	C	D	E	FX
81,25	0,0	3,13	3,13	0,0	3,13	9,38
<b>Lecturers:</b> Mgr. Jana Fratričová, PhD., prof. Ing. Ján Rudy, PhD.						
<b>Last change:</b> 31.01.2018						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMn/053AB/16		<b>Course title:</b> Personnel Management in Small Companies				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 6.						
<b>Educational level:</b> I.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b> Journals: Journal of Human Resource Management. UK Bratislava.						
<b>Languages necessary to complete the course:</b> english						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD.						
<b>Last change:</b> 01.06.2017						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/220AB/16	<b>Course title:</b> Principles of Financial Accounting I
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Introduction into Business	
<b>Course requirements:</b> test 1 - 15% test 2 -25 % Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> The goal of the subject is to master basic accounting procedures for double-entry accounting for entrepreneurs and process of the financial statements preparation and their interpretation.	
<b>Class syllabus:</b> Principles of Financial Accounting is taught in two terms. The course covers principles of the Financial Accounting. Students will learn fundamentals of financial accounting (double-entry bookkeeping), accounting procedures. The emphasis is given to practical exercises of the most frequent accounting transactions within accounting categories. Topics focused on are: Accounting as an information system, global sets of Accounting US GAAP and IFRS, Conceptual framework of Accounting, Financial Statements preparation and interpretation, Accounting cycle, accounting transactions and adjusting entries, Merchandise operations, Cash and Cash equivalents, Accounts Receivables, Inventory and Marketable securities, Liabilities and Equity, Financial Statement analysis.	
<b>Recommended literature:</b> 1. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business Decision Making, WileyPLUS, 7th Edition, 2013 2. Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and Managerial Accounting, WileyPLUS, 2nd Edition, 2015 3. Reeve, Warren Duchac - The principles of Financial Accounting-11th edition, 12th edition 4. Kimmel, Weyghandt, Kieso: Financial Accounting -5th edition and higher	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 6						
A	ABS	B	C	D	E	FX
33,33	0,0	16,67	33,33	0,0	16,67	0,0
<b>Lecturers:</b> doc. RNDr. Darina Saxunová, PhD., Mgr. Lenka Chorvatovičová						
<b>Last change:</b> 08.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/221AB/16	<b>Course title:</b> Principles of Financial Accounting II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Introduction to Business	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> The goal of the subject is to master basic accounting procedures for double-entry accounting for entrepreneurs and process of the financial statements preparation and their interpretation.	
<b>Class syllabus:</b> Principles of Financial Accounting is taught in two terms The course covers principles of the Financial Accounting. Students will learn fundamentals of financial accounting (double-entry bookkeeping), accounting procedures. The emphasis is given to practical exercises of the most frequent accounting transactions within accounting categories. Topics focused on are: Accounting as an information system, global sets of Accounting US GAAP and IFRS, Conceptual framework of Accounting, Financial Statements preparation and interpretation, Accounting cycle, accounting transactions and adjusting entries, Merchandise operations, Cash and Cash equivalents, Accounts Receivables, Inventory and Marketable securities, Liabilities and Equity, Financial Statement analysis.	
<b>Recommended literature:</b> Literature: 1. Companion website: <a href="http://bcs.wiley.com/he-bcs/">http://bcs.wiley.com/he-bcs/</a> 2. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business Decision Making, WileyPLUS, 7th Edition, 2013 3. Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and Managerial Accounting, WileyPLUS, 2nd Edition, 2015 4. Carl S. Warren, Jonathan Duchac, Jim Reeve - Principles of Financial Accounting South-Western, Cengage Learning, 14th edition, 5. Curtis L. Norton & Gary A. Porter: Introduction to Using Finance Accounting Information: Publisher: South-Western, Cengage Learning, 8th Edition 2013	
<b>Languages necessary to complete the course:</b>	

English						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 16						
A	ABS	B	C	D	E	FX
25,0	0,0	31,25	18,75	12,5	6,25	6,25
<b>Lecturers:</b> doc. RNDr. Darina Saxunová, PhD., Mgr. Lenka Chorvatovičová						
<b>Last change:</b> 21.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/005AB/16	<b>Course title:</b> Programming in Wolfram Mathematica I
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b> FM.KEF/065AB/16 - Mathematics II FM.KEF/134AB/16 - Introduction to Financial Management FM.KEF/222AB/16 - Financial Mathematics FM.KEF/116AB/16 - Statistics	
<b>Recommended prerequisites:</b> Mathematics I, II, Statistics, Statistical methods, Economics I, II and Introduction to Finance	
<b>Course requirements:</b> Participation in seminars and elaboration of the final project. Scale of assessment (preliminary/final): 100	
<b>Learning outcomes:</b> Learning Outcomes: Wolfram Mathematica is software used to perform both simple and complicated mathematical calculations which requires no previous knowledge of or training in computer programming. This course is about programming in Mathematica oriented into advanced data analysis and will cover such areas as econometrics in addition to the language of the software itself. Because it can be used for a variety of computational techniques it can be useful for students in mathematics, the sciences, management, economics, finance, accounting and information sciences. The output should be a project presented on a student conference	
<b>Class syllabus:</b> Course Syllabus: <ul style="list-style-type: none"> <li>• Use Wolfram Mathematica modelling &amp; simulation software to develop, implement, and debug algorithms for a range of typical problems in management, economics, and finance.</li> <li>• Analyse posed problems, define the “best-fit” computational approach, and write well-designed, well-documented, modular code using an interpreter-based scripting language of Wolfram Mathematica.</li> <li>• Utilize extensive Mathematica visualization/graphics capabilities to present the code output in an easily understandable, report/publication-style format.</li> <li>• Get introduced to building of interactive applications with Mathematica</li> </ul> Since programming is usually intensively time consuming, the courses Programing using Wolfram Mathematica I and II can be taken in parallel in the same semester, if necessary, in order to have enough time to complete larger projects.	
<b>Recommended literature:</b>	

<b>Recommended Literature:</b> [1] VARIAN, H.: Computational Economics and Finance Modeling and Analysis with Mathematica. Springer, 1996. ISBN 978-03-879-4518-7 [2] WOLFRAM, S. 2015. An Elementary Introduction to the Wolfram Language. <a href="http://www.wolfram.com/language/elementary-introduction/preface.html">http://www.wolfram.com/language/elementary-introduction/preface.html</a> [3] <a href="http://www.wolfram.com/learningcenter/tutorialcollection/">http://www.wolfram.com/learningcenter/tutorialcollection/</a> - Wolfram Mathematica Tutorial Collection from Wolfram Research (a collection of free downloadable pdf files)						
<b>Languages necessary to complete the course:</b> Good knowledge of English language is strongly recommended, but not absolutely necessary.						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. RNDr. Mária Bohdalová, PhD.						
<b>Last change:</b> 13.10.2017						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/006AB/16		<b>Course title:</b> Programming in Wolfram Mathematica II				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b>						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. RNDr. Mária Bohdalová, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/051AB/16		<b>Course title:</b> Project Management				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 5						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/104AB/16	<b>Course title:</b> Psychology for Managers
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester: 20% for essay presentation. Final written exam: 80% A = 91 – 100%, B = 81 – 90%, C = 80 – 73% , D = 72 – 66% , E = 65 – 60%. Active participation in excercises is mportant. Scale of assessment (preliminary/final): 20/80	
<b>Learning outcomes:</b> By the end of the course students will receive a basic knowledge of the personality, wil have basic knowledge in empathy, team building, perception, motivation, interpersonal communication etc. They will understand cultural differences in the business context. It will be developed selected managerial skills needed to work effectively with subordinates: effective interpersonal communication, FV, presentation skills.	
<b>Class syllabus:</b> 1. Personality and personality types. 2. Perception process. 3. Managers vs. leaders - attributes of personalities. 4. Effective interpersonal interaction - communication – verbal and nonverbal communication, FB. 4. Active listening. 5. Empathy and assertivity. 6. EQ and CQ.	
<b>Recommended literature:</b> THILL, J. V. – BOVEÉ, C. L. 2012. Business Communication Essentials. New Jersey : Pearson, 2012. TUBBS, S. L. – MOSS, S. 1997. Human Communication. 6th Edition. New York : McGraw-Hill, 1997. WHETTEN, D. A. – CAMERON, K. S. 2011. Developing Management Skills. Pearson, 2011.	
<b>Languages necessary to complete the course:</b> english	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 2						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	100,0
<b>Lecturers:</b> doc. PhDr. Rozália Sulíková, PhD.						
<b>Last change:</b> 27.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/215AB/16	<b>Course title:</b> Research Methods
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Take-home assignment accounts for 100% of grade (either review of a research paper or data analysis).	
<b>Learning outcomes:</b> Upon taking the course, the student will have a thorough understanding of how to do research. He will be able to define a research topic, find relevant literature, obtain data and use right methods in order to analyze and conclude on them.	
<b>Class syllabus:</b> Session 1 Starting the research Session 2 Literature review & topic specification Session 3 Data collection & retrieval Session 4 Qualitative methods Session 5 Quantitative methods Session 6 Challenges for thesis & paper writing Session 7 Example of the research	
<b>Recommended literature:</b> 1. Ashby, Mike. "How to write a paper." Engineering Department, University of Cambridge, Version 5 (2000): 38. 2. Murray, Rowena. How to write a thesis. McGraw-Hill International, 2011. 3. Freedman, D., R. Pisani, and R. Purves. "Statistics (2007)." (1978). 4. Stock, James H., and Mark W. Watson. Introduction to econometrics. Vol. 104. Boston: Addison Wesley, 2003. 5. Selected research papers	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 38						
A	ABS	B	C	D	E	FX
73,68	0,0	23,68	0,0	2,63	0,0	0,0
<b>Lecturers:</b> Mgr. Rastislav Molnár						
<b>Last change:</b> 13.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/307AB/16		<b>Course title:</b> Special Topics in IT Projects				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 6.						
<b>Educational level:</b> I.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Michal Greguš, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/115AB/16	<b>Course title:</b> Statistical Methods
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Statistics	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 30/70	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> Introduction to the subject: The view of the methods of examining dependencies between statistical variables. 2. Analysis of dependence between qualitative variables - association (chi-quadrade test). 3. Analysis of variance - ANOVA. Parametric and nonparametric ANOVA methods. 4. Correlation analysis. Covariance and correlation matrix. 5. Regression analysis: Linear and nonlinear models. Simple linear model. Least squares method (LSM). 6. Multiple linear model. Methods of selecting variables for a model. Multicollinearity. 7. Introduction to stochastic processes: types of stochastic processes, stationary process, autocorrelation function. 8. Application of time series in management. Indices. 9. Decomposition of time series into components (multiplier, additive): trend, cycle, seasonality and random component. Subjective trend in the time series. 10. Estimation of trend using mathematical curves (line, parabola, Gomperz curve, exponential trend, logistic trend). 11. Moving averages method in determining the trend. Exponencional smoothing. 12. Seasonal component in time series. Winterson method (additive, multiplier). 13. Random tests. Forecasting by time series analysis.	
<b>Recommended literature:</b> 1. Pacáková a kol.: Štatistické metódy pre ekonómov. Iura Edition 2009, resp. Wolters Kluwer (kniha tlačená+ zberka príkladov B, info na <a href="https://www.wolterskluwer.sk/sk/statisticke-metodypre-ekonomov.p570.html">https://www.wolterskluwer.sk/sk/statisticke-metodypre-ekonomov.p570.html</a> )	

2. Erik Šoltés a kol.: Štatistické metódy pre ekonómov - zbierka príkladov. Wolters Kluwer 2015. ISBN 978-80-8168-234-6 (aj elektronicky, info na <https://www.wolterskluwer.sk/sk/statistickemetody-pre-ekonomov-zbierka-prikladov.p2120.html>)

Strana: 2

3. Pacáková a kol.: Štatistická indukcia pre ekonómov a manažérov. Wolters Kluwer 2015. (obsahuje riešené príklady v SASe, aj elektronicky, info na <https://www.wolterskluwer.sk/sk/statisticka-indukcia-pre-ekonomov-a-manazerov.p2006.html>)

Literature - older:

Chajdiak J., Rublíková E., Gudába M: Štatistické metódy v praxi. STATIS Bratislava 1997.

Chajdiak J., Komorník J., Komorníková M.: Štatistické metódy. STATIS Bratislava 1999

Eva Rubíková: Analýza časových radov. IURA EDITION, Bratislava 2007,

ISBN-978-80-8078-139-2

McClave J. T., Benson P. G., Sincich T.: Statistics for Business and Economics, Prentice-Hall, INC., 2001 <http://www.prenhall.com/mcclave/>

Wonnacot T. H., Wonnacot R. J.: Introductory Statistics. John Wiley and Sons; Third Edition edition (1977)

Hanke J. H., Reitsch A. G.: Understanding Business Statistics, Richard D. Irwin, INC., 1991

E-book: <http://www.statsoft.com/textbook/stathome.html>

SAS on-line documentation: <http://support.sas.com/onlinedoc/913/docMainpage.jsp>

#### **Languages necessary to complete the course:**

English

#### **Notes:**

#### **Past grade distribution**

Total number of evaluated students: 13

A	ABS	B	C	D	E	FX
15,38	0,0	7,69	69,23	7,69	0,0	0,0

**Lecturers:** prof. RNDr. Jozef Komorník, DrSc.

**Last change:** 22.02.2018

**Approved by:**



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/116AB/16	<b>Course title:</b> Statistics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 30/70	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction into the course. Introduction into probability theory.</li> <li>2. Conditional probability, independence, and Bayes theorem.</li> <li>3. Random variable – definition, types (discrete and continuous), transformation, probability division.</li> <li>4. Distribution function and its basic characteristics. Density functions for continuous random variable.</li> <li>5. Types of theoretical probability distributions.</li> <li>6. Probability distributions derived from normal probability distribution.</li> <li>7. Limits: Convergence of random variables, law of large numbers, central limits.</li> <li>8. Random vector. Dependence and independence of random variables.</li> <li>9. Introduction into mathematical statistics. Descriptive statistics, primary graphic representation of statistical data. Classification of statistical data. Frequency table.</li> <li>10. Random choice and its basic characteristics. Selective characteristics. Unbiased and consistent estimates. Basic characteristics of realization of random choice.</li> <li>11. Interval estimates for random choice from normal distribution.</li> <li>12. Introduction into statistical hypothesis testing. Errors of first and second category during statistical hypothesis testing.</li> <li>13. Statistical hypothesis testing: parametric tests (for parameters of normal distribution).</li> </ol>	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. Chajdiak J., Rublíková E., Gudába M: Štatistické metódy v praxi. STATIS Bratislava 1997.</li> <li>Chajdiak J., Komorník J., Komorníková M.: Štatistické metódy. STATIS Bratislava 1999</li> <li>2. McClave J. T., Benson P. G., Sincich T.: Statistics for Business and Economics, Prentice-Hall, INC., 2001 <a href="http://www.prenhall.com/mcclave/">http://www.prenhall.com/mcclave/</a></li> </ol> Strana: 2 <ol style="list-style-type: none"> <li>3. Viera Pacáková a kolektív: Štatistika pre ekonómov. IURA EDITION, Bratislava 2003.</li> <li>4. Viera Pacáková a kolektív: Štatistika pre ekonómov. Zbierka príkladov B. IURA EDITION,</li> </ol>	

Bratislava 2005.						
5. Electronic textbook of statistics (in Czech): <a href="http://badame.vse.cz/iastat/">http://badame.vse.cz/iastat/</a>						
6. Electronic textbook of statistics (in English): <a href="http://www.statsoft.com/textbook/stathome.html">http://www.statsoft.com/textbook/stathome.html</a>						
<b>Languages necessary to complete the course:</b>						
English						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 49						
A	ABS	B	C	D	E	FX
40,82	0,0	20,41	24,49	10,2	4,08	0,0
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD., prof. RNDr. Jozef Komorník, DrSc.						
<b>Last change:</b> 22.02.2018						
<b>Approved by:</b>						