

## Course descriptions

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## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/216AM/17	<b>Course title:</b> Advanced Corporate Finance
<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> Financial Management	
<b>Course requirements:</b> Scale of assessment (preliminary/final): Take-home assignment accounts for 100% of grade.	
<b>Learning outcomes:</b> Upon taking the course, the student will have a thorough understanding of the main aspects of corporate finance decision making. He will understand key concepts of corporate finance and be able to apply these concepts and methods in real-life business decisions.	
<b>Class syllabus:</b> Session 0 Introduction to Corporate Finance Session 1 Corporate Investment Policy Session 2 Capital Structure Session 3 Financial distress & Information asymmetry Session 4 Corporate Governance Session 5 Mergers and Acquisitions & External financing Session 6 & 7 Case Studies	
<b>Recommended literature:</b> 1. Berk, J. B., and P. M. DeMarzo. Corporate finance. Pearson Education, 2007. 2. M. Grinblatt and S. Titman. Financial Markets and Corporate Strategy, McGraw-Hill, 2001. 3. Tirole, Jean. The theory of corporate finance. Princeton University Press, 2010. 4. Selected research papers a case studies	
<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	50,0	50,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Rastislav Molnár						
<b>Last change:</b> 07.02.2018						
<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/044M/00	<b>Course title:</b> Advertising
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 70% - continuous assessment through the course, active participation on seminary - development of a semester campaign project, its presentation and defence 30% - a written test	
<b>Learning outcomes:</b> On the base of knowledge obtained from the subjects of Marketing and Marketing Management, to deepen knowledge about integrated marketing communication within a marketing mix of a firm, develop competences to coordinate the marketing communication processes and make use of advertising for promotion activity of profitable and unprofitable organizations, advertisement making as a product of advertising agency.	
<b>Class syllabus:</b> 1. Introduction to Advertising. Marketing communication. System and process of marketing communication. Personal, impersonal, formal and informal marketing communication. 2. Integrated marketing communication. Advertising. Sales promotion. Personal selling. Public relations. Sponsoring. Direct marketing. Planning process model of marketing communication. Processes of co-ordination in marketing communication. 3. Communication Aspects of Advertising. Communication process. Advertising in marketing communication. Feature, goals, final recipients and required reactions. 4. Advertising Campaign. Advertising Strategy. Advertising process. "The 5 Ms" of Advertising. Analysing, planning, implementing and control in advertising. 5. Creating Advertisements and Commercials. Creative copywriting. Art direction. Creative production. 6. Advertising Business. Advertising expenditures. Types of advertising agencies, graphic studios, arrangement, advertising articles making. 7. Advertising Media.	

<p>Media planning. Intramedia and intermedia selection. Optimal media types for specific products. Shopping media plan. Media buyers and media representatives.</p> <p>8. Advertising and Law I.</p> <p>Advertising law. General requirements, celebrity protection, child protection. Unfair competition and advertising. Comparative advertising. Consumer protection law, foodstuffs law, animal protection law, national language law, medicament law, authoring law, economic competition law. Tax legislation. Comparison of advertisement law design in some states. Responsibility in advertisement.</p> <p>9. Ethical Aspects of Advertising.</p> <p>International code of advertising practiced. Ethic codes. Advertisement ethic protection association. Advertisement self-regulation. Advertisement Slovak board decision. Foreign self-regulation boards decision.</p> <p>10. Analysis of selected commercials.</p> <p>11. Semester project presentations.</p> <p>12. Final evaluation.</p>																				
<p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• ŠTARCHOŇ, P.: Vademecum reklamy. Vybrané teoretické aspekty. Bratislava: UK 2004.</li> <li>• VYSEKALOVÁ, J. – MIKEŠ, J.: Reklama. Jak dělat reklamu. Praha: Grada Publishing 2007.</li> <li>• HORŇÁK, P.: Reklama. teoreticko-historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2010.</li> <li>• ARENS, W. – WEIGOLD, M. – ARENS, CH.: Contemporary Advertising, 13e. McGraw-Hill 2010.</li> <li>• BOVEÉ, C. L.: Contemporary Advertising. McGraw-Hill 2006.</li> <li>• TELLIS, G. J.: Reklama a podpora prodeje. Praha: Grada Publishing 2000.</li> <li>• OGILVI, D.: O reklamě. Praha: Management Press 1996.</li> <li>• SCHULTZ, D.: Moderní reklama. Praha: Grada 1995.</li> <li>• ProQuest – database</li> <li>• Marketing Science and Inspirations, Marketing magazine, Stratégie</li> </ul>																				
<p><b>Languages necessary to complete the course:</b></p> <p>Slovak, English</p>																				
<p><b>Notes:</b></p>																				
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 262</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>63,74</td><td>0,0</td><td>27,86</td><td>4,2</td><td>2,29</td><td>0,0</td><td>1,91</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	63,74	0,0	27,86	4,2	2,29	0,0	1,91
A	ABS	B	C	D	E	FX														
63,74	0,0	27,86	4,2	2,29	0,0	1,91														
<p><b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.</p>																				
<p><b>Last change:</b> 02.06.2015</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.KEF/171M/11	<b>Course title:</b> Analysis of the Bond
<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> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Mathematics, statistics	
<b>Course requirements:</b> Test during the semester, exam Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After completing this subject, students will understand the basic concepts of credit relationships and bonds as a negotiable security and will also be able to use bonds and their duration and convexity as methods of managing assets and liabilities.	
<b>Class syllabus:</b> Brief syllabus: Thematic plan - lectures: 1. The introduction into the bonds, meaning of the credits in the economics, credit characteristics, credit types 2. Analysis of the credit competence 3. The evaluation of return on the business plan 4. Credit assurance and the risk measurement determination 5. Economic understanding of the bonds 6. Basics of the bonds evaluation 7. The problem of the period by the bonds evaluation 8. Government bonds and their meaning by the risk-free interest rate determination 9. Meaning of the bond duration. Modified bond duration and its meaning. Dollar bond duration and its meaning. 10. Bond convexity. 11. Specific types of bonds and the evaluation 12. Basic principles of the bonds trading 13. The creation and management of the bonds portfolio Thematic plan - seminar: 1. Introductory seminar 2. Analysis of the credit competence of the client – example	

3. Return of the business plan evaluation - example 4. Credit assurance and the risk measure determination - example 5. Basic of the financial mathematics used by the bonds evaluation 6 Bond price calculation at the day of the issue of the bonds and by the coupon payout 7 Bond price calculation beyond the coupon payot period 8. Bond price calculation by the variable rate interest 9. Taking advantage of the bonds duration 10 Utilization of the modified bonds duration and the dollar bond duration 11. Bond convexity and its utilization 12. Specific bonds evaluation 13. The creation and management of the bonds portfolio						
<b>Recommended literature:</b> Literature: 1. Brealey, Richard A. - Myers, Stewart C. Teorie a praxe firemních financí. Translated by Zdeněk Strnad - Vilém Jungmann - Tomáš Hlaváč. Vyd. 1. Praha : Computer Press, 2000. xix, 1064. ISBN 80-7226-189-4. 2. Sharpe, William F. - Alexander, Gordon J. Investice. Translated by Zdeněk Šlehoř. 4. vyd. Praha : Victoria Publishing, 1994. 810 s. ISBN 80-85605-47-3. 3. Blake, David. Analýza finančních trhů. Translated by Aleš Hrnčíř - Petr Šedý - Pavel Šimůnek. Vyd. 1. Praha : Grada, 1995. 623 s. ISBN 80-7169-201-8. 4. Jílek, Josef. Termínové a opční obchody. Vyd. 1. Praha : Grada, 1995. 286 s. ISBN 80-7169-183-6 5. Graham, Benjamin - Dodd, David L. Security analysis :principles and technique. 2nd ed. New York : McGraw-Hill Book Company, 1940. xiii, 851. ISBN 0-07-141228-X.						
<b>Languages necessary to complete the course:</b> Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 63						
A	ABS	B	C	D	E	FX
85,71	0,0	3,17	6,35	4,76	0,0	0,0
<b>Lecturers:</b> Ing. Boris Štunc, CSc., Ing. Libuša Čurlejšová						
<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.KMk/001M/00		<b>Course title:</b> Bank 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> 3						
<b>Recommended semester:</b> 1., 3.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> 40 percent final test 60 percent activity during class						
<b>Learning outcomes:</b> Banks must, like other market players, the competitive environment of an open market economy guided by the application of modern business philosophy, and the use of marketing activities in their activities. Bank marketing objective of the course is to provide students with a comprehensive picture of the issues and focus primarily on defining the basic concepts, importance and specifics of bank marketing, marketing strategy specifics of banking entities, the importance of marketing research information, bank customers, the process of segmentation, extended marketing mix in the banking and characteristics of its individual elements.						
<b>Class syllabus:</b>						
<b>Recommended literature:</b> <ul style="list-style-type: none"><li>• Štarchoň, P.: Bankový marketing. Vybrané časti. Pracovný materiál.</li><li>• Korauš, A.: Marketing v bankovníctve a poisťovníctve. Bratislava: Sprint 2000.</li><li>• Belás, J.: Retail banking. Bratislava: Iura Edition 2008.</li><li>• Juřík, P. Platební karty. Praha: Grada Publishing 2006.</li><li>• Databáza ProQuest, Biatec, Trend, Profit, Marketing Science and Inspirations</li><li>• Vzhľadom na nové a dostupné zdroje bude priebežne aktualizovaná.</li></ul>						
<b>Languages necessary to complete the course:</b> Slovak, English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 260						
A	ABS	B	C	D	E	FX
65,0	0,0	27,31	6,54	1,15	0,0	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.						

<b>Last change:</b> 06.03.2018
<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/011M/10	<b>Course title:</b> 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> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> Brief Syllabus: 1. Significance of banking and its functions - issue, distributional, redistributional, savings. 2. Basic types of banking systems - one-stage, two-stage banking system. 3. Methods of banking systems - universal, separate, mixed banking. 4. Representations, branches, subsidiaries of CB - representation, branch, agency, subsidiary. 5. Banking in the EU - EU's directives for the area of banking. 6. Regulatory organs in SR - legislative – laws. 7. Capital of commercial bank - TIER 1, TIER 2, TIER 3, - functions. 8. Basel's agreements about capital - BASEL 1, BASEL2 9. The influence of Central bank on resources of commercial banks - minimum reserves requirements, state bonds, treasuries. 10. European system of central banks - ESCB, Eurosystem, ECB. 11. Retail banking - bank clients, products, services, distribution. 12. Electronic banking - types of products, block of products, advantages. 13. Firm's clientele - segmentation, institutional clientele.	

**Recommended literature:**

Literature:

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

**Languages necessary to complete the course:****Notes:****Past grade distribution**

Total number of evaluated students: 141

A	ABS	B	C	D	E	FX
52,48	0,0	24,82	12,77	5,67	2,84	1,42

**Lecturers:** Mgr. Lucia Paškrťová, PhD.**Last change:** 02.06.2015**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/067_M/14	<b>Course title:</b> Brand 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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester, it is necessary to prepare the topic. Topic to be practically focused on: 1 One company that has several brands in the portfolio. In the first case it is necessary to map the hierarchical structure of the brands in the company, to identify the characteristics and objectives of selected brands, to examine their operation, assess their success (or failure) of a name the reasons for the success or failure policy, build brand (or brands). The work is to analyze the use and potential synergies as well as real or potential threat of cannibalization of brands. In the end, it is necessary to evaluate how successfully or unsuccessfully in a selected company operates strategic brand management. 2 Comparison of two competing companies that are building only one brand. In this case it is necessary to identify the characteristics and objectives in relation to building brands, name used methods and means to deal with image and personality characteristics of selected brands as well as their historical context. In conclusion, it is necessary to make a comparison of selected brands, methods and means of building and assess their prospects. Scale of assessment (preliminary/final): 100% during the semester.	
<b>Learning outcomes:</b> Student receives a set of knowledge in management of brand building, learns to when you need to build a brand and when not. They will get acquainted with how to build, manage and pozicionovat' brand, will know how to acquire and use the brand itself, which is owned by another entity. Learn the typology of brands will be able to consider what models to use in the process of brand building and grab their advantages and disadvantages. The purpose is to familiarize students with basic approaches, opportunities, and strategic marketing alternatives in the process of building a brand or brands at firm level. Will be able to grasp the role and importance of the brand for the enterprise, become familiar with the possibilities of extending the portfolio of brands company-level, or on the contrary, downsizing the company by selling a portfolio of brands. The subject is an outline of brand protection issues, issues of valuation methodologies brands, creating synergies between brands. comparison of existing brands and brand rankings.	
<b>Class syllabus:</b> 1 Brand - Brand Management, its place in the system of management. Build or not to build the brand of businesses in which builds the brand.	

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

#### **Recommended literature:**

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

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

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

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

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

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

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

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

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

Slovak

#### **Notes:**



<b>Past grade distribution</b>						
Total number of evaluated students: 52						
A	ABS	B	C	D	E	FX
73,08	0,0	23,08	0,0	1,92	0,0	1,92
<b>Lecturers:</b> doc. PhDr. Eva Smolková, CSc.						
<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/194FJM/15		<b>Course title:</b> Business Finance Case Studies				
<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> 3.						
<b>Educational level:</b> 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: 14						
A	ABS	B	C	D	E	FX
92,86	0,0	0,0	7,14	0,0	0,0	0,0
<b>Lecturers:</b> Dr. Frédéric Delaneuville, PhD., Mgr. Anna Jurišová						
<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/186M/13	<b>Course title:</b> Business protocol 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> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> This is a 70% interim evaluation and a 30% evaluation in the test period. The ongoing evaluation includes case studies and active participation in studying, role-playing and overall active participation in classes. Assessment in the exam period is an oral exam. To achieve an A grade, it is necessary to obtain 90 points, for a B grade at least 80 points, for a C grade at least 70 points, for a D grade at least 65 points and for an E grade at least 60 points.	
<b>Learning outcomes:</b> Students will acquire competences from all forms of social etiquette, learn to address social situations and rules of behavior at home, at work and in the public. They will acquire skills to behave in work and out of work situations, they will assume an attitude and identification with the business protocol principles which are the basis of professionalism of a successful manager, a graduate of the Faculty of Management UK. Through case studies, students can transfer theoretical background into practice.	
<b>Class syllabus:</b> Introduction to subject study, literature and conditions for subject completion. 2. Every situation is unique, non-recurrent only principles are repeated. Is it possible to learn the etiquette? 3. We are not equal in society. 4. How we introduce ourselves. How we greet. Business cards. Addressing people. 5. Gifts and presents. Everyday etiquette. 6. We travel together. In a hotel. In the café. 7. Mobile etiquette. 8. Our scent is our dress. Clothes make a man. 9. How a man dresses up. A shirt and a tie. Shoes. Underwear. Accessories. Festive clothing. 10. How a woman dresses up. Shoes. Underwear. Festive clothing. 11. Business attire (dress code). 12. Conclusion of the lessons, evaluation of the subject and evaluation of the students.	
<b>Recommended literature:</b> ŠRONĚK, I. : Etiketa a etika v podnikání .(Etiquette and Ethics in Business). Prague, Management Press 1995	

TÓTH, L. : Protokol a etiketa v diplomacii a obchode (Protocol and Etiquette in Diplomacy and Trade). Bratislava 1995  
 JANUŠKA, E. : Základy spoločenských stykov .(Basics of Social Contacts.) Bratislava 1996  
 BRÁZDOVA, D. : Rules of Social Behavior. Iris 1997  
 GULLOVÁ, S. : Mezinárodní obchodní a diplomatický protokol (International Business and Diplomatic Protocol). Grada 2008  
 ŠPAČEK, L. : Nová velká kniha etikety .(New Large Etiquette Book. ) Mladá Fronta 2011  
 CHORVÁTH, J. : Lexikón slušného správania (Lexicon of Good Behavior.) Matys 1997

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 139

A	ABS	B	C	D	E	FX
95,68	0,0	2,88	0,0	0,0	0,0	1,44

**Lecturers:** PaedDr. Janka Chládecká, PhD.

**Last change:** 05.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/187M/13	<b>Course title:</b> Business protocol 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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> This is a 70% interim evaluation and a 30% evaluation in the test period. The ongoing evaluation includes case studies and active participation in studying, role-playing and overall active participation in classes. Assessment in the exam period is an oral exam. To achieve an A grade, it is necessary to obtain 90 points, for a B grade at least 80 points, for a C grade at least 70 points, for a D grade at least 65 points and for an E grade at least 60 points.	
<b>Learning outcomes:</b> Students will acquire competences from all forms of social etiquette, learn to address social situations and rules of behavior at home, at work and in the public. They will acquire skills to behave in work and out of work situations, they will assume an attitude and identification with the business protocol principles which are the basis of professionalism of a successful manager, a graduate of the Faculty of Management UK. Through case studies, students can transfer theoretical background into practice.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to subject study, literature and conditions for subject completion.</li> <li>2. Dining. Setting the table. Serving food and customer service. How to eat properly.</li> <li>3. In the restaurant. Being a nice companion. What is taboo.</li> <li>4. Common social occasions. Family. Work. Visit.</li> <li>5. Admission interview. In office.</li> <li>6. Company party. Granting awards.</li> <li>7. Social events at work. Breakfast and brunch. Business lunch.</li> <li>8. Working meeting. We're going to the fair. Signing contracts.</li> <li>9. Festive social events. Reception. Banquet. Buffet lunch. Réveillon. Garden party. Breakfast in the grass. Racing, golf, yacht.</li> <li>10. The holiday etiquette is never on holiday. Cocktail. Vernissage, Baptism. Matinee. A glass of wine. Tea at Five. Parties, Ball. Toasts and Talks. Accidents. Faux-passes. Smoking and alcohol. We meet important personalities.</li> <li>12. Contacts with the world. The first impression and image in business protocol and its perception by different cultures.</li> <li>13. Conclusion of the lessons, assessment of the subject and evaluation of the students.</li> </ol>	

**Recommended literature:**

Recommended literature:

ŠRONĚK, I. : Etiketa a etika v podnikání .(Etiquette and Ethics in Business). Prague, Management Press 1995

TÓTH, L. : Protokol a etiketa v diplomacii a obchode (Protocol and Etiquette in Diplomacy and Trade). Bratislava 1995

JANUŠKA, Ľ. : Základy spoločenských stykov .(Basics of Social Contacts.) Bratislava 1996

BRÁZDOVA, D. : Rules of Social Behavior. Iris 1997

GULLOVÁ, S. : Mezinárodní obchodní a diplomatický protokol (International Business and Diplomatic Protocol). Grada 2008

ŠPAČEK, L. : Nová velká kniha etikety .(New Large Etiquette Book. ) Mladá Fronta 2011

CHORVÁTH, J. : Lexikón slušného správania (Lexicon of Good Behavior.) Matys 1997

**Languages necessary to complete the course:****Notes:****Past grade distribution**

Total number of evaluated students: 132

A	ABS	B	C	D	E	FX
96,97	0,0	0,76	0,76	1,52	0,0	0,0

**Lecturers:** PaedDr. Janka Chládecká, PhD.

**Last change:** 05.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/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> 1.	
<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.KMk/010M/00	<b>Course title:</b> Communication Techniques in Marketing
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 70 percent during semester, 30 percent final exam Scale of assessment (preliminary/final): 70/30	
<b>Learning outcomes:</b> Objective of the course in terms of learning outcomes and competences The aim of the subject is to deepen the basic general knowledge about the professional communication of the manager in marketing and knowledge about selected tools of marketing communication.	
<b>Class syllabus:</b> Social communication. Theory of communication. Mass communication. Communications at a business meeting. Communication techniques of lobbying. Rozdielyv intercultural communication techniques in marketing. Communication with the public. Presentation managers in marketing communications. Application of communication skills in marketing manager. Sales skills managers. Techniques of guerrilla marketing. Lie, lie, handling marketing. Ethics in marketing communications. Use of selected elements of NLP in marketing.	
<b>Recommended literature:</b> Keller, K. L., & Kotler, P. (2016). Marketing management. Pearson. Kotler, P., & Keller, K. L. (2012). Marketing management . New Jersey, US: Pearson Education.	
<b>Languages necessary to complete the course:</b> Slovak, English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 57						
A	ABS	B	C	D	E	FX
54,39	0,0	21,05	14,04	3,51	1,75	5,26
<b>Lecturers:</b> doc. PhDr. Magdaléna Samuhelová, CSc.						
<b>Last change:</b> 15.02.2018						
<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/003M/00	<b>Course title:</b> Company Code of Ethics
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> ---	
<b>Course requirements:</b> 100% continuous evaluation on the basis of fulfilment of tasks assigned during the class (90%) and active participation in class (10%). For the „A“ evaluation 91 points at least are needed, for the „B“ evaluation 81 points at least are needed, for the „C“ evaluation 73 points at least are needed, for the „D“ evaluation 66 points at least are needed, for the „E“ evaluation 60 points at least are needed.	
<b>Learning outcomes:</b> Students will gain up-to-date knowledge on preparation of codes of ethics and to learn about the methodic steps of creation of codes of ethics.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Ethics program of organization</li> <li>2. Institutionalization of ethics in organization</li> <li>3. Nature of codes of ethics</li> <li>4. Kinds of codes of ethics</li> <li>5. Meaning of corporate codes of ethics</li> <li>6. Order of steps in preparing corporate code of ethics</li> <li>7. Content of corporate code of ethics</li> <li>8. Structure of corporate code of ethics</li> <li>9. Forms for supporting corporate code of ethics</li> <li>10. Applying corporate code of ethics</li> <li>11. Control of work corporate codes of ethics</li> <li>12. Change of corporate code of ethics</li> </ol>	
<b>Recommended literature:</b> REMIŠOVÁ, A.: Vademecum of Business Ethics. Bratislava: Sprint2, 2011. Selected codes of ethics from Internet.	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 128						
A	ABS	B	C	D	E	FX
80,47	0,0	11,72	3,91	1,56	0,0	2,34
<b>Lecturers:</b> prof. PhDr. Anna Remišová, CSc., doc. Mgr. Anna Lašáková, PhD.						
<b>Last change:</b> 05.06.2017						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/050M/17	<b>Course title:</b> Computer Networks 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> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> By completing the subject, the student will acquire the theoretical knowledge about network communication models, knowledge of active and passive network elements and currently used network models, ie ISO-OSI and TCP/IP. The aim of the subject is to provide the basic theoretical knowledge about communication in the computer network to students. On a practical page, the subject will be discussed by installing, connecting the workstation to the network (installing and configuring Windows and Linux systems and connecting them to the network). By completing the subject the student will acquire the theoretical bases, with which he will understand the mechanisms of communication in computer networks. Education is divided into an alternative form to 4 phases AKVA - Analytical (2-4 weeks), Conceptual (2-4 weeks), Verification (1-3 weeks), Argumentative (1-3 weeks). Študent po absolvovaní predmetu získa teoretické vedomosti o modeloch sieťovej komunikácie, znalosti o aktívnych a pasívnych sieťových prvkoch a v súčasnosti používaných sieťových modeloch, tj ISO-OSI a TCP/IP. Účelom predmetu je poskytnúť študentovi základné teoretické vedomosti o problematike komunikácie v počítačovej sieti. Po praktickej stránke sa bude predmet zaoberať inštaláciou, pripájaním pracovnej stanice do siete (inštalácia a konfigurácia systémov Windows a Linux a ich pripojenie do siete). Absolvovaním predmetu získa študent teoretické základy, s pomocou ktorých pochopí mechanizmy komunikácie v počítačových sieťach. Vzdelávanie je v alternatívnej forme rozdelené do 4 fáz AKVA – Analytická (2-4 týždne), Konceptná (2-4 týždne), Verifikačná (1-3 týždne), Argumentačná (1-3 týždne).	
<b>Class syllabus:</b> 1. Introduction to computer networks 2. Windows Workstation on the network	

3. Linux as a network client 4. ISO-OSI reference model - introduction, 1. layer 5. ISO-OSI Reference Model - 2nd and 3rd vs 6. ISO-OSI reference model - 4-7th layer 7. The TCP-IP protocol set 8. Direction of communication in TCP-IP networks 9. Install and configure Windows 10. Installing and Configuring Linux 11. Configuring operating systems according to network needs						
<b>Recommended literature:</b> [1]. GIBSON, Darril, 2011. Microsoft Windows Networking Essentials. 1 edition. San Francisco: Sybex. ISBN 978-1-118-01685-5. [2]. LEIDEN, Candace a Marshall WILENSKY, 2009. TCP / IP For Dummies. 6 edition. Indianapolis, Ind.: For Dummies. ISBN 978-0-470-45060-4. [3]. MANN, Scott, 2001. Linux TCP/IP Network Administration. 1 edition. Upper Saddle River, N.J: Prentice Hall. ISBN 978-0-13-032220-3. [4]. MEYERS, Mike, 2015. CompTIA Network+ All-In-One Exam Guide, Sixth Edition. 6 edition. New York: McGraw-Hill Education. ISBN 978-0-07-184822-0.						
<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: 3						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Vincent Karovič, PhD., Mgr. Vincent Karovič, PhD.						
<b>Last change:</b> 10.02.2018						
<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/052M/00	<b>Course title:</b> Conflict Solving
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Individual written paper (30%), Team presentation (40%), In-class activities (30%).	
<b>Learning outcomes:</b> Students are familiarized with different types and sources of conflicts at workplace and possible approaches how to deal with them. By taking part in various active excersices, using case studies, discussions and role plays, students acquire skills in identification, analysing and solving conflicts, and they improve their negotiation skills.	
<b>Class syllabus:</b> 1. Role of conflict at workplace. 2. Basic approaches to dealing with conflicts. 3. Nature and development of conflict. 4. Negotiation styles (competitive, cooperative, principial and virtual negotiation). 5. People in conflicts. 6. Motivational and interactive preferences in resolving conflict. 7. Negotiation - techniques, approaches and results. 8. Interests and power in conflicts. 9. Strategies of resolving conflicts. 10. Practical exercises aimed to identification of a conflict in a given situation. 11. Student presentations. Class involves a series of case studies, negotiation exercises, in-class debates, and a course project.	
<b>Recommended literature:</b> Plamínek, J. Konflikty a vyjednávání. Praha: Grada, 2009, 2. vyd. ISBN 978-80-247-2944-2 Negotiation. Boston: Harvard Business School Press, 2003. ISBN 978-1-59139-111-1 Journal of HRM. Comenius University in Bratislava, Faculty of Management, Slovakia	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	



<b>Past grade distribution</b>						
Total number of evaluated students: 231						
A	ABS	B	C	D	E	FX
79,65	0,0	11,26	3,03	1,73	0,87	3,46
<b>Lecturers:</b> Mgr. Zuzana Kirchmayer, PhD., Mgr. Jana Fratričová, PhD.						
<b>Last change:</b> 11.02.2018						
<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/050M/00	<b>Course title:</b> Consumer Behavior
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> <input type="checkbox"/> Familiarize students with the field of consumer behavior and with its relations to other marketing functions <input type="checkbox"/> Develop understanding of critical issues in managing consumer behavior <input type="checkbox"/> Combine theoretical framework with a real-world application	
<b>Class syllabus:</b> Week Topic Sept 21st – Sept 25th Week 1 Consumer behavior and consumer research <input type="checkbox"/> Why study consumer behavior? <input type="checkbox"/> Evolution of consumer behavior <input type="checkbox"/> How do you study consumers? <input type="checkbox"/> Underlying principles of consumer behavior (including B2B market) Sept 28th – Oct 2nd Week 2 Marketing strategies for customer-centric organizations <input type="checkbox"/> The century of the consumer <input type="checkbox"/> From market analysis to market strategy – where does CB fit? <input type="checkbox"/> Customer loyalty and retention strategies – CRM <input type="checkbox"/> Global marketing strategy Oct 5th – Oct 9th Week 3 The consumer decision process - intro <input type="checkbox"/> Introduction into CDP model <input type="checkbox"/> Variables that shape the decision process <input type="checkbox"/> Types of decision process <input type="checkbox"/> Factors influencing the extent of problem solving Case 11 – Creating brands that last Oct 12th – Oct 16th	

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

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

Oct 19th – Oct 23rd

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

- ☐ Purchase

Case 5 – Crimson cup

Oct 26th – Oct 30th

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

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

Nov 2nd – Nov 6th

Week 7 Guest speaker

Nov 9th – Nov 13th

Week 8 Individual determinants of consumer behavior – part 1

- ☐ Demographics, psychographics and personality
- ☐ Consumer Motivation

Case 4 – Family furniture

Nov 16th – Nov 20th

Week 9 Individual determinants of consumer behavior – part 2

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

Nov 23rd – Nov 27th

Week 10 Environmental influences on consumer behavior

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

Case 6 - Aldi

Nov 30th – Dec 4th

Week 11 Influencing consumer behavior

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

Dec 7th – Dec 11th

Week 12 Measuring consumer behavior – market research

- ☐ Managing customer insight
- ☐ Market research in practice

Case 7 – National Christmas tree association

Dec 14th - Dec 18th

Week 13 Guest speaker

### **Recommended literature:**

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

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

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

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

Periodicals on the internet

FMUK library (external information sources <a href="http://www.uniba.sk/?id=1867">http://www.uniba.sk/?id=1867</a> )						
<b>Languages necessary to complete the course:</b> Slovak, English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 115						
A	ABS	B	C	D	E	FX
46,09	0,0	40,0	11,3	1,74	0,87	0,0
<b>Lecturers:</b> Mgr. Igor Tóth, PhD.						
<b>Last change:</b> 02.06.2015						
<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/049M/00	<b>Course title:</b> Corporate Social Responsibility and Management
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The total 100 % rating of the subject consists of: <ul style="list-style-type: none"> <li>• Continuous evaluation: 30 points for active participation in lessons and case studies.</li> <li>• Seminar paper elaboration and presentation: 70 points.</li> </ul> The topics of the seminar work concern the possibilities of applying socially responsible business in different sectors of the national economy, respectively. in different fields of activity, with emphasis on the following areas: social responsibility objectives; analysis of CSR measures; economic justification of social responsibility; advantages and barriers to the application of social responsibility, or others (taking into account the particularities of the chosen sector / subject of activity).	
<b>Learning outcomes:</b> The aim of the subject is to give students a chance to apply a socially responsible business, which is an indication of how business entities can influence their activities interests of other groups in their immediate surroundings. Highlight the fact that the company is a direct part of the surrounding world, not only focusing on economic growth but also on the impact of social, environmental and / or environmental impacts.	
<b>Class syllabus:</b> Corporate Social Responsibility - Definitions and History. Corporate Social Responsibility and Related Terms. Reasons for adopting the concept of socially responsible business. Corporate Social Responsibility in the World and Slovakia. World Movement of Corporate Social Responsibility. Strategies of Corporate Social Responsibility for Transnational Companies in Slovakia. Corporate Social Responsibility under the conditions of small and medium-sized enterprises. The bases of adopting the concept of socially responsible entrepreneurship in small and medium-sized enterprises. Themes and barriers to the application of this concept. Economic rationale for applying this concept. Corporate Social Responsibility in the Supply Chain. The Importance of Corporate Responsibility in the Supply Chain. Current issues of this concept in the supply chain. The role and responsibility of final consumers.	

<p>Corporate Social Responsibility and community support.          Business Citizenship. Motivation of cooperation. Benefits and risks of mutual cooperation. Trends in cooperation and business and non-profit sector.          Corporate Social Responsibility and Public Policy.          The importance of public policy in the everyday life of citizens. Creating and managing CSR strategies. Examples of public support for CSR in the EU and Slovakia.          Assessing Corporate Social Responsibility. Examples and annual reports of socially responsible business organizations.          Performance indicators. Principles of preparation of annual reports. Challenges to the future.</p>						
<p><b>Recommended literature:</b>          NATTRASS, B. – ALTOMARE, M. The Natural Step for Business. Gabriola Island: New Society Publishers. 2001, 222 s. ISBN 0-86571-384-7          THE WORLDWATCH INSTITUTE. State of the World 2008: Innovations for a Sustainable Economy. London: W.W. Norton &amp; Company. 2008, 253 s. ISBN 978-0-393-33031-1          HAWKEN, P. Přírodní kapitalizmus. Praha: Mladá fronta, 2003. ISBN 80-204-1084-3          BRAUNTGART, M. – McDONOUGH, W. Cradle to Cradle: Remaking the Way We Make Things. 2002. ISBN-10: 0865475873</p>						
<p><b>Languages necessary to complete the course:</b>          Slovak, English</p>						
<p><b>Notes:</b></p>						
<p><b>Past grade distribution</b>          Total number of evaluated students: 59</p>						
A	ABS	B	C	D	E	FX
79,66	0,0	10,17	1,69	1,69	3,39	3,39
<p><b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD.</p>						
<p><b>Last change:</b> 12.03.2018</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.KEF/094M/09	<b>Course title:</b> Corporate Valuation (1)
<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., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Financial Management, Fundamentals of Financial Management	
<b>Course requirements:</b> In the course of the semester, the student will be awarded a project of evaluation of the selected company, which will serve for the overall evaluation. In order to obtain an A rating, it is necessary to obtain a minimum of 91 points, to obtain a score B of at least 81 points, a C rating of at least 76 points, a D score of at least 66 points and an E score of at least 60 points. Scale of assessment (preliminary/final): 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 and accounting principles and basics statistical concepts.	
<b>Learning outcomes:</b> This is an introductory course in corporate valuation. The course has two main objectives: 1) Develop an understanding of the tools that are used to analyze firm's financial statements, for preparing financial plans and to realize basics evaluating methods for valuing firms: DCF method, DDM method and Valuation Multiples. 2) Understand the basic issues involved in how the evaluation process is working in real world. Emphasis will be placed on appreciating the limitations and challenges that are faced when applying the theoretical framework of Corporate Valuation approaches in firm valuation.	
<b>Class syllabus:</b> Brief Syllabus: 1. Basic characteristics of the Corporate Valuation. 2. Legal minimum for enterprises combinations in Slovakia. 3. Valuation methods based on financial ratios. 4. Valuation methods based on discounted cash flow approach. 5. Estimating/forecasting future Free Cash Flow of the firm. 6. Calculation Weighted Average Cost of Capital. 7. Determining real value of the firm from stockholders view. 8. Case Study (Appraisal of the company which is traded on the stock exchange). 9. Case Study (Appraisal of the company which is traded on the stock exchange)	

10. Case Study (Appraisal of the company which is traded on the stock exchange)						
11. Case Study (Appraisal of the company which is traded on the stock exchange)						
<b>Recommended literature:</b> Literature: 1. McKinsey & Company, Inc. Copeland, T. Koller, T. Murrin, J.: Valuation Measuring and Managing the Value of Companies - 3rd Edition, John Wiley & Sons, Inc.2000 2. Brigham, E. F., Ehrhardt, M. C.: Financial Management, 11th Edition, Thomson, South-Western, 2005 3. Hitchner, J. R.: Financial Valuation, Applications and Models, John Wiley & Sons, Inc., 2003 4. Farkaš, R.: Kombinácie Podnikov, Iura Edition, 2008 5. Mařík, M. a kol.: Metody oceňování podniku, druhé vydání, Ekopres, 2007						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 187						
A	ABS	B	C	D	E	FX
86,1	0,0	10,16	2,14	0,53	0,53	0,53
<b>Lecturers:</b> Mgr. Martin Vozár, 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.KEF/095M/10	<b>Course title:</b> Corporate Valuation (2)
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The prerequisite for this class is a passing grade in Introduction to Financial management and in Financial management. Another prerequisite for this class is in foundations of accounting and statistics. Therefore, it is expected that students will be comfortable with the following topics: Weighted Average Cost of Capital (WACC), Discounted cash flow model (DCF), Valuation Multiples, diversification, valuation of stocks - Dividend Discount Model (DDM), Capital Asset Pricing Model (CAPM), financial planning (AFN formula), financial ratios, Value Based Management, depreciation, standard deviation and correlation. Scale of assessment (preliminary/final): Grading: Problem and Cases Sets: 30%Project: 70%	
<b>Learning outcomes:</b> This is an advanced business valuation course. The course has three main objectives: 1. Develop an understanding of the tools used to prepare a complete DCF valuation model in MS Excel for a publicly tradable company. 2. Understand advanced issues related to how the evaluation process works in the real world. 3. Emphasis is placed on assessing the constraints and problems encountered by the analyst in applying the theoretical framework of company valuation	
<b>Class syllabus:</b> Class Syllabus: <ul style="list-style-type: none"> <li>• Introduction to financial modelling in MS Excel</li> <li>• How to analyze industry trends?</li> <li>• Financial analysis of a company</li> <li>• FCF calculation, CAPEX&amp;OPEX preparation</li> <li>• DCF model preparation (financial plan)</li> <li>• DCF model preparation (WACC, TV growth rates, FCF)</li> <li>• Preparation of valuation model with using Valuation Multiples approach (analyzing data for industry and for company)</li> <li>• Preparation of valuation model with using Valuation Multiples approach (calculation of values and interpreting results)</li> <li>• Dividend Discount Model preparation (DDM)</li> <li>• Case Study</li> </ul>	

- Case Study

### **Recommended literature:**

1. T. Koller, M. Goedhart, A. Wessels.: Valuation Measuring and Managing the Value of Companies, 5th Edition, McKinsey & Company, Inc., 2010.
2. Brigham, E. F., Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014.
3. Hitchner, J. R.: Financial Valuation, Applications and Models, John Wiley & Sons, Inc., 2013.
4. Bloomberg Professional Terminal
5. yahoo.finance.com

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

English

### **Notes:**

Notes:

We will use lecture notes and they will be distributed during the semester. The lecture notes are self-contained, thus, no textbook is required. For those of you who wish to use a textbook in addition to the class notes, I recommend that you use:

Brigham, E. F., Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014.

This textbook can be used as background reading for those of you who wish to read ahead of the lecture or dig deeper into the material. This textbook is available for purchase online at Amazon.com and it is also available at the FMUK Library.

There will be several cases studies in this course. The cases are intended to help you understand the course material and prepare you for your own project.

I will announce in class when you should start to prepare your own project and when the project solutions are due in class. The solutions for the project will be discussed in class. You can work alone or with other students on the project. However, you need to write up your own individual solution for your project and turn it in for credit. If you work with other students, note their names on your solution.

Please bring a PC to class. We will use MS Excel for calculation.

During the class we will use Bloomberg Professional Terminal as source of financial data.

### **Past grade distribution**

Total number of evaluated students: 71

A	ABS	B	C	D	E	FX
78,87	0,0	11,27	1,41	7,04	1,41	0,0

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

**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/004_M/15		<b>Course title:</b> Creation of Online Projects II				
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 3.						
<b>Educational level:</b> 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: 29						
A	ABS	B	C	D	E	FX
96,55	0,0	0,0	0,0	0,0	0,0	3,45
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, 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/003_M/15		<b>Course title:</b> Creation of online projects I				
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 2.						
<b>Educational level:</b> 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: 57						
A	ABS	B	C	D	E	FX
89,47	0,0	0,0	0,0	0,0	0,0	10,53
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, 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.KMk/011M/00	<b>Course title:</b> Creativity in Marketing
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 70 percent during semester, 40 percent final exam For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> The aim of the course is to acquaint students with the principles of creative work in marketing communications, with the basic creative techniques that are used in the creation of marketing and advertising campaigns.	
<b>Class syllabus:</b> 1 Creativity in marketing communications - Introduction. 2 Creativity and its development. 3 Creative techniques in practice. 4 SWOT analysis and mind map. 5 Creativity in developing new brands. 6 How Brief Agency - Communication assignment. 7 Creative activities in advertising agencies. 8 Creative activity in PR agencies. 9 Creating advertising campaigns. 10 Making television and radio advertising scripts. 11 Creativity in staging large corporate and social events. 12 Creativity in political marketing. 13 Presentation of advertising campaigns creative teams of students. 14 Final test and evaluation.	
<b>Recommended literature:</b> Dahlen, Micael. Creativity unlimited : thinking inside the box for business innovation / Chichester, England; Hoboken, N.J. : John Wiley,, c2008. elektronický zdroj <a href="http://site.ebrary.com/lib/uniba/Doc?id=10377812">http://site.ebrary.com/lib/uniba/Doc?id=10377812</a> Philip Kotler: Marketing management, Praha, Grada Publishing 2001. 2. Petr Žák: Kreativita a její rozvoj, Brno, Computer Press 2004. 3. Pavel Hornák: Nová abeceda reklamy, Central European Advertising 2003. 4. Jon Steel: Reklama, průzkum, příprava a plánování, Brno, Computer Press 2003. 5. David A. Aaker: Brand Building, Brno, Computer Press 2003. 6. Z. Křížek, I. Crha: Jak psát reklamní text, Praha. Grada Publishing 2003. 7. David Ogilvy: Ogilvy o reklamě, Praha, Managment Press 1996. 8. Stratégie.	

<b>Languages necessary to complete the course:</b> Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 175						
A	ABS	B	C	D	E	FX
78,86	0,0	17,71	2,29	0,57	0,0	0,57
<b>Lecturers:</b> PhDr. Jozef Heriban						
<b>Last change:</b> 02.06.2015						
<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/002M/00		<b>Course title:</b> Credit Risk Analysis of Financial Portfolios				
<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> 2.						
<b>Educational level:</b> 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: 23						
A	ABS	B	C	D	E	FX
91,3	0,0	8,7	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Mária Bohdalová, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Jozef Jackuliak, PhD.						
<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.KEF/003M/10		<b>Course title:</b> Credit Risk Analysis of Financial Portfolios				
<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> 3.						
<b>Educational level:</b> 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: 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> doc. RNDr. Mária Bohdalová, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Jozef Jackuliak, PhD.						
<b>Last change:</b> 02.06.2015						
<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/099M/12	<b>Course title:</b> Current Trends in Practice 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> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100% Case study presentation Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim is to give the graduate CUFM students the opportunity to get the first-hand information about present trends in the practice of management as an example from Slovnaft, a.s.	
<b>Class syllabus:</b> 1. Introduction to the course. Entrepreneurship in the oil refinery industry – specific features and trends. 2. Slovnaft's response to the industry's and global challenges. 3. Refinery I – managerial challenges in production. 4. Refinery II – management of production processes. 5. Logistics and management of BOPZ (i.e. Slovak acronym for work safety and health preservation at the workplace). 6. Financial management of the company I. 7. Financial management of the company II. 8. Trade. 9. Retail trade management in the time of crisis. 10. Basic rules of economic competition. 11. What is easier – to talk to the employees or to people from newspaper? Similarities and differences of internal and external communication in the strategically important company. 12. Human resource management I – Personnel management vs. HRM. 13. Human resource management II – Talent management	
<b>Recommended literature:</b> Slovnaft a.s. company sources.	
<b>Languages necessary to complete the course:</b> Slovak and English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 410						
A	ABS	B	C	D	E	FX
91,22	0,0	3,41	1,46	1,22	0,98	1,71
<b>Lecturers:</b> prof. Ing. Ján Rudy, PhD., Mgr. Jana Fratričová, PhD.						
<b>Last change:</b> 29.11.2017						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/025M/00	<b>Course title:</b> Customer Relationship Marketing
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> Process of creating customer value, measuring the cost of customer acquisition and retention, tracking customers and other processes as a part of CRM	
<b>Class syllabus:</b> 1 A systematic approach to the definition of relationship marketing . Theory of relationship marketing . Criticism of marketing relationships with customers. 2 Analytical CRM . Sources of data for CRM system . The process of data mining . Data Mining Techniques . Applications of data mining . Process of creating a customer database . 3 Operational CRM . Marketing processes , business processes and service delivery process . Call centers . 4 Implementation of CRM and the problems associated with it . Tactical measures of successful implementation . Rules for the success of the project and the preconditions for successful CRM implementation. Shortcomings in the implementation of CRM . 5 Innovation CRM . CRM innovation process and the process of evaluating opportunities . Activities related to innovation CRM . Risk management failure of CRM innovation . CRM innovation problems . 6 Identification of the various relationships within the organization . " Traditional market " relations between the customer , the organization and competitors . The "special market " relations . Mega relations . Nano relations .	
<b>Recommended literature:</b> Customer relationship management : a global perspective / Vyd. údaje Aldershot, Hampshire, England ; : Burlington, VT : : Gower,, c2008. <a href="http://site.ebrary.com/lib/uniba/Doc?id=10362159">http://site.ebrary.com/lib/uniba/Doc?id=10362159</a> 1. BUTTLE, Francis. 1996. Relationship Marketing: Theory and Practice. London : Paul Chapman Publishing Ltd, 1996. 202 s. ISBN 1-85396-313-5. 2. FREEMANTLE, David. 1996. Bezkonkurenční služby zákazníkům. Test kvality. Praha : Management Press, Ringier ČR, a. s., 1996. 162 s. ISBN 80-85943-26-3.	

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

**Languages necessary to complete the course:**

Slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 229

A	ABS	B	C	D	E	FX
65,94	0,0	27,51	3,06	0,44	0,44	2,62

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

**Last change:** 12.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/101M/13		<b>Course title:</b> Data Processing I - SQL				
<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> 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: 6						
A	ABS	B	C	D	E	FX
83,33	0,0	0,0	0,0	0,0	0,0	16,67
<b>Lecturers:</b> Ing. Miroslav Baláž, 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/103M/13		<b>Course title:</b> Data Processing II - VBA				
<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> 2.						
<b>Educational level:</b> 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: 8						
A	ABS	B	C	D	E	FX
62,5	0,0	12,5	25,0	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Miroslav Baláž, 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/053M/09		<b>Course title:</b> Data Processing for Management and Marketing (Data Mining 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> 2.						
<b>Educational level:</b> 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: 47						
A	ABS	B	C	D	E	FX
40,43	0,0	42,55	10,64	2,13	0,0	4,26
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.						
<b>Last change:</b> 02.06.2015						
<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/054M/09		<b>Course title:</b> Data Processing for Management and Marketing (Data Mining 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> 3.						
<b>Educational level:</b> 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
64,0	0,0	32,0	4,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.						
<b>Last change:</b> 02.06.2015						
<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/268M/16	<b>Course title:</b> Data Science and Big Data Analytics
<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> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> In order to complete this course successfully and gain the maximum benefits from it, students should have basic quantitative background and understanding of basic statistics. They should have some experience with a scripting language like Python, Java or R and some knowledge of SQL. All prerequisites will be reviewed during the Session 0 and available as the reference during the course.	
<b>Learning outcomes:</b> Upon the successful completion of this course, students will be able to explain how advanced analytics can be leveraged to create competitive advantage and actively participate on a big data or other analytics projects. They will be able to frame a business challenge as an analytics challenge, apply appropriate analytic techniques and tools to analyse data and create models to identify important insights. They will be able to design data visualizations to communicate insights to stakeholders.	
<b>Class syllabus:</b> Session 1: Introduction to Big Data Analytics Session 2: Data Analytics Lifecycle Session 3: Data Analytics Methods Session 4: Advanced Data Analytics Session 5: Technologies and Tools Session 6: Outcomes and Data Visualization	
<b>Recommended literature:</b> 1. EMC Education Services. Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data. John Wiley & Sons, 2015. 2. Miller, Thomas. Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science. FT Press, 2014. 3. Provost, Foster, and Tom Fawcett. Data Science for Business: What you need to know about data mining and data-analytic thinking. " O'Reilly Media, Inc.", 2013. 4. Marsland, Stephen. Machine learning: an algorithmic perspective. CRC press, 2015. 5. Granville, Vincent. Developing analytic talent: Becoming a data scientist. John Wiley & Sons, 2014.	

<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
50,0	0,0	0,0	25,0	25,0	0,0	0,0
<b>Lecturers:</b> Ing. Eugen Molnár, PhD., Mgr. Rastislav Molnár						
<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.KIS/059M/00		<b>Course title:</b> Decision Support Systems and Expert Systems in Management				
<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> 2.						
<b>Educational level:</b> 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: 3						
A	ABS	B	C	D	E	FX
66,67	0,0	33,33	0,0	0,0	0,0	0,0
<b>Lecturers:</b> PhDr. Peter Veselý, PhD., RNDr. Eva Kostrecová, PhD.						
<b>Last change:</b> 02.06.2015						
<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/093M/00	<b>Course title:</b> Defense and Safety Policy of EU
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectiv, complexity, team work, outputs).	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> Brief Syllabus: 1. Ratium Motivational and methodical introduction into the course. Explanation of complicated process of building the European security till the present state of ESDP and development of European security strategy, the change of geopolitical situation in Europe and the change of character of security risks and threats. The support for international cooperation in the security issues. 2. Common European foreign and security policy – second pillar of the EU Milestones in creation the Common foreign and security policy of the EU. The need of institutional and procedural precipitateness of decision making process. Petersburg's missions: Roma declaration, Hague platform, humanitarian and safety missions, peace keeping, military actions during the crisis management. Implementation of Petersburg's missions, the EU's capability to solve questions of crisis management, overview of operational tasks of WEU – reality. 3. West-European union The main characteristic of military-political bloc, analysis of main goals of WEU and its fundamentals. Participation states of WEU, member states, associated member countries, observers, associated partner countries. WEU structure, WEU council, Council of ministers, Permanent council, General secretariat, Parliamentary assembly, European security and defence assembly. Merging of functions of WEU and Common security and foreign policy of the EU. 4. Organization for security and cooperation in Europe Characteristic of important regional security organization OSCE. Expert negotiations, CSCE/ OSCE, Beograd, Madrid, Vienna, Paris, Helsinki, Budapest, Lisbon, Istanbul. Analysis of main goals of OSCE and characteristic of its main organs, Summit of supreme representatives of states and governments, Evaluating conference of OSCE, Parliamentary assembly, Council of ministers,	

<p>Council of mandatories, Permanent council, Forum OSCE for security cooperation, Operational organs and Affiliated organs. OSCE activities.</p> <p>5. NATO and European security</p> <p>Explanation of complicated NATO development at the end of 20th and beginning of 21st century. Administration structures, member states (26) and participation countries of Partnership for peace (46). Main goals and fundamental principle of NATO. NATO structure and its political and military elements. NATO functioning mechanisms. NATO and science. Euroatlantic partnership council, Partnership for peace, North Atlantic council for cooperation.</p> <p>6. Goals and components of SR's security as a member state of the EU</p> <p>Explanation of SR's task as a member state in Common foreign and security policy of the EU, its identification with CFSP goals expressing the basic concerns of Slovak foreign policy. Theoretical problems of European security and its solution in SR. SR's relation to NATO. Security interests and goals of SR, relevant threats and challenges for SR and tasks and instruments for realization of goals.</p>																				
<p><b>Recommended literature:</b></p> <p>Literature:</p> <p>PAWERA, R.: Manažment európskej bezpečnosti, Eurounion, Bratislava 2004, ISBN 80-88984-71-8.</p> <p>Recommended:</p> <p>PAWERA, R.: Výučba predmetov Spoločná zahraničná politika EÚ a obranná a bezpečnostná politika EÚ. In.: Európska integrácia v univerzitnom vzdelávaní, Eurounion, Bratislava 2004, ISBN 80-88984-61-0.</p>																				
<b>Languages necessary to complete the course:</b>																				
<b>Notes:</b>																				
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 105</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>85,71</td><td>0,0</td><td>10,48</td><td>2,86</td><td>0,0</td><td>0,95</td><td>0,0</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	85,71	0,0	10,48	2,86	0,0	0,95	0,0
A	ABS	B	C	D	E	FX														
85,71	0,0	10,48	2,86	0,0	0,95	0,0														
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD.																				
<b>Last change:</b> 15.02.2018																				
<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/173M/11	<b>Course title:</b> Derivatives of Financial Markets
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Mathematics, Statistics	
<b>Course requirements:</b> Test during the semester, exam Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After completing the subject, students will understand financial market derivatives such as forwards, futures, swaps and options, financial risks and derivatives as a risk-elimination tool and as a tool for speculative trading.	
<b>Class syllabus:</b> Brief syllabus: Thematic plan – lectures: <ol style="list-style-type: none"> <li>1. Basic terms determination, financial derivatives classification into the structure of the financial market</li> <li>2. Futures contracts – basic terms, meaning and functions, evaluation principles</li> <li>3. Interest rate Forwards, evaluation and utilization, real value calculation</li> <li>4. FX Forwards, evaluation and utilization, real value calculation</li> <li>5. Futures - specifics and trading on the exchange</li> <li>6. Interest rate Futures</li> <li>7. FX Futures</li> <li>8. Other types of futures, CTD bonds</li> <li>9. Swaps - meaning and utilization</li> <li>10. Interest Rate Swaps</li> <li>11. Currency swaps</li> <li>12. Options - importance and evaluation</li> <li>13. Basic principles of Option Trading</li> <li>14. Trading with the derivatives in the advanced economies</li> </ol> Thematic plan of the seminar: <ol style="list-style-type: none"> <li>1. Introductory seminar</li> <li>2. Price of the future contracts, returns and costs</li> </ol>	

3. Forward Interest rate 4. FX Forwards 5. Interest rate Futures 6. Foreign Exchange Rate Futures 7. Other types of futures, CTD bonds 8. Interest Rates Swaps 9. Currency Swaps 10. Evaluation of options 11. Call-Put parity 12. Delta hedging and gama hedging 13. Check test						
<b>Recommended literature:</b> Literature: 1. Brealey, Richard A. - Myers, Stewart C. Teorie a praxe firemních financí. Translated by Zdeněk Strnad - Vilém Jungmann - Tomáš Hlaváč. Vyd. 1. Praha : Computer Press, 2000. xix, 1064. ISBN 80-7226-189-4. 2. Sharpe, William F. - Alexander, Gordon J. Investice. Translated by Zdeněk Šlehoř. 4. vyd. Praha : Victoria Publishing, 1994. 810 s. ISBN 80-85605-47-3. 3. Blake, David. Analýza finančních trhů. Translated by Aleš Hrnčíř - Petr Šedý - Pavel Šimůnek. Vyd. 1. Praha : Grada, 1995. 623 s. ISBN 80-7169-201-8. 4. Jílek, Josef. Termínové a opční obchody. Vyd. 1. Praha : Grada, 1995. 286 s. ISBN 80-7169-183-6 Hull, John. Options, futures, and other derivatives. 7th ed. Upper Saddle River : Pearson Prentice Hall, 2009. xxii, 822. ISBN 978-0-13-601586.						
<b>Languages necessary to complete the course:</b> Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 108						
A	ABS	B	C	D	E	FX
89,81	0,0	7,41	2,78	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Boris Štunc, CSc., Ing. Libuša Čurlejová						
<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.KSP/054M/13		<b>Course title:</b> Development of Entrepreneurial Skills in Interdisciplinary Teams				
<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> 1.						
<b>Educational level:</b> 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: 80						
A	ABS	B	C	D	E	FX
68,75	0,0	12,5	2,5	8,75	2,5	5,0
<b>Lecturers:</b> Mgr. Marian Holienka, PhD., Mgr. Miloš Mrva, PhD., Mgr. Peter Marcin, PhD.						
<b>Last change:</b> 02.06.2015						
<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/O5SJ/15	<b>Course title:</b> Diploma Thesis Defence
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 3., 4..	
<b>Educational level:</b> II.	
<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/142M/16		<b>Course title:</b> Diploma Thesis Project				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> 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: 241						
A	ABS	B	C	D	E	FX
80,08	0,0	13,28	2,49	1,66	2,07	0,41
<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. 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, 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. Vincent Karovič, PhD., PhDr. Gabriela Bérešová, PhD., Mgr. Eva Brestovanská, PhD., Dr. Frédéric Delaneuville, PhD., Mgr. Jan Janac, PhD., doc. Ing. Jana Kajanová, PhD., prof. Mgr. Tatiana Kluvánková, PhD., Mgr. Janka Kottulová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., prof. JUDr. Daniela Nováčková, PhD., Ing. Viera Ölvecká, PhD., Mgr. Michal Páleník, PhD., Mgr. Lucia Paškrťová, PhD., doc. PhDr. René Pawera, PhD., Mgr. Katarína Rentková, PhD., doc. RNDr. Darina Saxunová, PhD., Mgr. Ján Smoleň, PhD., doc. PhDr. Paulína Stachová, PhD., doc. Ing. Zuzana Stoličná, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Martin Vozár, PhD., Ing. Jarmila Wefersová, PhD., prof. RNDr. Jozef Komorník, DrSc., prof. Ing. Ľubica Bajžíková, PhD., Mgr. Jana Fratričová, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Emília						

Charfaoui, CSc., Mgr. Zuzana Kirchmayer, PhD., doc. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD., PhDr. Lukáš Copuš, PhD., doc. Ing. Daniela Zemanovičová, CSc., doc. PhDr. Helena Šajgalíková, PhD., Ing. Jaroslav Vojtechovský, PhD., doc. Mgr. Emil Wojčák, PhD., Mgr. Martina Drahošová, PhD.

**Last change:**

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/309M/16		<b>Course title:</b> Diploma Thesis Seminary I				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 1 <b>per level/semester:</b> 14 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 1						
<b>Recommended semester:</b> 2.						
<b>Educational level:</b> 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: 360						
A	ABS	B	C	D	E	FX
60,56	0,0	12,78	3,33	1,39	1,11	20,83
<b>Lecturers:</b> doc. PhDr. Paulína Stachová, PhD., Mgr. Andrea Studeničová, Mgr. Lucia Vilčeková, PhD., doc. Mgr. Emil Wojčák, PhD., PhDr. Gabriela Bérešová, PhD., Mgr. Eva Brestovanská, PhD., Ing. Jaroslav Huľvej, PhD., Mgr. Veronika Gežík, PhD., Mgr. Jan Janac, PhD., doc. Ing. Jana Kajanová, PhD., prof. RNDr. Jozef Komorník, DrSc., Mgr. Janka Kottulová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., prof. JUDr. Daniela Nováčková, PhD., Ing. Viera Ölvecká, PhD., Mgr. Lucia Paškrtová, PhD., doc. PhDr. René Pawera, PhD., Mgr. Katarína Rentková, PhD., doc. RNDr. Darina Saxunová, PhD., Mgr. Ján Smoleň, PhD., doc. Ing. Zuzana Stoličná, PhD., Ing. Boris Šturc, CSc., Mgr. Martin Vozár, PhD., Ing. Jarmila Wefersová, PhD., prof. Ing. Anna Pilková, PhD., MBA, prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD., doc. Ing. Milan Fekete, PhD., Mgr. Miloš Mrva, PhD., Mgr. Marian Holienka, PhD., Mgr. Peter Gál, PhD., Mgr. Peter Marcin, PhD., doc. Mgr. Anna Lašáková, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., prof. Mgr. Peter Štarchoň, PhD., doc. PhDr. Eva Smolková, CSc., Mgr. Samuel Smolka, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., Mgr. František Olšovský, PhD., doc. Ing. Daniela Zemanovičová, CSc., Ing. Jaroslav Vojtechovský, PhD., Mgr. Andrea Gažová, PhD., Mgr. Lucia Kohnová, 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.KSP/047M/16		<b>Course title:</b> Diploma Thesis Seminary II				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 3.						
<b>Educational level:</b> 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: 249						
A	ABS	B	C	D	E	FX
70,68	0,0	18,47	5,62	2,81	2,41	0,0
<b>Lecturers:</b> 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., prof. RNDr. Jozef Komorník, DrSc., doc. PhDr. Paulína Stachová, PhD., doc. Ing. Jana Kajanová, PhD., prof. Mgr. Tatiana Kľuvánková, PhD., doc. Ing. Mgr. Urban Kováč, PhD., prof. JUDr. Daniela Nováčková, PhD., doc. PhDr. René Pawera, PhD., doc. RNDr. Darina Saxunová, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., PhDr. Gabriela Bérešová, PhD., Mgr. Eva Brestovanská, PhD., Mgr. Jan Janac, PhD., Mgr. Janka Kottulová, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., doc. Ing. Zuzana Stoličná, PhD., Dr. Frédéric Delaneuville, PhD., Ing. Viera Ölvecká, PhD., Mgr. Lucia Paškrťová, PhD., Mgr. Katarína Rentková, PhD., Mgr. Ján Smoleň, PhD., Mgr. Martin Vozár, PhD., Ing. Jarmila Wefersová, PhD., prof. JUDr. Daniela Nováčková, PhD., prof. Ing. Ľubica Bajžíková, PhD., doc. Mgr. Anna Lašáková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD., Mgr. Jana Fratričová, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Mgr. Michaela Poláková, PhD., doc. Mgr. Emil Wojčák, PhD., PhDr. Lukáš Copuš, PhD., doc. PhDr. Helena Šajgalíková, PhD., Mgr. Peter Mrázik, PhD.,						

doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Vincent Karovič, PhD., Mgr. Martina Drahošová, PhD.

**Last change:**

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/041M/00	<b>Course title:</b> Direct 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> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 70 percent work during class 30 percent final test	
<b>Learning outcomes:</b> Deep knowledge of direct marketing and its techniques and principles	
<b>Class syllabus:</b> 1 Direct marketing - introduction to the topic Theoretical definition of direct marketing. The development of direct marketing. Climate for direct marketing. The concept of direct marketing. Relationship marketing and marketing mix - direct marketing. 2 Direct marketing - part of marketing communication Direct marketing as an element of marketing communication mix and its role in it. Objectives of direct marketing. Advantages and disadvantages of direct marketing. Integrated marketing communication. 3 19 rules of direct marketing 4 Database Creating and managing databases. Internal and external sources of information. Customer information. Database communication: the identification, communication, obtaining. 5 database management The strategic role of database marketing: competitive advantage, gain customer relations, development of new products. Integrated database marketing. 6 The importance of building relationships with customers Traditional and new approach to building relationships and to increase loyalty. Limits of building relationships with customers. Relationship profitability and customer satisfaction. Customer clubs. Types of customer clubs. Planning and management of customer clubs. 7 Tools of direct marketing - basic characteristics Direct mail. Telemarketing - active, passive. Faxmailing. Teleshopping. Direct response advertising. Catalog marketing. Customer clubs. 8 Direct marketing - strategic and tactical marketing tool. Planning and development of direct marketing strategies. Goals. Target group.	



<p>9 Management of direct marketing campaigns Media selection. Creative design. Feedback. Evaluation.</p> <p>10 Direct marketing and Society Environmental protection. Privacy Policy. Protection of information. Direct marketing and ethical aspects. Regulation of direct marketing.</p> <p>11 Market Direct Marketing Direct marketing agency. Adim - Direct Marketing Association in Slovakia. Slovak Association of mail order. FEDMA.</p> <p>12 new level of direct marketing "Permission" marketing. New communication and distribution media in direct marketing. Internet, SMSmarketing, m-marketing and interactive marketing - selected aspects and possibilities of their application.</p>																				
<p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• Štarchoň, P. – Faltys, J. – Dzugasová, J.: Priamy marketing alebo Priama cesta ako si získať a udržať zákazníka. Bratislava: Direct Marketing Beta, 2004.</li> <li>• McCorkell, G.: Direct and Database Marketing. London: Kogan Page, 1998.</li> <li>• Stone, B.: Successful Direct Marketing Methods. Chicago: NTC Business, 1997.</li> <li>• Váňa, P. a kol.: Direct marketing v teorii a praxi. Praha: Management Press, 1994.</li> <li>• Váňa, P. a kol.: Kedy a ako využiť priamu reklamu. Praha: Management Press, 1994.</li> <li>• Wunderman, L.: Direct Marketing. Praha: Grada 2004.</li> <li>• ProQuest - database</li> <li>• Marketing Inspirations, Trend, Stratégie</li> </ul>																				
<p><b>Languages necessary to complete the course:</b> Slovak, English</p>																				
<p><b>Notes:</b></p>																				
<p><b>Past grade distribution</b> Total number of evaluated students: 362</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>50,55</td><td>0,0</td><td>38,67</td><td>6,63</td><td>1,93</td><td>0,28</td><td>1,93</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	50,55	0,0	38,67	6,63	1,93	0,28	1,93
A	ABS	B	C	D	E	FX														
50,55	0,0	38,67	6,63	1,93	0,28	1,93														
<p><b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.</p>																				
<p><b>Last change:</b> 02.06.2015</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/ECB/11		<b>Course title:</b> E-commerce				
<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> 1.						
<b>Educational level:</b> 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: 159						
A	ABS	B	C	D	E	FX
84,91	0,0	10,69	3,77	0,0	0,0	0,63
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, PhD.						
<b>Last change:</b> 02.06.2015						
<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/190M/13	<b>Course title:</b> Ecological Economics
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 30% 70% Scale of assessment (preliminary/final): Basic knowledge about ecological economics and its use in the management of economic goods.	
<b>Learning outcomes:</b> The course explains the view of economic theories on the implementation of environmental policy. It is an introduction to ecological economics. It aims to demonstrate the inter-linkages between social and ecological systems and their relevance to management.	
<b>Class syllabus:</b> -Basic concepts of ecological economics: thermodynamic laws, resilience and evolutionary theory in economics. Linking socio-economic and ecological systems and implications for sustainability. Stability and vulnerability of natural systems in a global environment. Comparison of schools of economic theory and analysis of their inter-linkages with EE. -Development Theory and Global environmental change: social metabolism (population growth, depletion of natural resources and energy, etc. ) Green growth -degrowth: (socio-environmental aspects of modern and post-modern society - in respect to EU strategies. -Institutions and the environment - Economic governance -Collective actions and Common pool resource theory as strategic tool to address social dilemma of resource management -Social rules for the functioning of economic systems, the role of the state in a market economy: Environmental policy as an institutional instrument for the environmental protection: -Economic evaluation of the environment: orthodox and heterodox approaches - Ecosystem services and market based instruments for natural resource management	
<b>Recommended literature:</b> Michael Common, Sigrid Stagl. 2005. Ecological Economics, An Introduction. Cambridge University Press. Kľuvánková-Oravská, Tatiana et al. 2010. From Government to Governance? New Governance for Water and Biodiversity in Enlarged Europe. Alfa Printing, 233s. ISBN 978-80-87197-28-8. Anderies, J.M., Janssen, M.A. Sustaining the Commons, Arizona State University, 2013, pp. 167.	

<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 20						
A	ABS	B	C	D	E	FX
40,0	0,0	30,0	10,0	0,0	0,0	20,0
<b>Lecturers:</b> prof. Mgr. Tatiana Kluvánková, PhD., Mgr. Veronika Gežík, PhD., Ing. Martin Špaček						
<b>Last change:</b> 20.02.2018						
<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/047_M/12	<b>Course title:</b> Enterprise Communication 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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> By completing the subject, the student will acquire skills in the field of corporate communication systems by using the program equipment available to the faculty and gaining deeper theoretical knowledge from the field of communication systems used in current and corporate practice. Education is divided into an alternative form to 4 phases AKVA - Analytical (2-4 weeks), Conceptual (2-4 weeks), Verification (1-3 weeks), Argumentative (1-3 weeks).	
<b>Class syllabus:</b> Topic 1: Introduction to Information Technologies Used to Transfer Information in Private Communication Networks Topic 2: Introduction to Telecommunications Topic 3: ISDN Topic 4: DSL Topic 5: Optical networks Topic 6: ATM Principles Topic 7: Transfer devices Topic 8: Mobile Telecommunications Topic 9: Satellite communications Topic 10: X.25 Topic 11: Frame Relay Topic 12: Voice over the Internet	
<b>Recommended literature:</b>	

- [1]. DODD, Annabel Z., 2012. The Essential Guide to Telecommunications. 5 edition. Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-705891-4.
- [2]. FREEMAN, Roger L., 2013. Fundamentals of Telecommunications, 2nd Edition. 2 edition. United States: Hoboken, N.J: Wiley-IEEE Press. ISBN 978-0-471-71045-5.
- [3]. RODRIGUEZ, Jonathan, 2015. Fundamentals of 5G Mobile Networks. 1 edition. Chichester, West Sussex, United Kingdom: Wiley. ISBN 978-1-118-86752-5.
- [4]. VERMILLION, Wayne a Cisco Systems INC, 2003. End-to-End DSL Architectures. 1 edition. Place of publication not identified: Cisco Press. ISBN 978-1-58714-240-6.

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 168

A	ABS	B	C	D	E	FX
75,0	0,0	17,86	4,76	0,0	0,0	2,38

**Lecturers:** Dr. Natalia Kryvinska, PhD., Ing. Vincent Karovič, PhD.

**Last change:** 09.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/014M/15	<b>Course title:</b> Ethical hacking
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> Clarify the complexity and extent of the problem of securing systems for processing data and providing information with an emphasis on the role of the manager in the process of building and operating such systems. Upon successful completion of this course, students will master the basics of IT security and will be able to test IS / ICT security and business, apply IS / IT principles and information security in their management activities on IT and non-IT positions, and operate within the information management security in the company, at various stages of the life cycle of the information system in all managerial positions. 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> General safety bases and the definition of a "secure information system". Basic technical and program resources for IS protection. Network Security Specifications. Security and IS creation process. IS security and operation. The human factor and the security culture of the organization. Basic safety principles. IS audit. Lectures and seminars - thematic plan: 1. Introduction to Ethical Hacking	

2. Practical demonstration of hacker tools for Linux and Windows 3. Practical demonstration of IT security penetration test 4. Practical demonstrations of Viruses 5. Demonstration of network monitoring 6. Direct attack attacks on network devices 7. Demonstrate protection against hacker techniques 8. Personal security and security of biometric personal data 9. ISO 27001 - Safety Management System 10. Law 122-2013 - Personal Data Protection Act 11. OWASP - Open Web Application Security Project 13. Social engineering 14. Trends in safety management 15. Student battle in a sandbox						
<b>Recommended literature:</b> [1.] Engebretson P.: The Basics of Hacking and Penetration Testing: Ethical Hacking and Penetration Testing Made Easy (Syngress Basics Series), 2011, ISBN-13: 978-1597496551 [2.] Scambray J., Liu V., Sima C. Hacking Exposed Web Applications, Third Edition, 2010, ISBN-13: 978-0071740647 [3.] Tipton, H F. -- Krause, M. Information security management [elektronický zdroj]: handbook. [S.l.]: Auerbach Publications, 2007. 978-1-4200-6045-4 [4.] Stallings, W.; Brown, L.: Computer Security, Principle and Practise, 2nd Edition, Prentice Hall, 2011, ISBN-10: 0132775069; [4.] Stallings, W.: "Cryptography and Network Security: Principles and Practice", 5th Edition. Prentice Hall, 2010, ISBN-10: 0-13-609704-9						
<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: 126						
A	ABS	B	C	D	E	FX
89,68	0,0	5,56	3,17	0,79	0,0	0,79
<b>Lecturers:</b> Mgr. Vincent Karovič, PhD., PhDr. Peter Veselý, PhD.						
<b>Last change:</b> 13.02.2018						
<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/252M/16	<b>Course title:</b> European Economic Integration
<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> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> International Economics Law	
<b>Course requirements:</b> For activities in the seminar, the student can get 0 to 10 points. There are two written tests each with 0 to 10 points during the semester. There are up to 70 points for the oral exam.	
<b>Learning outcomes:</b> This subject is considered to be an indispensable social necessity taking into account the membership of the Slovak Republic in the EU and the resulting consequences. Students gain a general overview of the functioning of the EU and learn about the application of EU legal acts to Slovakia. Teaching is done in Slovak, German and French languages.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Emergence and development of European economic integration</li> <li>2. European economic integration – levels</li> <li>3. The institutional system of the EU</li> <li>4. The European economic area</li> <li>5. Representation of member states in EU institutions - decision-making processes</li> <li>6. Membership of the Slovak Republic in the EU</li> <li>7. Enlargement of the European Union</li> <li>8. Relationship between Slovak law and EU law</li> </ol>	
<b>Recommended literature:</b> Nováčková, D.: Základy európskeho práva pre manažérov, Bratislava: EPOS, 2012. - 239 s. ISBN 978-80-8057-970-8 Borchardt, K-D.: The ABC of European Union law, Luxemburg, 2010, s.131,ISBN 978-92-78-40525-0, Zmluva o fungovaní Európskej únie, Ú. v. EÚ C 83 z 30.3.2010 Zmluva o Európskej únii, Ú. v. EÚ C 83.z 30.3.2010	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 79						
A	ABS	B	C	D	E	FX
36,71	0,0	30,38	24,05	5,06	1,27	2,53
<b>Lecturers:</b> prof. JUDr. Daniela Nováčková, PhD., Ing. Jarmila Wefersová, PhD., prof. JUDr. Daniela Nováčková, 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.KEF/193AJM/12	<b>Course title:</b> European Integration
<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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> - Small-group (3-5 students) semester project on selected issues of the EU/CM - Semester test - Presentation of the semester project and discussion/debate on selected issues	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> Introduction to international economic relations (IER) and regional integration (RI) - Brief history of the development in the IER - Main factors of the contemporary IER – globalization, international regional economic integration (IREI), international trade, FDI, international organizations, NGOs, etc. - Declining role of national states/governments in the IER - The role of the United Nations and its specialized agencies in the IER - Regional aspects of the UN role in the IER and technical and financial assistance to developing countries - Other important international organizations regarding IER (OECD, WTO, etc.) and their role in the IER - Institutionalization of the IREI and its role in IER – the model role of the EU institutions - “Free trade” as the basics of the IER and IREI - FDI as an important factor for the development of IER and IREI especially for developing and transitional countries - IREI and its role in the IER and regarding ongoing globalization (main building block and/or hurdle) - IREI as the dominant feature and development trend in the contemporary IER - Main stages of the IREI - Types and specifics of the IREI - Basic terms and forms of the IREI - The EU as a prototype of the IREI - Brief history of the EU and its effects on the development of the IREI and IER - The EU and its three pillars as new approach to the IREI and IER	

- The EU's community legislation and its effects on the IREI and IER
- The EU institutions and their functions
- The EU and its assistance to the developing world (ACP countries, etc.)
- IREI, IER and EU in the world
- Common international policies as a new important factor and development trend in the IREI and the IER
- Common international policies in trade and customs
- Common international policy in regional development
- Common international policies in agriculture - CAP
- Common international budgetary, financial and monetary policies, Euro
- Common international commercial policy and EU internal market
- The role of Common foreign and security policy in support of the IREI and IER
- Current EU development trends and problems – Eurozone, Grexit, Brexit, Illegal Refugees and Schengen, etc.
- Slovakia and its place in the ongoing globalization, IREI and IER

**Recommended literature:**

- 1) Craig, P., De Burca, G.: EU LAW, Text, Cases and Materials, Third Edition, Oxford, UK 2003, pp. 1-176
- 2) Soltes, D.: Global trends in FDI and regional integration, KEPS Bratislava 2004, pp. 33-113, 151-281
- 3) Lecture Notes
- 4) web site: <http://europa.eu.int> , <http://www.un.org>, <http://www.oecd.org>, etc.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 186

A	ABS	B	C	D	E	FX
29,57	0,0	48,92	17,74	3,23	0,54	0,0

**Lecturers:** prof. Ing. Dušan Šoltés, CSc.

**Last change:** 12.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KEF/183M/12		<b>Course title:</b> European 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> 1., 3.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b> Brief Syllabus: 1. Historical development of the European integration. 2. Sources of the European law. 3. Institutional system of the European union. 4. Common market and internal market. 5. Free movement of goods. 6. Free movement of persons. 7. Free movement of services. 8. Free movement of capital. 9. Economic competition. 10. State aid. 11. Relation between SR and the EU.						
<b>Recommended literature:</b> Literature: Treaty establishing the European Community, OJ C 321, 29.12.2006 Relevant legal regulation within the EU (before EC)						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 164						
A	ABS	B	C	D	E	FX
47,56	0,0	26,22	12,8	6,1	3,05	4,27
<b>Lecturers:</b> prof. JUDr. Daniela Nováčková, PhD., Dr. Frédéric Delaneuville, PhD., Mgr. Petra Milošovičová, PhD.						

<b>Last change:</b> 13.02.2018
<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/012M/00		<b>Course title:</b> Expert 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> 3.						
<b>Educational level:</b> 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: 7						
A	ABS	B	C	D	E	FX
71,43	0,0	28,57	0,0	0,0	0,0	0,0
<b>Lecturers:</b> RNDr. Eva Kostrecová, PhD.						
<b>Last change:</b> 02.06.2015						
<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/184M/12	<b>Course title:</b> FOREX
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester students practice trading on demo version of trading platform. They build their skills to create own trading strategy. This strategy will be checked during the determined period at the end of semester. In written paper students will assess their results in trading. These papers will be assessed according study rules of FM UK.	
<b>Learning outcomes:</b> The module extends the theoretical basis of trading on foreign exchange market. In practical terms applies obtained knowledge in trading on the trading platform through a demo version of selected broker. Student will be able: a) to apply thorough and sectoral knowledge in forex trading and to take critical stance towards current theories in this area b) to use sophisticated methods and procedures from technical as well as fundamental analysis on level corresponding to international standards c) to demonstrate the ability to collect and to analyze data and information from various specialisations and synergistically construct recommendations for improvement of known approaches to forex trading	
<b>Class syllabus:</b> Brief history of FOREX trading, the definition of FOREX 2. Trading instruments on FOREX, spot trades and orders. 3. Basic orders, trading on real and better prices 4. Demo version of trading platform – basic principles of usage. 5. Fundamentals of statistical analysis on forex trading 6. Analysis of foreign exchange rate development by charts (technical analysis, trends, types of charts) 7. Indicators of trend and oscillators 8. Volatility indicators and volume indicators, indicators of movements, support and resistance, market breath 9. Fundamental strategies on forex I. 10. Fundamental strategies on forex II 11. Money management on forex	



12. Advanced strategies of forex trading
13. Final assessment of students papers

**Recommended literature:**

1. Demjan V., Ižip R., Moravčík, M.: Pravda a mýty o forexe. Bratislava: TRIM S& P 2011
2. FOREX – jak zbohatnout a nekrást. Grada ISBN 978-80-247-3739-3
3. Hartman, O. – Turek, L.: První kroky na FOREXu. Computer Press 2009
4. Hartman, O. – Turek, L.: Manuál forexového obchodníka. Czechwealth 2009
5. Hartman, O.: Jak se stát forexovým obchodníkem. FXstreet 2009
6. Horner, R. : FOREX tradingem k maximálním ziskům. Computer Press 2011
7. Chovancová, B. – Árendáš, P. - Kotlebová, J. – Malacká, V. – Pilch, V. (2016) Finančný trh. Bratislava: Iura Edition 2016
8. Archer, M. D. (2012). Getting Started in Currency Trading. New Jersey: John Wiley & Sons 2012. Fourth Edition. ISBN 978-1-118-25165-2
9. MacDonald, R. (2007). Exchange Rate Economics: Theories and Evidence, Routledge. Oxon, 2007, ISBN 978-0-415-14878-8

**Languages necessary to complete the course:**

english

**Notes:**

**Past grade distribution**

Total number of evaluated students: 63

A	ABS	B	C	D	E	FX
19,05	0,0	12,7	31,75	15,87	1,59	19,05

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

**Last change:** 07.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/033M/00	<b>Course title:</b> Financial Accounting
<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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> 1. Financial accounting – objectives, functions, conceptual framework of US.GAAP, cash and accrual basis of accounting 2. Financial statements- Balance sheet, Income Statement, Cash Flow, The statement of shareholders' equity – basic characteristics 3. Earnings management, Earnings of the higher and lower quality, Realization and matching principle, accrual basis of accounting 4. Current assets – Cash and Cash equivalents, receivables 5. Inventories 6. Long term assets 7. Short-term and long-term investments 8. Current Liabilities 9. Long-term Liabilities and Reserves 10. Lease - operational and financial 11. Shareholders' Equity 12. Multistep-income statement and its distribution, EPS, P/E 13. Dividends – cash and stock dividends	
<b>Recommended literature:</b> 1. Stickney, Weil: – Financial Accounting and Analysis – theory, analysis and interpretations, 13th edition, 2010 2. Revsine: Financial Statement and Analysis, Prentice Hall, 4th edition, 2009 3. Saxunová, D.: Financial Accounting : Financial statements - theory and problems, Wolters Kluwer, 2014.	
<b>Languages necessary to complete the course:</b>	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 1021						
A	ABS	B	C	D	E	FX
11,75	0,0	17,83	22,23	15,96	21,65	10,58
<b>Lecturers:</b> doc. RNDr. Darina Saxunová, PhD., Mgr. Lenka Chorvatovičová, Mgr. Rita Szarková, Mgr. Patrícia Brestovanská						
<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/156M/10		<b>Course title:</b> Financial Consulting and Financial Products				
<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> 3.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b> Brief Syllabus: <ul style="list-style-type: none"><li>• Introduction</li><li>• Bank products</li><li>• Insurance Products</li><li>• Leasing</li><li>• Investing and Funds</li><li>• The principle of financial portfolio creation</li><li>• Structure of the financial portfolio</li><li>• Use of financial products in small and medium enterprises</li></ul>						
<b>Recommended literature:</b> Literature: 1. Chovancová, B. a kol.: Finančný trh – nástroje, transakcie, inštitúcie. Bratislava, IURA Edition, 2006						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 127						
A	ABS	B	C	D	E	FX
98,43	0,0	1,57	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Jan Janac, PhD.						
<b>Last change:</b> 26.02.2018						
<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/037M/00	<b>Course title:</b> 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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> Brief Syllabus: Analysis of project's cash flows: factors, which influence project's cash flows, value of project's managerial option, evaluation of projects with different life cycles, optimal economic project life cycle, inflation influences on project's cash flows. Risk analysis and optimal capital budgeting: project's risk, sensitivity analysis and potential scenarios analysis, simulation Monte Carlo, decision trees, optimal capital budget, rationalization of capital. Long-term financial planning: formal financial statements – method of steady state ratio, formula for calculation of supplementary financial resources. Linear and nonlinear prognostic models, financial control system. Introduction into theory and practice of capital structures: business risks and influencing factors, financial risk, basic theories of capital structures, optimal capital structure. Dividend policy: theories of investor's preferences, residual dividend model, practical dividend policy and influencing factors. Sources of long-term financing: stock markets, organized bourses and OTC markets, transaction types on stock markets, advantages and disadvantages of common stocks, process of investment banking, bonds and their rating, advantages and disadvantages of financing from foreign sources, basic characteristic of leasing, advantages of leasing financing, preferred stocks – advantages and disadvantages, warrants, convertible bonds. Short-term assets management: working capital, alternative investment policies of financing short-term assets, working capital and economic added value. Management of finance in form of cash: cash cycle, resources and use of cash, cash budgeting. Management of inventories and management of accounts receivable: inventories and expenses for their holding, examples of inventory management systems, accounts receivable analysis, accounts receivable monitoring, financial and other analysis of customer, debt recovery, discount for customers, the change of payment conditions. Short-term financing: assets financing– aggressive and conservative approach, alternatives of current assets financing, resources of short-term financing, business loan and its costs.	

<p>Short-term financing – common bank loans: techniques for loans, forms of loan securities, banking loans and their price, criteria for choice of bank.</p> <p>Short-term financing – bills of exchange, factoring: functions of bill of exchange, significant necessities of own and foreign bill of exchange, types of factoring, advantages and disadvantages of factoring.</p> <p>Cash conversion cycle: conversion cycle, Baumol's model, optimal cash transfer, simulation Monte Carlo and safety level for cash, cash budget.</p> <p>Estimation of optimal level of inventories: inventory pricing methods, optimal size of order, discount and sensitivity analysis.</p>																				
<p><b>Recommended literature:</b></p> <p>Literature:</p> <p>Brigham, E. F., Ehrhardt, M. C.: Financial Management, 11th Edition, Thomson, South-Western, 2005</p> <p>Brealey, R. A., Myers, S. C.: Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003</p> <p>Vlachynský, K., Kráľovič, J.: Finančný manažment, Elita, 2004</p>																				
<p><b>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: 2725</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>19,82</td><td>0,0</td><td>26,5</td><td>18,35</td><td>13,32</td><td>13,47</td><td>8,55</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	19,82	0,0	26,5	18,35	13,32	13,47	8,55
A	ABS	B	C	D	E	FX														
19,82	0,0	26,5	18,35	13,32	13,47	8,55														
<p><b>Lecturers:</b> prof. RNDr. Ing. Ľudomír Šlahor, CSc., prof. RNDr. Jozef Komorník, DrSc., Mgr. Martin Vozár, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Ján Smoleň, PhD., PhDr. Mária Barteková</p>																				
<p><b>Last change:</b> 22.02.2018</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.KIS/AFCRM/11		<b>Course title:</b> Financial Time Series Analysis				
<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> 1.						
<b>Educational level:</b> 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. 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.KEF/198M/13		<b>Course title:</b> Financial management - Seminar				
<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> 1., 3.						
<b>Educational level:</b> 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: 19						
A	ABS	B	C	D	E	FX
73,68	0,0	15,79	0,0	0,0	0,0	10,53
<b>Lecturers:</b> PhDr. Daniela Majerčáková, PhD., MBA						
<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/144M/10	<b>Course title:</b> French Seminar 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> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> test 70%	
<b>Learning outcomes:</b> Aim of the Course: Take up again the knowledge from the subject Money and banking and set it to concrete environment of financial sectors within the EU with the adequate emphasis put on France.	
<b>Class syllabus:</b> Brief Syllabus: 1. Historical background of financial system in the EU and in France. 2. Development and importance of financial procurement. 3. Fundamental characteristics of EU's financial system. 4. Analysis of financial market through segments (banks, insurance companies, pension funds...) 5. Single European market and legislation. 6. Actual trends and risks in financial sector: France and the EU. 7. Financial system and monetary policy (banks and eurozone) 8. Financial stability.	
<b>Recommended literature:</b> Literature: • EU Banking Sector Stability, October 2007. Frankfurt am Main: European Central Bank, 2007 • EU Banking Structures, October 2007. Frankfurt am Main: European Central Bank, 2007 • Banking structures in the new EU member states January 2006. Frankfurt am Main: European Central Bank, 2005 • Správa o výsledkoch analýzy slovenského finančného sektora za rok 2006, NBS, 2007 • Financial Sectors in EU Accession Countries. 2002. European Central Bank. ISBN 92-9181-292-7 • Koskenkyla, Heikki et al. 2004. Financial Integration. Bank of Finland. ISBN 952-462-164-9 • Directive 2006/48/EC of the European Parliament and of the Council of 14 June 2006	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 73						
A	ABS	B	C	D	E	FX
79,45	0,0	15,07	2,74	2,74	0,0	0,0
<b>Lecturers:</b> Mgr. Anna Jurišová						
<b>Last change:</b> 14.02.2018						
<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/145M/10	<b>Course title:</b> French Seminar 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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 50 % + 50%	
<b>Learning outcomes:</b> Aim of the Course: Take up again the knowledge from the subject Money and banking and set it to concrete environment of financial sectors within the EU with the adequate emphasis put on France.	
<b>Class syllabus:</b> Brief Syllabus: 1. Historical background of financial system in the EU and in France. 2. Development and importance of financial procurement. 3. Fundamental characteristics of EU's financial system. 4. Analysis of financial market through segments (banks, insurance companies, pension funds...). 5. Single European market and legislation. 6. Actual trends and risks in financial sector: France and the EU. 7. Financial system and monetary policy (banks and eurozone) 8. Financial stability.	
<b>Recommended literature:</b> Literature: • EU Banking Sector Stability, October 2007. Frankfurt am Main: European Central Bank, 2007 • EU Banking Structures, October 2007. Frankfurt am Main: European Central Bank, 2007 • Banking structures in the new EU member states January 2006. Frankfurt am Main: European Central Bank, 2005 • Správa o výsledkoch analýzy slovenského finančného sektora za rok 2006, NBS, 2007 • Financial Sectors in EU Accession Countries. 2002. European Central Bank. ISBN 92-9181-292-7 • Koskenkyla, Heikki et al. 2004. Financial Integration. Bank of Finland. ISBN 952-462-164-9 • Directive 2006/48/EC of the European Parliament and of the Council of 14 June 2006	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 31						
A	ABS	B	C	D	E	FX
80,65	0,0	9,68	6,45	0,0	0,0	3,23
<b>Lecturers:</b> Dr. Frédéric Delaneuville, PhD., Anna Jurisová						
<b>Last change:</b> 14.02.2018						
<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/152M/10		<b>Course title:</b> Globalization and Regionalization				
<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> 2.						
<b>Educational level:</b> 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: 61						
A	ABS	B	C	D	E	FX
40,98	0,0	32,79	13,11	1,64	1,64	9,84
<b>Lecturers:</b> Dr. Frédéric Delaneuville, 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/046M/13		<b>Course title:</b> IT Business				
<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> 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: 26						
A	ABS	B	C	D	E	FX
80,77	0,0	7,69	7,69	0,0	0,0	3,85
<b>Lecturers:</b> 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.KIS/047M/13		<b>Course title:</b> IT Business				
<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> 2.						
<b>Educational level:</b> 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: 27						
A	ABS	B	C	D	E	FX
29,63	0,0	25,93	29,63	3,7	3,7	7,41
<b>Lecturers:</b> PhDr. Peter Veselý, PhD., Mgr. Martina Halás Vančová, doc. Ing. Natalia Kryvinska, 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/013M/00	<b>Course title:</b> Information and Communication Technologies
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim of the subject is to prepare the student for effective orientation in information and communication technologies. This course provides an overview of the technical and software features of computer-based systems. The main focus is on mobile, desktop, server systems, and embedded platforms for their characteristics and related communication technologies. The discussed technologies are developed from the point of view of creating software applications and technical equipment. The focus is on modern information and communication technologies used in enterprises. Practical examples of selected businesses and technologies in the virtual environment will be presented on the subject. After completing the course, the student will expand and acquire new knowledge resulting from the development and development of ICT, understand the new concept in this field, analyze and apply this knowledge in professional subjects.	
<b>Class syllabus:</b> 1. Introduction to the problem. (history, information, data, technology) - Historical development of computational systems. Terminology and explanation of terms. 2. Hardware - Explanation of basic architectures of calculating devices. Explanation of the main principles and differences of mobile devices, workstations, servers and monitors, embedded computing devices. 3. Windows, OSX, Linux operating systems 4. Software - The cross-section of software used in business practice. Modern approach to creating software (open source, programming languages and environments, mobile applications and cross-platform software, cloud computing) 5. Networks - Basic principles of networks, network components. Linking information technologies. Internet Principle.	



6. State and international eGovernment information systems, eHealth
7. Security of Information Technologies - Physical security, software security, organizational security.
8. Modern trends in ICT - IOT, Quantum computers.

**Recommended literature:**

- [1.] Gorana Celebic, Dario Ilija Rendulic. Basic Concepts of Information and Communication Technology. (2011) Handbook ISBN: 978-953-56758-7-7
- [2.] Ing. Vladislav Sivý. DIGITÁLNE KOMPETENCIE ECDL – modul 1 ZÁKLADY INFORMAČNÝCH TECHNOLOGIÍ. (2006). ISBN 80-8068-530-4
- [3.] Prof. Ing. Vladimír Sedlák, PhD. – Ing. Peter Lošonczi, PhD. – Prof. Ing. Imrich Kiss, Csc. BEZPEČNOSTNÉ INFORMAČNÉ TECHNOLOGIE. (2008) ISBN : 978-80-89282-26-5
- [4.] Kevin Jackson, Cody Bunch, Egle Sigler, 2015, OpenStack Cloud Computing Cookbook - Second Edition, ISBN 13: 9781782167587
- [5.] Matilda Drozdová, Ludovít Mikuš a Peter Palúch. Komunikačné technológie 1 Vydavateľstvo: EDIS, 2014. ISBN: 9788055408354
- [6.] Josef Požár. 2010. Manažerská informatika CZ Vydavateľstvo: Aleš Čeněk. Edícia: Vysokoškolské učebnice. ISBN: 9788073802769
- [7.] Editors: Conti, M., Orcioni, S., Martínez Madrid, N., Seepold, 2011. Solutions on Embedded Systems. R.E.D. (Eds.)
- [8.] Dominique Guinard, Vlad Trifa, 2016. Building the Web of Things: With examples in Node.js and Raspberry Pi 1st Edition. ISBN-13: 978-1617292682

**Languages necessary to complete the course:**

slovak language, english language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 83

A	ABS	B	C	D	E	FX
95,18	0,0	1,2	3,61	0,0	0,0	0,0

**Lecturers:** Mgr. Vincent Karovič, PhD., Ing. Vincent Karovič, PhD.

**Last change:** 09.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/103_M/12		<b>Course title:</b> Insurance Systems by Law View				
<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> 1.						
<b>Educational level:</b> 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: 68						
A	ABS	B	C	D	E	FX
89,71	0,0	7,35	2,94	0,0	0,0	0,0
<b>Lecturers:</b> doc. JUDr. Ján Matlák, CSc., JUDr. Silvia Treľová, PhD.						
<b>Last change:</b> 07.11.2017						
<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/217M/15		<b>Course title:</b> Insurance and Reinsurance				
<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> 1., 3.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b> The students will acquire knowledge about the basics of insurance and reinsurance, as well as an overview of the complex processes involved in the operations of global insurers and reinsurers highlighted by practical examples.						
<b>Class syllabus:</b> Introduction to insurance and reinsurance. Characteristics and importance of insurance, functions of insurance providers. Subjects of insurance market and insurance products. Characteristics and importance of reinsurance, functions of reinsurance providers. Natural disasters and their impact. Obligatory reinsurance (treaty). Facultative non-life reinsurance (Property & Casualty). Life reinsurance (life & health). Underwriting (underwriting of insurance / reinsurance risk). Risk engineering. Trends and emerging risks in insurance and reinsurance. Technical accounting & claims. Asset management.						
<b>Recommended literature:</b> 1. Hauter, N. A History of Insurance. Zürich: Swiss Reinsurance Company Ltd, 2013 2. Swiss Re. An introduction to reinsurance. Zürich: Swiss Reinsurance Company Ltd, 2013 3. Swiss Re. The essential guide to reinsurance. Zürich: Swiss Reinsurance Company Ltd, 2010 4. The Insurance Institute of Switzerland. Introduction to Insurance and Risk Management. Malvern: The Institutes, 2011. ISBN 978-0-89463-458-1						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 44						
A	ABS	B	C	D	E	FX
81,82	0,0	15,91	0,0	0,0	0,0	2,27
<b>Lecturers:</b> Mgr. Dávid Molnár						

<b>Last change:</b> 06.03.2018
<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/178M/11	<b>Course title:</b> Internal Market and Economic Policy of EU
<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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> European Economic Integration	
<b>Course requirements:</b> Necessary for the successful completion of this subject is a verbal examination in which a student fulfills the requirements of the study regulations of the FM of the UK. There are written tests during the semester. There are also necessary presence and active participation during lessons.	
<b>Learning outcomes:</b> The subject is considered to be an indispensable social necessity taking into account the membership of Slovakia in the EU and the resulting consequences. The main objective is to inform students about the functioning of economic liberties, free movement of goods, persons, services and capital as well as other aspects of internal EU policy. In this course, students acquire basic skills necessary for doing business activity in EU member countries. Teaching is done in Slovak, German and French languages.	
<b>Class syllabus:</b> The aim of the subject is to provide an overview of the theoretical and practical conditions for the application of the freedoms of the European Union market. <ol style="list-style-type: none"> <li>1. Free movement of goods</li> <li>2. Free movement of persons</li> <li>3. Social security</li> <li>4. Free movement of services</li> <li>5. Free movement of capital</li> <li>6. Free movement of financial services</li> <li>7. Consumer protection</li> <li>8. Budget policy</li> <li>9. Economic and monetary union</li> <li>10. Economic, social and geographical coherence</li> <li>11. Common commercial policy</li> </ol>	
<b>Recommended literature:</b> 1. Nováčková, D. a Kovalančíková, V.: Podnikanie v európskom hospodárskom priestore, 184	

s.Palatia Nyomda & Kiadó, Bt. Győr, 2013, ISBN 978-963-7692-41-3  
2.Nováčková,D. Zemanovičová, D.: Vnútorné politiky a činnosti EÚ, A. Čeněk, Plzeň 2014, ISBN978-800-7380-498-5  
3.Zmluva o fungovaní Európskej únie, Ú. v. EÚ C 83 z 30.3.2010

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 222

A	ABS	B	C	D	E	FX
42,79	0,0	24,32	19,82	8,11	3,6	1,35

**Lecturers:** prof. JUDr. Daniela Nováčková, PhD.

**Last change:** 08.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/077M/00	<b>Course title:</b> International Finance
<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> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The active attendance in subject's lectures, the participation in midterm test, the presentation about chosen topic and the participation the final exam is necessary to pass the subject successfully. Scale of assessment (preliminary/final): Criteria of the subject' s evaluation are following: The seminar assessment consists of 30% of the subject including the presentation about selected topic from the syllabus (10%), individual work on lessons and case studies (10%) and midterm test (10% ). The result of the final written examination is 70%, the test consisting of a 40% theoretical part and a case study and practical application of 30%.	
<b>Learning outcomes:</b> Graduates of International Finance will get the overview of practical issues related to the international business environment, financial institutions, markets and investment opportunities. By solving case studies considering topics of international organizations, currency exchange rates, stock exchanges, etc., they will also learn to use knowledge from the Bachelor's degree in practice. They will be able to think abstractly and analytically about the issues of international business, international finance, management, and related issues.	
<b>Class syllabus:</b> Brief Syllabus: International financial environment. International firms, their origins, development and strategic goals. International monetary system, its historical development, present state and perspectives. The impact of balance of payments on exchange rates. Parity conditions of exchange rates. International monetary markets. Spot, forward, option and swap market. Measure and management of currency risk. Transactions, operating and accounting risk. Interest rate risk and interest rate swap. Global costs of capital and capital structure. Gaining of debt capital and capital stock on international markets. Direct and portfolio's international investments. Transfer of funds within international companies. Management of active capital.	

Financing of export and import. Evaluation of international company elements' efficiency. European monetary integration. Action plan for EU's financial markets. Regulatory framework for EU's financial institutions.						
<b>Recommended literature:</b> Literature: Eiteman, D., K., Stonehill, A., I., Moffett, M., H.: Multinational Business Finance. Addison Wesley, 2001 Komorník, J. a kol. : Medzinárodné a európske financie. FM UK Bratislava, 1998						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 112						
A	ABS	B	C	D	E	FX
58,93	0,0	26,79	8,93	3,57	0,89	0,89
<b>Lecturers:</b> Mgr. Jan Janac, PhD., prof. RNDr. Jozef Komorník, DrSc.						
<b>Last change:</b> 19.02.2018						
<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/172M/11	<b>Course title:</b> International Financial Centres and Global Economy
<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> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Students will present own projects on selected topic in this area (40 % of assessment) and at the end of semester will pass the written test (60% of assessment).	
<b>Learning outcomes:</b> Students will be able to explain institutional, strategic and operational framework of international financial relations in the context of understanding of keystone, mechanism and manifestation new trends in the global economy, which include financial crises, global imbalance, creation of new world leaders, existence of offshore centres, money laundering and financing of terrorism.	
<b>Class syllabus:</b> . Characteristic, types and importance of international financial centres in the global economy. 2. International banking as a main factor influencing creation of IFCs 3. New trends in the development of the global economy 4. Trilemma in monetary policy and present international monetary system 5. International liquidity and management of foreign exchange reserves 6. Leading currencies in 21. century – comparison of USD, GBP, JPY, Chinese Reminbi, Russian Rubel, CHF and SDR on the global market 7. Financial crises in 21. century and early warning system 8. Global imbalance and changes in the global financial architecture, role of IMF and other international financial institutions 9. New leaders of global economy – countries of BRICS, Mena, Vista, NEXT 11, SNŠ 10. Difference between on shore and off shore centres – entry possibilities for physical and legal entities (also tax heaven) 11. Money laundering and financing of terrorism as a problems of international finance 12. Present stance of economic integration in Europe, Asia, Africa and America 13. Comparison of financial markets development in Europe, USA and Japan.	
<b>Recommended literature:</b> Kotlebová, J. – Chovancová, B.: Medzinárodné finančné centrá – zmeny v globálnej finančnej architektúre. Bratislava: Iura Edition 2010 ISBN 978-80-8078-299-3 2. Jankovská, A., Kotlebová, J., Šturc, B.: Medzinárodné financie, Bratislava: IURA Edition 2003, s. 529, ISBN 80-89047-56-4	

3. Kotlebová, J.: The International Monetary System After the Global Financial Crisis in Ivanička et al.: Overcoming crisis – creation of the new model for socio-economic development of Slovakia. Prekonávanie krízy – tvorba nového modelu sociálno- ekonomického rozvoja Slovenska. Bratislava: Ekonóm 2010, 508 s., ISBN 978-80-225-2882-5, s. 315 – 339
4. Kindleberger, Ch. P.: The Formation of Financial Centres: A Study in Comparative History. International Finance No. 36, Princeton, New Jersey 1974.
5. Gorostiaga, X.: The Role of the International Financial Centres in Underdeveloped Countries. New York, St. Martin's Press 1984.
6. Wotava, M.: Daňové ráje, British Royal Crown Trust 1997/98
7. journals The Banker, Euroreport, The Economic Journal, The ECB Monthly Bulletin
8. Annual Report of BIS, IMF, ECB, WB, ADB, AfDB, IADB
9. web pages of international institutions

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 116

A	ABS	B	C	D	E	FX
18,97	0,0	21,55	19,83	17,24	21,55	0,86

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

**Last change:** 06.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/030M/00	<b>Course title:</b> International Marketing
<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> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing	
<b>Course requirements:</b> 40 % interim evaluation: active attendance on seminars and case studies solution (in case of unjustified absence or unpreparedness on seminar loss of 10%), interim evaluation (2 written midterm tests – 0%, possible loss of 10%), semester project – application of theoretical knowledge on selected organization – 20%, term work on selected and approved topic – 20%, 60 % final written test. The semester project is elaborated continuously at individual seminars, the particular assignment is always given with a one-week advance to the seminar. Semester work is complexly evaluated in terms of its quality. Semester work must be prepared and submitted at least one week before the first test date in printed version or in electronic form, send by e-mail to marketing@fm.uniba.sk. Best work can be published in the journal Marketing Science and Inspirations. Work delivered after a set deadline will not be accepted. Semester work is handed without the possibility of additional adjustments and additional exchanges. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After graduating students will have the opportunity to learn more about business and business subjects in the international and global market environment as well as the international market environment, to define suitable strategies for entering the given markets as well as to apply the marketing mix elements in the international context. The subject allows to estimate and analyze the international environment, to determine the appropriate strategy for entering the international market and to understand the application of the marketing mix elements in the context of the international environment.	
<b>Class syllabus:</b> 1. International Marketing – Introduction to the issue. 2. International environment. 3. International markets and international marketing research. 4. Entry strategies for foreign markets.	

5. Market segmentation, target market selection and positioning.
6. International marketing mix.
7. 4P's in marketing - product, price, place, promotion.
8. Implementation of marketing strategies. Selected aspects of international marketing.
9. An overview of the content of the subject and a lecture on the current topic.

**Recommended literature:**

- [1] ŠTARCHOŇ, P. Medzinárodný marketing. Selected parts. Working paper.
- [2] CZINKOTA, M. R. – RONKAINEN, I. A. – ZVOBGO, G. 2011. International Marketing. Hampshire: South-Western Cengage Learning, 2011. 592 p. ISBN 9781408009239
- [3] CATEORA, P. R. – GRAHAM, J. L. 2007. International Marketing. McGraw-Hill: Irwin Professional, 2007. 702 p. ISBN 978-0071105941
- [4] USUNIER, J. C. – LEE, J. A. 2005. Marketing Across Cultures. Harlow: Pearson Education Limited, 2005. 573 p. ISBN 9780273685296
- [5] HOLLESEN, S. 2007. Global Marketing: A Decision-Orientated Approach. Harlow: Financial Times Press, 2007. 714 p. ISBN 9780273706786
- [6] MACHKOVÁ, H. 2015. Mezinárodní marketing. (Strategické trendy a příklady z praxe – 4. vydání). Praha: Grada Publishing, 2015. 200 p. ISBN 978-80-247-5366-9
- [7] SVĚTLÍK, J. 2003. Marketing pro evropský trh. Praha: Grada Publishing, 2003. 272 p. ISBN 8024704226
- [8] Trend, Journal of International Marketing, Marketing Science and Inspirations journals.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 841

A	ABS	B	C	D	E	FX
19,98	0,0	24,97	22,12	16,53	15,1	1,31

**Lecturers:** Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, 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/031M/10	<b>Course title:</b> International Marketing 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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 40% - Project, case studies. 60% - A written test and an oral assessment	
<b>Learning outcomes:</b> The aim of International Marketing Electives I. closer insight into the issue of activities of enterprises in a global market. Its subject is the study of international markets, determining appropriate strategies for entry into the markets, as well as the application of marketing mix elements in an international context. Subject allows to estimate and analyze the international environment, to determine an appropriate strategy for entering the international market and understand the application of marketing mix elements in an international environment.	
<b>Class syllabus:</b> 1 International Marketing - Introduction. Theoretical definition and specifics of international marketing. International marketing as a business philosophy. International marketing and international trading system. The concept of international marketing. 2nd International markets and international marketing research. International marketing research and selection of markets. Management of international marketing research. Secondary data - their sources. Primary data. 3rd International environment. Importance of the international environment. World trade. Comparison of domestic and foreign markets. Political and legal environment. Economic environment. International cultural and social environment. 4 Strategies entry into foreign markets. Export. License. Franchising. Contracts production. Acquisition. Joint-venture. Foreign direct investment. Strategic alliances. Offset programs. 5 Market segmentation, selection of target markets and positioning. The basic principles of international markets segmentation and selecting target segments. Specifics' positioning in the international context. Selected aspects of the consumer market, customer boycott. 6th International marketing mix.	

<p>Introduction to international marketing mix. Product. Price. Distribution. Marketing communication.</p> <p>7 product.</p> <p>Brand and branding in an international context. Life cycle of products. Development of new products. The problem of adaptation and standardization.</p> <p>8 Distribution.</p> <p>Entering foreign markets and international distribution. Internal distribution channels. International transport and logistics.</p> <p>9 Price.</p> <p>Influence of selected factors on the price. Pricing strategies. International payment system. Incoterms.</p> <p>10 Marketing Communications.</p> <p>Elements of the marketing communication mix. Meaning environment. The problem of adaptation and standardization. Marketing communication planning in an international context.</p> <p>11 Implementing marketing strategies.</p> <p>Implementation of marketing strategies in international markets. Processes of globalization. The impact of European space for marketing.</p> <p>12 Summary of subject content and lecture on the current theme.</p>
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**Recommended literature:**

- ŠTARCHOŇ, P.: Medzinárodný marketing I. Vybrané časti. Pracovný materiál.
- CATEORA, P. R. – GRAHM, J. L.: International Marketing. Irwin Professional 2007.
- USUNIER, J.C. – LEE, J. A.: Marketing Across Cultures. Harlow: Pearson Education Limited 2005.
- HOLLESEN, S.: Global Marketing: A Decision-Orientated Approach, 4/e. Financial Times Press 2007.
- LARSEN, H. H.: Cases in Marketing. London: Sage Publications 1997.
- MACHKOVÁ, H.: Mezinárodní marketing. Praha: Grada Publishing 2006.
- SVĚTLÍK, J.: Marketing pro evropský trh. Praha: Grada Publishing 2003.
- Trend, Journal of International Marketing, Marketing Inspirations, ProQuest – database.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 73

A	ABS	B	C	D	E	FX
61,64	0,0	30,14	4,11	1,37	0,0	2,74

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

**Last change:** 02.06.2015

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/032M/10		<b>Course title:</b> International Marketing 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> 3.						
<b>Educational level:</b> 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: 37						
A	ABS	B	C	D	E	FX
86,49	0,0	10,81	0,0	0,0	2,7	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD., Mgr. František Olšavský, PhD.						
<b>Last change:</b> 02.06.2015						
<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/269M/16	<b>Course title:</b> International Public Policy
<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> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Students are expected to have a basic understanding of international relations theories and the workings of international institutions. They should be able to understand and produce work in English at an advanced level.	
<b>Learning outcomes:</b> This course prepares students for systematic understanding of public policy and its issues and how political institutions, processes and public policies operate in world affairs. How is public policy created? What actors are involved? What are the challenges of cooperation and what implications does it have for policy-making? We will look at a range of both theoretical and empirical scholarship. International issues such as international organisations, cyber-security, piracy or humanitarian work will be covered as well as cross-cutting themes that are not exclusive to the international arena namely organisational management and behavioral economics.	
<b>Class syllabus:</b> 1. Introduction to International Public Policy 2. Actors in the policy process 3. Challenges of cooperation and policy-making 4. Global public policy issues I 5. Global public policy issues II 6. Behavioural and economic insights into public policy	
<b>Recommended literature:</b> - Baylis, J., Smith, S. and Owens, P. (2011). The globalization of world politics. New York: Oxford University Press. - Burchill, S. and Linklater, A. (2009). Theories of International Relations. Basingstoke [etc.]: Palgrave Macmillan. - Dunne, T., Kurki, M. and Smith, S. (2007). International relations theories. Oxford: Oxford University Press. - Ferlie, E., Lynn, L. and Pollitt, C. (2005). The Oxford handbook of public management. Oxford: Oxford University Press. - Walt, S. (1998). International Relations: One World, Many Theories. Foreign Policy, (110), p.29.	



- Wilson, J. (1989). Bureaucracy. New York: Basic Books.						
<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> Ing. Jana Trnovská, Mgr. Rastislav Molnár						
<b>Last change:</b> 13.06.2017						
<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/196FJM/12		<b>Course title:</b> International fiscal engineering				
<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> 3.						
<b>Educational level:</b> 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: 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> Dr. Frédéric Delaneuville, PhD., Ing. Žaneta Lacová, 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/253M/16	<b>Course title:</b> International 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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectiv, complexity, team work, outputs).	
<b>Learning outcomes:</b> Students acquire knowledge about the issue of international management, which will be widened by exercises to national specifics. The subject is focused on the development of creative managerial thinking.	
<b>Class syllabus:</b> 1. Introduction to international management and business, core and importance of international management. 2. International management and its specifics in individual areas and functions of management, organization in international enterprises, creation of international business networks and management of people in international companies. 3. Aspects of culture in international management, entrepreneurship in the context of national culture and intercultural communication in management. Globalization and its impact on international management. 4. International management and multinational companies, multinational companies and their importance in the world economy.	
<b>Recommended literature:</b> PICHANIČ, M. (2004), Mezinárodní management a globalizace. C.H.Beck, Praha 2004 UBREŽIOVÁ, I. (2006), Medzinárodný manažment a podnikanie, SPU, Nitra 2006 ZADRAŽILOVÁ, D. (2004), Medzinárodný manažment, CZU, Praha 2004	
<b>Languages necessary to complete the course:</b> Slovak, English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 73						
A	ABS	B	C	D	E	FX
52,05	0,0	27,4	12,33	4,11	2,74	1,37
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD., Ing. Jarmila Wefersová, PhD.						
<b>Last change:</b> 14.02.2018						
<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/018M/00	<b>Course title:</b> Intranet
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim of the course is to prepare the student for effective orientation in the environment of the internal network and information infrastructure of enterprises and to become acquainted with its dependence on intranet information systems. This course provides an overview of the technical and software features of internal computer systems based on computer technologies. The focus is on the architecture of the internal enterprise network and its link to business processes using mobile platforms, desktop technologies and server systems. Discovered intranet technologies are at present indispensable and a key part of businesses, and proper organization and management are needed. Practical examples of selected businesses and technologies in the virtual environment will be presented on the subject. After completing the subject, the student will expand and gain new knowledge resulting from the development of intranet management and development in selected enterprises. Students will understand the new concept in this field, they can analyze and apply this knowledge in professional subjects and in practice.	
<b>Class syllabus:</b> 1. Introduction to the problem. (intranet history, information, data, technology) - Historical development of computing systems in intranet environments. Terminology and explanation of terms. 2. Hardware - Explaining the basic architectures of the computing devices in intranet environments. Technical specifications of intranet devices and their relationship to business processes. 3. Specifics of intranet operating systems - Windows, OSX, Linux, Mobile platforms 4. Intranet software applications - The cross-section of software used in enterprise intranets. File management. Internal education systems. Expert systems. Integrated production control systems. Remote access systems. Cloudy cloudy in enterprises, manager of mobile devices in the business.	

5. Intranet Network Architecture - Basic used network architectures for their principles and management. Monitoring network and access in intranet. VPN 6. Intranet Security - Physical security, software security, organizational security. 7. Modern trends in intranet and outsourcing of cloud computing and hybrid cloud systems.						
<b>Recommended literature:</b> [1.] Martin White. 2011. The Intranet Management Handbook. Publisher: Information Today. Inc. ISBN-13: 978-1573874267 [2.] Rolf Oppliger. 2007. Internet & Intranet Security (Artech House Computer Security Series) 2nd Edition, Kindle Edition. ISBN-13: 978-1580531665 Languages necessary to complete the course:						
<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: 88						
A	ABS	B	C	D	E	FX
95,45	0,0	1,14	1,14	0,0	0,0	2,27
<b>Lecturers:</b> PhDr. Peter Veselý, PhD., 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.KIS/019M/00	<b>Course title:</b> Intranet
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim of the course is to prepare the student for effective orientation in the environment of the internal network and information infrastructure of enterprises and to become acquainted with its dependence on intranet information systems. This course provides an overview of the technical and software features of internal computer systems based on computer technologies. The focus is on the architecture of the internal enterprise network and its link to business processes using mobile platforms, desktop technologies and server systems. Discovered intranet technologies are at present indispensable and a key part of businesses, and proper organization and management are needed. Practical examples of selected businesses and technologies in the virtual environment will be presented on the subject. After completing the subject, the student will expand and gain new knowledge resulting from the development of intranet management and development in selected enterprises. Students will understand the new concept in this field, they can analyze and apply this knowledge in professional subjects and in practice.	
<b>Class syllabus:</b> 1. Introduction to the problem. (intranet history, information, data, technology) - Historical development of computing systems in intranet environments. Terminology and explanation of terms. 2. Hardware - Explaining the basic architectures of the computing devices in intranet environments. Technical specifications of intranet devices and their relationship to business processes. 3. Specifics of intranet operating systems - Windows, OSX, Linux, Mobile platforms 4. Intranet software applications - The cross-section of software used in enterprise intranets. File management. Internal education systems. Expert systems. Integrated production control systems. Remote access systems. Cloudy cloudy in enterprises, manager of mobile devices in the business.	

5. Intranet Network Architecture - Basic used network architectures for their principles and management. Monitoring network and access in intranet. VPN 6. Intranet Security - Physical security, software security, organizational security. 7. Modern trends in intranet and outsourcing of cloud computing and hybrid cloud systems.						
<b>Recommended literature:</b> [1.] Martin White. 2011. The Intranet Management Handbook. Publisher: Information Today. Inc. ISBN-13: 978-1573874267 [2.] Rolf Oppliger. 2007. Internet & Intranet Security (Artech House Computer Security Series) 2nd Edition, Kindle Edition. ISBN-13: 978-1580531665 Languages necessary to complete the course:						
<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: 243						
A	ABS	B	C	D	E	FX
95,88	0,0	2,47	1,23	0,41	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/057M/14		<b>Course title:</b> Intrapreneurship				
<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> 2.						
<b>Educational level:</b> 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: 1						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	100,0
<b>Lecturers:</b> Mgr. Jana Volná, 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/054M/00	<b>Course title:</b> Investment 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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Banking, Financial markets and institutions	
<b>Course requirements:</b> The student must prepare PowerPoint presentations to selected topics. Based on these presentations, discussion will take place during the lectures. Moreover, every student must work on investment strategies and investment portfolio as a member of a team. The final evaluation reflects activities of the student during the lectures. The required minimum is 55 points.	
<b>Learning outcomes:</b> By passing of this subject, the student should obtain various practical skills. He should also gain a basic knowledge of functioning of big investment banks and about their role on financial markets where they represent various investors, as well as support companies and entrepreneurs.	
<b>Class syllabus:</b> 1. Investment banking – the basic terms, investment bank, investment banking 2. The main and supplemental roles of investment services. Types of emission operations. The role of an investment bank in the emission process. 3. Securities trading – on own account, on client's account 4. Insider information and protection from insider trading 5. Management of client's portfolio – creation, revision, performance measurement 6. Creation of new structured products for clients 7. Realities trading, other activities, international activities 8. Capital raising options. Own capital investments. Venture Capital 9. Asset securitization 10. Project financing 11. The role of investment banks in fusions and acquisitions. Speculative acquisitions, restructuralisation 12. Analyses and enterprise valuations. The methods of enterprise valuations 13. The actual problems of investment banking in the World	
<b>Recommended literature:</b> 1. Blake, D.: Analýza finančných trhov, Praha, 1995, Grada	

2. Chovancová a kol.: Investičné bankovníctvo, Ekonóm, Bratislava 2005 3. Chovancová a kol.: Investičné bankovníctvo, IURA Edition, Bratislava 2009 4. Musílek, P. Finanční trhy a investiční bankovníctvo, Grada 2009 5. Smernice EÚ v oblasti investičného bankovníctva						
<b>Languages necessary to complete the course:</b> english						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 181						
A	ABS	B	C	D	E	FX
71,27	0,0	19,89	7,18	1,1	0,0	0,55
<b>Lecturers:</b> prof. Ing. Božena Chovancová, PhD.						
<b>Last change:</b> 07.02.2018						
<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/111M/00	<b>Course title:</b> Joint Foreign Policy of EU
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) /CÚSP (objectivity, complexity, team work, outputs).	
<b>Learning outcomes:</b> Students acquire knowledge about the issue of EU Common Foreign Policy, which will be widened by exercises to national specifics. The subject is focused on the development of creative managerial thinking.	
<b>Class syllabus:</b> Short syllabus: 1 Ráciom; Methodological and motivational introduction to the subject, interpretation of the different approach and values of foreign policy cooperation at European level, relationship of preferences of the Common Foreign Policy and concerns about the loss of state sovereignty. 2. Legislation, principles and objectives of EU foreign policy; The interpretation of the Maastricht, Amsterdam and Treaty of Nice as the legislative basis, the EU's second pillar, operating outside the normal Community rules, including decision-making and the role of the various institutions. Analysis of the basic objectives of the Common Foreign Policy under TEU, Art. J 1. - 4. Interpretation of the Basis of the Common Foreign Policy of the EU. 3. Key actors in EU foreign policy; Differentiating individual actors and understanding their role creates a prerequisite for European integration studies. Analysis of the role of the various actors: European Council, Council of Ministers, COOPER and Political Committee, Working Groups, Secretariat, Presiding Country, Troika, Commission, European Court of Justice. 4. Instruments and procedures for taking decisions in II. EU pillar; The basic interpretation will focus on systematic cooperation (information and common action on issues of mutual interest, common approach to external representation, cooperation in international	

<p>organizations not represented by all Member States, activities in the UN Security Council), common positions (TEU Art. J.2.) And associated activities.</p> <p>5. Historical development of EU foreign policy; Differentiating the two phases of the EU's Common Foreign Policy. Creating political and defensive communities. Building EPC - a pragmatic approach. The transition from the EPC to the Common Foreign Policy and its financing under different regimes.</p> <p>6. Future prospects for EU foreign policy (EU and US); Changes in improvements in many foreign policy mechanisms and instruments, the Treaty of Amsterdam, the Treaty of Nice, the draft Constitutional Treaty. Analysis of attitudes and relationships between the US and the EU, and overcoming the bureaucratic integrated conglomerate that is far from the European Union or the United States.</p>																				
<p><b>Recommended literature:</b> literature: PAWERA, R. : European Security Management, Eurounion, Bratislava 2004, ISBN 80-88984-71-8. HOLLIS, M - SMITH, S. : Theory of International Relations. CDK, Praha 2000. LIĐÁK, J. : International Relations - International Policy. SOFA, Bratislava 2000. Panorama of the Global Security Environment 23005 - 2006. MO SR, IBOŠ, Bratislava 2006. PAWERA, R. : Subject Subjects Common EU Foreign Policy and EU Defense and Security Policy. In: European integration in university education, Eurounion, Bratislava 2004, ISBN 80-88984-61-0.</p>																				
<b>Languages necessary to complete the course:</b>																				
<b>Notes:</b>																				
<p><b>Past grade distribution</b> Total number of evaluated students: 94</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>73,4</td><td>0,0</td><td>17,02</td><td>5,32</td><td>2,13</td><td>1,06</td><td>1,06</td></tr> </table>							A	ABS	B	C	D	E	FX	73,4	0,0	17,02	5,32	2,13	1,06	1,06
A	ABS	B	C	D	E	FX														
73,4	0,0	17,02	5,32	2,13	1,06	1,06														
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD., doc. PhDr. Marian Šuplata, PhD.																				
<b>Last change:</b> 15.02.2018																				
<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/022M/00	<b>Course title:</b> LINUX
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point 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: <http://linuxcommand.org/tlcl.php>  
 [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

**Languages necessary to complete the course:**

slovak language, english language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 345

A	ABS	B	C	D	E	FX
99,13	0,0	0,29	0,58	0,0	0,0	0,0

**Lecturers:** Ing. Vincent Karovič, PhD., Mgr. Vincent Karovič, PhD.

**Last change:** 09.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/104_M/12		<b>Course title:</b> Labour Code - Case Studies				
<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> 1.						
<b>Educational level:</b> 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: 142						
A	ABS	B	C	D	E	FX
92,25	0,0	5,63	1,41	0,0	0,7	0,0
<b>Lecturers:</b> doc. JUDr. Ján Matlák, CSc., JUDr. Silvia Treľová, PhD.						
<b>Last change:</b> 07.11.2017						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/011M/00	<b>Course title:</b> Leadership
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100 % evaluation during semester entails: active in-class participation. in-class written tasks (short quizzes, test in the middle of semester), research project and its presentation at the end of semester. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim of this course is to provide students with new and up-to-date knowledge from the sphere of leadership. The course derives from Organizational behaviour and HRM. Students will gain deeper understanding of the nature of leadership as one of managerial functions and will develop competencies that are tied to the effective leading of subordinates. They will adopt practical manuals of how to effectively lead subordinates. They will internalize new knowledge through case studies analysis and active self-reflection and self-evaluation.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the leadership studies.</li> <li>2. Followers of the leader. How to become an effective member of the team.</li> <li>3. Personality traits of effective leaders.</li> <li>4. Charismatic (values oriented) and transformational leadership.</li> <li>5. Participative and directive style of leadership. People-oriented and task-oriented leaders.</li> <li>6. Situational approaches to leadership. Leader and leadership in the times of crisis.</li> <li>7. The ethical leader.</li> <li>8. Politics-related tactics in leadership.</li> <li>9. The process of influencing of subordinates.</li> <li>10. The team-oriented leader.</li> <li>11. Creative and innovative style of leadership.</li> <li>12. Presentations of in-class tasks. Summary.</li> </ol>	
<b>Recommended literature:</b> Lašáková, A. (2013). Vedenie ľudí. In Rudy, J. et al.: Organizačné správanie. Bratislava: UK v Bratislave, s. 126 - 146. DuBrin, Andrew (2013). Principles of Leadership. 7th ed. Mason, South-Western Cengage Learning. Yukl, Gary (2013). Leadership in Organizations. 8th ed. Essex, Pearson Education Limited.	

Remišová, A., Lašáková, A., Rudy, J., Sulíková, R., Kirchmayer, Z., Fratričová, J. (2015). Etické vedenie ľudí v slovenskom podnikateľskom prostredí. Bratislava: Wolters Kluwer.

**Languages necessary to complete the course:**

Slovak and English language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 354

A	ABS	B	C	D	E	FX
63,84	0,0	21,47	11,02	1,98	0,85	0,85

**Lecturers:** doc. Mgr. Anna Lašáková, 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.KEF/056M/09	<b>Course title:</b> Lobbing in EU
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> Brief Syllabus: 1. Introduction into Lobbying The notion of Lobbying and its history. Lobbying as an legitimate tool for achieving the objectives. Traditional and modern approaches to lobbying. Types and forms of lobbying. Process and instruments of lobbying. Ethical aspects of lobbying and its regulation. 2. Lobbying in European Union Policy making process in EU and lobbying in this process. Main areas of lobbying in EU. Key players and interests groups in EU lobbying arena. Regulation of lobbying in EU: lobbying in European Parliament and European Committee. European Transparency Initiative. Comparing the EU and US approach to lobbying regulation. Lobbying in EU member states. Lobbying in Slovakia and Slovak subjects on EU lobbying scene. 3. Lobbying as a part of Management Corporate lobbying. Lobbying as a public affair management. Organized interests: associations and coalitions creating. Lobbying of single companies. Professional lobbying firms. Principles of successful lobbying.	
<b>Recommended literature:</b> Literature: SCHENDELEN, V.R.: Jak lobovat v Bruseli aneb Machiavelli v Bruselu, Principal & Barrister, Praha 2004 PAVLOVIČ, B, LIPKOVÁ.D.: Lobing v Európskej únii, MZV SR, Bratislava 2006 www.corporateeurope.org GEIGER, T.: EU lobbying handbook, Helios Media, Berlin 2007	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 101						
A	ABS	B	C	D	E	FX
69,31	0,0	23,76	1,98	1,98	0,0	2,97
<b>Lecturers:</b> doc. PhDr. Marian Šuplata, PhD.						
<b>Last change:</b> 06.03.2018						
<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/105_M/12		<b>Course title:</b> Local Computer Networks and their Administration				
<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> 2.						
<b>Educational level:</b> 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: 2						
A	ABS	B	C	D	E	FX
50,0	0,0	0,0	0,0	0,0	0,0	50,0
<b>Lecturers:</b> Ing. Pavol Gono						
<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/025M/00		<b>Course title:</b> Logistics Strategy				
<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> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Scale of assessment (preliminary/final): 100/0						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b> COHEN, S. – ROUSSEL, J. Strategic supply chain management. [online]. New York : McGraw-Hill, 2004. Dostupné v databáze ebrary: < <a href="http://site.ebrary.com/lib/uniba/docDetail.action?docID=10152874">http://site.ebrary.com/lib/uniba/docDetail.action?docID=10152874</a> >. SIMCHI-LEVI, D. – KAMINSKY, P. – SIMCHI-LEVI, E. Managing the supply chain : the definitive guide for the business professional. [online]. New York : McGraw-Hill, 2004. Dostupné v databáze ebrary: < <a href="http://site.ebrary.com/lib/uniba/docDetail.action?docID=10070033">http://site.ebrary.com/lib/uniba/docDetail.action?docID=10070033</a> >. LAMBERT, D. M. – STOCK, J. R. – ELLRAM, L. M. Logistika. 2. vyd. Brno : CP Books, 2005. DUPAL, A. – BREZINA, I. Logistika v manažmente podniku. Bratislava : Sprint, 2006. DELFMANN, W. – ALBERS, S. Supply chain management in the global context. [online]. Cologne : Dept. of General Management, Business Planning and Logistics of the University of Cologne, 2000. Dostupné na internete: < <a href="http://www.spl.uni-koeln.de/fileadmin/user/dokumente/forschung/arbeitsberichte/arbb-102.pdf">http://www.spl.uni-koeln.de/fileadmin/user/dokumente/forschung/arbeitsberichte/arbb-102.pdf</a> >.						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 124						
A	ABS	B	C	D	E	FX
79,84	0,0	15,32	4,03	0,81	0,0	0,0
<b>Lecturers:</b> Ing. Jaroslav Hul'vej, PhD.						
<b>Last change:</b> 02.06.2015						

<b>Approved by:</b>
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## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/MIS-M/13		<b>Course title:</b> MIS - Special Topics				
<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> 4.						
<b>Educational level:</b> 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: 51						
A	ABS	B	C	D	E	FX
98,04	0,0	0,0	0,0	0,0	1,96	0,0
<b>Lecturers:</b> doc. Ing. Jaroslava Kniežová, PhD., doc. RNDr. Michal Greguš, PhD., RNDr. Zuzana Kovačičová, 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/030M/00		<b>Course title:</b> MIS - Special Topics				
<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> 3.						
<b>Educational level:</b> 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: 27						
A	ABS	B	C	D	E	FX
66,67	0,0	7,41	7,41	18,52	0,0	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. Ing. Jaroslava Kniežová, PhD., doc. RNDr. Michal Greguš, PhD.						
<b>Last change:</b> 02.06.2015						
<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/267B/16		<b>Course title:</b> Macroeconomic Development and Economic Policies in Slovakia				
<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> 1., 3.						
<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
0,0	0,0	38,89	33,33	16,67	11,11	0,0
<b>Lecturers:</b> Mgr. Ján Tóth, prof. RNDr. Jozef Komorník, DrSc.						
<b>Last change:</b> 06.03.2018						
<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.KMn/S06SJ/16	<b>Course title:</b> Management - Theory, Methods, Applications
<b>Number of credits:</b> 1	
<b>Recommended semester:</b> 3., 4..	
<b>Educational level:</b> II.	
<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.KIS/029M/00		<b>Course title:</b> Management Information Systems				
<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> 6						
<b>Recommended semester:</b> 2.						
<b>Educational level:</b> 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: 2408						
A	ABS	B	C	D	E	FX
26,29	0,0	26,12	18,85	12,62	11,3	4,82
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., doc. Ing. Jaroslava Kniežová, PhD.						
<b>Last change:</b> 02.06.2015						
<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/304M/17	<b>Course title:</b> Management of EU Projects and Programs
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (StudyRegulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectiv, complexity, team work, outputs).	
<b>Learning outcomes:</b> Students acquire knowledge about the management of EU projects and programs, which will be widened by exercises to national specifics. The subject is focused on the development of creative managerial thinking.	
<b>Class syllabus:</b> 1. Management of EU Cohesion Policy, actors and processes 2. Institutions REP 3. Structural and investment funds 4. Specific financing instruments, other EU financial instruments 5. Management of projects funded by the SF in the Slovak Republic 6. Specifics of project financial management (how to get funding)	
<b>Recommended literature:</b> PAWERA, R. a col. (2014) Regionálna politika a politika súdržnosti EÚ. UK, Bratislava 2014, ISBN 978-80-223-3549-2, 306p. DOLEŽAL, J., KRÁTKY, J. (2017) Projektový manažment v praxi, Grada, Praha 2017, ISBN 978-80-247-5693-6, 172p.	
<b>Languages necessary to complete the course:</b>	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 39						
A	ABS	B	C	D	E	FX
43,59	0,0	41,03	15,38	0,0	0,0	0,0
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD.						
<b>Last change:</b> 15.02.2018						
<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/051M/11		<b>Course title:</b> Management of Innovation and Change				
<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> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Scale of assessment (preliminary/final): 100/0						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b> TIDD, J. – BESSANT, J. – PAVITT, K. Řízení inovací : zavádění technologických tržních a organizačních změn. Brno : Computer Press, 2007. BOROVSKÝ, J. – GÁL, P. Inovácie a transfer technológií. Bratislava : Eurounion, 2005. KOŠTURIK, J. – CHAL, J. Inovace : vaše konkurenční výhoda! Brno : Computer Press, 2008. PITRA, Z. Management inovačních aktivit. Praha : Professional, 2006. HIPPEL, E. v. Democratizing innovation. Cambridge : MIT Press, 2005. BOUTELLIER, R. – GASSMANN, O. – ZEDTWITZ, M. v. Managing global innovation : uncovering the secrets of future competitiveness. 3rd ed. Berlin : Springer, 2008. STERN, T. – JABERG, H. Erfolgreiches Innovationsmanagement : Erfolgsfaktoren, Grundmuster, Fallbeispiele. 3. Aufl. Wiesbaden : Gabler, 2007.						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 151						
A	ABS	B	C	D	E	FX
78,15	0,0	15,89	3,97	0,66	0,0	1,32
<b>Lecturers:</b> Ing. Jaroslav Hul'vej, PhD., Mgr. Peter Gál, PhD.						
<b>Last change:</b> 02.06.2015						
<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/189M/13		<b>Course title:</b> Management of common pool resources and collective action				
<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> 1.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b> 1 The typology of economic goods and management regimes 2 Common property and community management regime 3 Collective choice as a management strategy of global market conditions 4 Analytical approaches to evaluating the effectiveness of management regimes 5 Examples of application of practice management of natural and urban goods						
<b>Recommended literature:</b> Anderies, J.M., Janssen, M.A. Sustaining the Commons, Arizona State University, 2013, pp. 167.						
<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
0,0	0,0	0,0	100,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Mgr. Tatiana Kluvánková, PhD., Mgr. Veronika Gežík, PhD., Ing. Martin Špaček						
<b>Last change:</b> 05.03.2018						
<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/078M/14		<b>Course title:</b> Management of online games				
<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> 2.						
<b>Educational level:</b> 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: 169						
A	ABS	B	C	D	E	FX
95,27	0,0	0,0	1,18	0,0	0,0	3,55
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, 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.KSP/009M/00	<b>Course title:</b> Managerial Decision-Making
<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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Finished bachelor degree.	
<b>Course requirements:</b> 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%. Scale of assessment (preliminary/final): Ongoing: 40% / Exam: 60%. The exam consists of the written mid-term exam during the semester 30% and of the final exam during the examination period 30%.	
<b>Learning outcomes:</b> Decision-making belongs to main responsibilities and functions of the managers and managers are regarded and evaluated in terms of success in making decisions. The goal of the course is to improve the decision-making skills of students and to contribute to their ability to effectively and creatively solve problems both individually and within the teams. The course graduates would learn to perceive decision-making as a systematic process in the context of problem solving. They would be able to use rational methods of decision-making under conditions of certainty, risk and uncertainty as well as to solve the sequence of successive decisions. They would be familiar with the techniques of decision-making in groups and teams. They would sense the psychological perspective of the decision-making. They would practice the gained theoretical knowledge practically by means of the various simulations and case studies.	
<b>Class syllabus:</b> 1. Introduction into the subject. Decision-making in management. The nature of managerial decision-making. The decision-making process. 2. The rational approaches in the managerial decision-making. Methods and approaches of the decision-making under certainty, uncertainty and risk. The sequence of decisions and decision trees. 3. The psychological aspect of managerial decision-making. The two systems in us. The heuristics of anchoring, availability and representativeness. The prospect theory. The irrational types of choices. The limits of the human mind. 4. The group decision making. Defining the group's assignment, planning and organizing the overall group effort and staffing the decision group. Directing and controlling the group meeting. The creative methods and techniques of group decision-making.	

**Recommended literature:**

KAHNEMAN, Daniel: Thinking, Fast and Slow. NY : Farrar, Straus and Giroux, 2011. 499 p. ISBN 978-0-374-53355-7.

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

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

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

GÁL, Peter – MRVA, Miloš – GAJDOŠOVÁ, Zuzana: The cognitive reflection test and the propensity to use heuristics in decision making. In: Comenius Management Review, roč. 8, č. 2 (2014), s. 29-40. ISSN 1337-6721.

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

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

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

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

**Languages necessary to complete the course:**

Slovak / English

**Notes:**

Subject is provided only in the summer semester.

**Past grade distribution**

Total number of evaluated students: 2396

A	ABS	B	C	D	E	FX
21,99	0,0	27,13	23,08	13,94	10,43	3,42

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

**Last change:** 19.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/254M/16	<b>Course title:</b> Managerial accounting
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Principles of Accounting, Cost Accounting	
<b>Course requirements:</b> test 1- 15% test 2- 25% final test - 60% Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> The objective of the Course: This course aims to present the different costing systems and methods which are used in determining the cost of products and services in the organization. It aims also to show the role of costing accounting as a managerial tool for business strategy, planning and controlling. In addition, this course will introduce the “different costs for different purposes” theme, and indicates how cost accounting helps managers make better decisions.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Managerial accounting – its role and comparison with cost and financial accounting</li> <li>2. Cost – Cost categories, cost behavior, relevant and irrelevant costs from decision making perspective</li> <li>3. Cost behavior - Estimate cost functions using several methods and subsequent evaluation of the functions. Curves of Learning.</li> <li>4. CVP analysis- BEpoint, Margin of Safety, operating and financial leverage, apply cost-volume-profit analysis and sensitivity analysis.</li> <li>5. Absorption costing and Variable costing.</li> <li>6. Job costing – cost drivers, cost pools, cost-allocation base, traditional costing, Kaizen Costing</li> <li>7. Job Costing, Activity-Based Costing – apply job cost accounting under actual and normal costing, comprehend the activity-based costing approach in a cost system.</li> <li>8. Master Budget, Flexible Budgets - Construct operating and financial budgets, static and flexible budget and analyze variances. Explain the financial and nonfinancial measures of quality and time.</li> <li>9. Responsibility accounting, Strategic Profitability Analysis, Customer Profitability Analysis-</li> </ol>	

Perform customer-profitability analysis and sales variance analysis. 10. Traditional methods of pricing, target costing, life-cycle-costing 11. Transfer pricing, International transfer pricing 12. Apply process-costing methods using the weighted average method and FIFO method. 13. Balanced Scorecard						
<b>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. Drury, Colin: Management Accounting for Business, South-Western, Cengage Learning, 2013, 5th edition or 7th edition, 4. Charles T. Horngren, Srikant M. Datar, Madhav V.Rajan: Cost accounting 15/E. Prentice Hall, 2015, 15th edition2. Horngren, Datar, Foster: Cost accounting 15th, 14 th ed. , Prenhall						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 400						
A	ABS	B	C	D	E	FX
22,0	0,0	19,75	17,0	13,25	18,25	9,75
<b>Lecturers:</b> doc. RNDr. Darina Saxunová, PhD., doc. Ing. Jana Kajanová, PhD., Mgr. Lenka Chorvatovičová, Mgr. Rita Szarková						
<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/004M/00		<b>Course title:</b> Market Risk Analysis of Financial Portfolios				
<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> 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: 33						
A	ABS	B	C	D	E	FX
93,94	0,0	6,06	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Mária Bohdalová, PhD., Mgr. Jozef Jackuliak, PhD.						
<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.KEF/005M/10		<b>Course title:</b> Market Risk Analysis of Financial Portfolios				
<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> 2.						
<b>Educational level:</b> 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: 12						
A	ABS	B	C	D	E	FX
66,67	0,0	8,33	8,33	8,33	8,33	0,0
<b>Lecturers:</b> doc. RNDr. Mária Bohdalová, PhD.						
<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.KMk/026M/00	<b>Course title:</b> Marketing Analytics
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Analytical work during the semester. Final assessment is in the form of an oral examination. For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> After completing the course students will be able to work with the program SAS Enterprise Miner and will be able to perform and interpret basic analysis like cross sell, up sell, association analysis and segmentation.	
<b>Class syllabus:</b> Basic characteristics of marketing analytics. (Marketing Research and its components. Role and status of marketing analytics in the organization. Customer Life Cycle.) Types of analysis used in marketing analytics. (Customer segmentation. Cross Sell, Up Sell, Customer Retention , Customer lifetime value.) Statistical Software Enterprise Miner (Introduction to Software SAS Enterprise Miner . Definitions.) Customer segmentation. (Definitions, basic types of segmentation. Creating customer segments. Profiling customer segments. Segmentation Strategy.) Cross Sell and Up Sell. (Definitions. Basic Components of Cross Sell modeling. Next Best Offer . Utilizing Association analysis (shopping cart) to identify the Next Best Offer . Utilizing sequence analysis to identify the Next Best Offer. Model results in managing campaigns.) Inclination to purchase. (Propensity to Purchase. Basic principles of predictive modeling. Practical example of modeling propensity to purchase and interpretation of results. Utilizing modeling results in managing campaigns.) Customer Retention. (Definitions. Customer retention and profitability of the organization. Fundamental retention strategy for the organization. Analysis of the retention factors. Modeling propensity to leave.) Modelling customer retention. (Which customers will leave next month . Utilizing modeling results in managing campaigns)	



Customer lifetime value (CLV). (Definitions. Fundamental approaches to calculating the lifetime value of the customer. Utilizing CLV in marketing.)						
<b>Recommended literature:</b> Data mining for business applications: and Ghani, Rayid. Amsterdam: IOS Press,, 2010. E-source: <a href="http://site.ebrary.com/lib/uniba/Doc?id=10440450">http://site.ebrary.com/lib/uniba/Doc?id=10440450</a> Data Mining: Olivia Parr Rud. Praha: Computer Press, 2001 <a href="http://www.sas.com/offices/europe/slovakia/support/data/SASEG_117-29.pdf">http://www.sas.com/offices/europe/slovakia/support/data/SASEG_117-29.pdf</a> <a href="http://www.sas.com/offices/europe/slovakia/support/data/234-29.pdf">http://www.sas.com/offices/europe/slovakia/support/data/234-29.pdf</a>						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 199						
A	ABS	B	C	D	E	FX
91,46	0,0	6,53	1,01	0,0	0,5	0,5
<b>Lecturers:</b> Mgr. Lucia Vilčeková, PhD.						
<b>Last change:</b> 01.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/027M/00	<b>Course title:</b> Marketing Audit
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> work during the semester and final semestral work	
<b>Learning outcomes:</b> deep knowledge of auditing in Slovakia	
<b>Class syllabus:</b> 1 Essence and the main aspects of the audit , the auditors implementation in companies in Slovakia - Nature of the audit , auditing , audit characteristics of individual species and forms of its implementation (internal and external audit ) - Historical development of audit and its origins in Slovakia - Relationships to accounting , control , controlling as an advanced tool for the management of companies 2 Interpretation of auditing standards in Slovakia - Basic legal standards of audit legislation up to the valid legislation for the implementation of auditing and generally applicable rules , which are indirectly related to the implementation of the audit . - Fundamental analysis of the Act of NR SR č.466/2002 Z.z. of 26 June 2002 on Auditors and the Slovak Chamber of Auditors. - The importance of the Act of NR SR č.431/2002 Z.z. of 18 June 2002 on the accounts . 3 Practical preparation for the audit of the entity , its importance and procedure: - Agreeing the terms of the contract audit -- Obtaining information for auditing 4 - Planning the audit - Carrying out tests of controls and operations - Implementation of analytical procedures and tests of balances - Complete the audit and submission of the report of the auditor 5 Basic methods of audit work in practice : - Methodology and Practice Auditor - Comparison of auditing - Direct and indirect verification	

<ul style="list-style-type: none"> <li>- Exhaustive ( complete) verification</li> <li>- Digest authentication</li> </ul> <p>6 Standards of the audit activity :</p> <ul style="list-style-type: none"> <li>- importance of standards in the audit practice</li> <li>- Definition of standards</li> <li>- auditing standards of Slovak Chamber of Auditors</li> </ul> <p>7 Audit of marketing and prices</p> <ul style="list-style-type: none"> <li>- Definition of the essence of marketing and prices</li> <li>- Marketing audit functions among other types of marketing control</li> <li>- Marketing audit methodology</li> <li>- Types of functional marketing audit</li> <li>- Audit of the marketing environment</li> <li>- Audit of the marketing organization</li> <li>- Audit Marketing Systems</li> <li>- Audit of marketing profitability</li> <li>- Audit of the marketing functions</li> <li>- Audit prices and its meaning in the company</li> <li>- Auditor's report</li> </ul>																				
<p><b>Recommended literature:</b></p> <p>Auditing : : Himalaya Pub. House,, 2010. Spoluautori Srinivas, Kastoori. URL <a href="http://site.ebrary.com/lib/uniba/Doc?id=10416212">http://site.ebrary.com/lib/uniba/Doc?id=10416212</a></p> <p>Kotler, Ph.: Marketing. Grada, Praha, 1998.</p> <p>Oláh, M.: Interný audit vo verejnej správe. Sprint, Bratislava 2005.</p> <p>Nagy, Klimo, Haviar, Laučík: Auditorské postupy. Súvaha, Bratislava, 1999.</p> <p>Kareš, L.: Auditorstvo. Elita, Bratislava, 1998</p> <p>Lyková, J.: Marketingový audit a kontrola. Grada Publishing, Praha, 2000.</p> <p>Oláh,M.-Boržík,O.: Ceny-teória a prax. Obchodné podnikanie. Účtovníctvo. Dane. Audit. Kontrola. Royal Service, Bratislava, 2000.</p> <p>Základné predpisy o audite Slovenskej komory auditorov</p>																				
<p><b>Languages necessary to complete the course:</b></p> <p>Slovak</p>																				
<p><b>Notes:</b></p>																				
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 12</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>75,0</td><td>0,0</td><td>16,67</td><td>0,0</td><td>0,0</td><td>8,33</td><td>0,0</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	75,0	0,0	16,67	0,0	0,0	8,33	0,0
A	ABS	B	C	D	E	FX														
75,0	0,0	16,67	0,0	0,0	8,33	0,0														
<p><b>Lecturers:</b> doc. Ing. Michal Oláh, PhD.</p>																				
<p><b>Last change:</b> 02.06.2015</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/016M/09	<b>Course title:</b> Marketing 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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> -	
<b>Course requirements:</b> For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation. Scale of assessment (preliminary/final): 30 per cent - during semester 70 per cent - final exam	
<b>Learning outcomes:</b> By passing the subject the student acquires complex knowledge about modern marketing management in order to be able to apply them at all levels of management. Emphasis is placed on acquiring managerial skills in terms of efficiency and effectiveness.	
<b>Class syllabus:</b> 1 The need for reform of marketing management at the threshold of the third millennium. 2 The concept of rational marketing management. 3 Sustainable marketing and sustainable consumption. 4 Position of the customer in the concept of rational marketing management. 5 Performance evaluation of marketing in the organization. 6 Marketing metrics used for assessing the efficiency and effectiveness of marketing activities. 7 What has changed in the product strategy of enterprises under the influence of the concept of rational and sustainable marketing management? 8 What has changed in the pricing strategy of enterprises under the influence of the rational concept of marketing management? Role played by the price of sustainable approaches Marketers? 9 Selected attributes of the distribution strategy of sustainable approaches in marketing. 10 Selected attributes of marketing communication approaches in sustainable marketing.	
<b>Recommended literature:</b> 1. BELZ, F. M. – PEATTIE, K. 2011. Sustainability Marketing. A Global Perspective. West Sussex : John Willey & Sons, 2011. ISBN 978-0-470-51922-6 2. BOYLSTON, S. 2009. Designing Sustainable Packaging. London : Laurence King Publishing, 2009. 192 p. ISBN 978-1-85669-597-8	

3. BRIDGES, C. M. – WILHELM, W. B. 2008. Going Beyond Green: The „Why and How“ of Integrating Sustainability Into the Marketing Curriculum. In : Journal of Marketing Education. 2008, Vol. 30, No. 1, p. 33-46. ISSN 0273-4753
3. FULLER, D. A. 1999. Sustainable Marketing. Managerial-Ecological Issues. Thousand Oaks : Sage Publications, 1999. 395 p. ISBN 0-7619-1218-5
4. HACKLEY, Ch. 2009. Marketing. A Critical Introduction. London : Sage Publications, 2009. 186 p. ISBN 978-1-4129-1149-8
5. PEATTIE, K. 2001. Towards Sustainability: The Third Age of Green Marketing. In : The Marketing Review. 2001, Vol. 2, No. 2, p. 129-146. ISSN 1472-1384

**Languages necessary to complete the course:**

Slovak  
English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 2890

A	ABS	B	C	D	E	FX
22,08	0,0	23,53	18,65	14,95	14,91	5,88

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

**Last change:** 12.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/024M/00	<b>Course title:</b> Marketing in Politics
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> understanding the importance of political marketing, its specifics and legislative influences	
<b>Class syllabus:</b> Application of marketing in politics I: Media and Politics, speakers, political talk shows, political coverage, the impact of legislation on political marketing in Slovakia Theoretical principles of marketing policy: definition of terms, the historical genesis of political marketing, political marketing specifications, models of political marketing Key processes of marketing in politics: marketing research, segmentation, market definition Application of marketing in politics II: populism, propaganda, crisis communication, media manipulation, communication by personality politics, lobbying Application of marketing in politics III: Press Conference I, II press conference, election meeting	
<b>Recommended literature:</b> Lynda Lee Kaid, Christina Holtz-Bacha The SAGE handbook of political advertising Vyd. údaje Thousand Oaks : SAGE Publications, 2006 JABŁOŃSKI, A. W. A KOL. 2006. Politický marketing – teorie a praxe. 1. vyd. Brno : Barrister & Principal, 2006. 208 s. ISBN 80-7364-011-2 KOTLER, P. – ARMSTRONG, G. 2004. Marketing. dotlač. Praha : Grada Publishing, 2004. 855 s. ISBN 80-247-0513-3 ŠTENSOVÁ, A. – PČOLINSKÝ, V. 2005. Marketing v politike. Bratislava : Vydavateľstvo Ekonóm, 2005. 104 s. ISBN 80-225-2074-8	
<b>Languages necessary to complete the course:</b> Slovak	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 28						
A	ABS	B	C	D	E	FX
64,29	0,0	17,86	10,71	3,57	3,57	0,0
<b>Lecturers:</b> Ing. Vladimír Pčolinský, PhD.						
<b>Last change:</b> 02.06.2015						
<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/023M/00		<b>Course title:</b> Marketing in Small Enterprises				
<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> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Prerequisites and co-requisites Presentation and submission of the seminar paper on a pre-selected topic at the end of the semester and writing the final written test.						
<b>Learning outcomes:</b> Students will gain knowledge about the importance of this kind of business as well as the establishment of the micro business.						
<b>Class syllabus:</b> 1. The definition of entrepreneurship 2. The establishment of micro/small business 3. The application of marketing to micro enterprise 4. Advantages/disadvantages of the use of marketing theory in the trades. 5. The positives and negatives of the micro enterprise						
<b>Recommended literature:</b> 1) Strážovská, Ľ. Malé a stredné podnikanie a rodinné podnikanie. Nové Zámky: Secos, s.r.o.2007. 138 s. ISBN 80-969389-5-7 2) Strážovská, Ľ.: Rodinné podnikanie ako osobitná činnosť podnikania. In: Náuka o obchodnom podnikaní. - Bratislava : Sprint 2, 2014. - S. 153-172. - ISBN 978-80-89393-98-5 3) Strážovská, Ľ.: Malé a stredné podniky. In: Ekonomické procesy v obchodnom podnikaní. - Bratislava: Sprint 2, 2015. - S. 133-172. - ISBN 978-80-89710-15-7 4) Zákon č. 455/1991 Zb. Zákon o živnostenskom podnikaní (živnostenský zákon)						
<b>Languages necessary to complete the course:</b> Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 106						
A	ABS	B	C	D	E	FX
93,4	0,0	2,83	2,83	0,0	0,0	0,94



<b>Lecturers:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD.
<b>Last change:</b> 11.03.2018
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/022M/00	<b>Course title:</b> Marketing in Sport
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Terms of credit: • Active participation in seminars - each student prepares examples of a sport and uses his marketing theory and presents it - 40% • Final short test of acquired knowledge - 60%	
<b>Learning outcomes:</b> The student will have a funded interpretation of the use of marketing in individual sports disciplines.	
<b>Class syllabus:</b> 1. Sports management 2. Strategic planning 3. Marketing and sport 4. Sports advertising 5. Sponsoring 6. Propagations 7. Sport and Public Relations	
<b>Recommended literature:</b> 1. ČÁSLAVOVÁ, E. Management sportu. Praha: East West 2000. ISBN 80-7219-010-5 2. FREYER, W. Handbuch des Sport-Marketing. Wiesbaden: Forekl-Verlag 2010. ISBN 3-7719-6420-2 3. CHELLADURAI, P. Sportmanagement. Definning the field. European Journal of Sportmanagement. Vol.1, 2010.č.1,p. 7-15 4. TROSIEN, G. D. Huckepackfinanzierung des Sports. Sportsponzoring unter der Lupe. Schorndorf: Verlag Karl Hofmann 2001 ISBN 3-7780-8362-7 5. SCHEWER, G. J. Sportmanagement – Der profi – Fussball aus sportokonomische Perspektive. Schondorf: Verlag Karl Hofmann 2010. ISBN 3-7780-3350-6 6. WHITE, L.C. Club operations and Management. New York: VNR ( Van Nostrand Reinhold ) 2004. ISBN 0-442-23528-3	

<b>Languages necessary to complete the course:</b> Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 173						
A	ABS	B	C	D	E	FX
86,71	0,0	4,62	1,16	0,0	0,0	7,51
<b>Lecturers:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Peter Kravec, PhD.						
<b>Last change:</b> 01.03.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/021M/00		<b>Course title:</b> Marketing in Textile Industry				
<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> 3.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> 30 percent during semester 70 percent final exam						
<b>Learning outcomes:</b> How to use marketing in the clothing industry						
<b>Class syllabus:</b> 1 Characteristics of the textile and clothing industry in the Slovak Republic and abroad. 2 Customer in the spotlight of the clothing industry. 3 Consumption in the clothing industry. 4 The importance of marketing research and information-gathering in the clothing industry. 5 Segmentation and market position. 6 Marketing mix in the clothing industry - product, price, distribution and marketing communication. 7 Brand positioning and product strategy in the clothing industry. 8 New approaches and trends in the understanding of marketing in the apparel industry.						
<b>Recommended literature:</b> 1. NÍZKA, Helena. 2007. Aplikovaný marketing. Bratislava : Iura Edition, spol. s r. o., 2007. ISBN 978-80-8078-157-6 2. JACKSON, Tim – SHAW, David. Mastering Fashion Marketing. New York : Managment. Basingstone : Palgrave Macmillan, 2009. ISBN 978-1-4039-1902-1						
<b>Languages necessary to complete the course:</b> Slovak, English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 115						
A	ABS	B	C	D	E	FX
74,78	0,0	15,65	4,35	1,74	0,0	3,48

<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD.
<b>Last change:</b> 02.06.2015
<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/020M/00	<b>Course title:</b> Marketing in Trade
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Student rating is the sum of: - 40% preparation of a seminar work on a predetermined topic of the teacher + presentation of the topic and subsequent professional discussion directed by the teacher - 60% final written test.	
<b>Learning outcomes:</b> The goal is to make students familiar with practise of trade and trading and how to use marketing in this fiels	
<b>Class syllabus:</b> 1) Business as a sector of the national economy 2) Retail and wholesale 3) Management in business 4) Marketing in business 5) Marketing in retail 6) Marketing retail units 7) Wholesale Marketing 8) The main economic activities of a business 9) Purchase of goods 10) Implementation Strategy buying customer to suppliers 11) The management of the sales process in the enterprise 12) Business Staff 13) Management of business operations, sales activities, behavior management business operation	
<b>Recommended literature:</b> 1. STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, Ľ. – VESZPRÉMI SIROTKOVÁ, A. – HORBULÁK, Z. 2017. Obchodné podnikanie na prahu 21. storočia. Bratislava: Sprint, 2017. 283 s. ISBN 978-80-89710-35-5 2. STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, Ľ. - PAVLÍK, A. 2007: Malé a stredné podniky, obchodné podnikanie. Bratislava: Sprint, 2007. 327 s. ISBN 978-80-89085-64-4 3. STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, Ľ. – KROŠLÁKOVÁ, M. – BAŽÓ, L. 2014: Náuka o obchodnom podnikaní. Bratislava: Sprint, 2014. 334 s. ISBN 978-80-89393-98-5	

4. ZAMALOVÁ, M. 2013: Marketing obchodní firmy. Praha: Grada Publishing, 2013. 231 s.  
ISBN 978-80-247-2049-4
5. ostatná literatúra odporúčaná vyučujúcim

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

**Notes:**

**Past grade distribution**

Total number of evaluated students: 96

A	ABS	B	C	D	E	FX
89,58	0,0	3,13	1,04	2,08	0,0	4,17

**Lecturers:** doc. Ing. Mgr. Ľubomíra Strážovská, PhD.

**Last change:** 15.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/017M/00	<b>Course title:</b> Marketing of Regions
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 10 % - evaluation for active participation in the learning process during the semester 90 % - processing and presentation of the essay based on the theme following requirements of the visited region/regions.	
<b>Learning outcomes:</b> Students acquire knowledge of the use of marketing in specific marketing division in the range of cities, villages and regions. After building theoretical bases students realizes trip to the field, which explains the conditions of use of marketing in practice. Based on the realities and requirements of the visited area / municipalities, students prepare marketing study which will be presented in front of municipalities representatives resp. its inhabitants.	
<b>Class syllabus:</b> The basis for the use of marketing tools in marketing regions. Typology of regions, cities and municipalities (NUTS and LAU categorization). Marketing environment of regions (practical problems in villages and towns in Slovakia). Competition and the pressure on regional development. Segmentation, localization and positioning of organizations and individuals inside and outside regions. Marketing mix and marketing strategy for adaptation in a particular region / town / village. Cooperation of marketing managers and multiprofesionalizm in the process of marketing strategy development.	
<b>Recommended literature:</b> DOBRUCKÁ, L. et al., 2007. Strategický rozvojový plán obce. Bratislava: Peter Mačuga–PEEM, 2007. ISBN 978–80–89197–77–4. JANEČKOVÁ, L. a VAŠTÍKOVÁ, M., 1999. Marketing měst a obcí. Praha: Grada, 1999. ISBN 80–7169–750–8. BUČEK, M. et al., 2006. Regionálny rozvoj – novšie teoretické koncepcie. Bratislava:	
<b>Languages necessary to complete the course:</b> Slovak, English	
<b>Notes:</b>	



<b>Past grade distribution</b>						
Total number of evaluated students: 40						
A	ABS	B	C	D	E	FX
85,0	0,0	7,5	7,5	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. František Olšavský, PhD.						
<b>Last change:</b> 02.06.2015						
<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/72M/12	<b>Course title:</b> Media planning
<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> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> . For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> Knowledge on media and media planning	
<b>Class syllabus:</b> 1 Media Planning Media and advertising concepts. Media parameters and their calculation (target audience, reach, GRP / TRP, contact CPT / CPRP, affinity, etc.). Examples. Tools and data used to evaluate media in Slovakia + samples. 3 Slovak media market Media market in Slovakia (media landscape). Overview of the different media types and media. Development and standardization of the Slovak media market. 4 The strategic planning process I. Guide strategic planning. What is it, what is it and what process comprises the steps. Briefing. Consumer analysis. Analysis of competition. Examples and samples analysis. 5 The strategic planning process II. Understanding the key motivators of the target group. Creating a strategic platform. Choice of media mix. Evaluate the effect of an advertising campaign. Examples and demonstrations. 6 creative agency The role and modus operandi advertising (creative) agencies. Advertising agencies in Slovakia and in the world. Making creative strategy. Creative brief. Design and production of advertising. Cooperation with media agency. Examples and demonstrations. 7 Planning and buying television and radio advertising Characteristics of TV and Radio. Characteristics peoplemeter data. Shopping models. Preview TV and Radio software. Sample planning campaigns. Monitoring and evaluation of the campaign. Creative use of media. 8 Planning and buying media, outdoor advertising and cinema adverts	

<p>Characteristics of print media, outdoor advertising and cinema adverts. Evaluation of print media. The issue of evaluation of outdoor advertising, outdoor advertising evaluation methods abroad. Method and demonstrations planning and buying these media. Creative use of these media.</p> <p>9 Interactive Media</p> <p>Online and digital media. Who are the consumers, as the environment they live, what services you use. How effectively reach consumers through new media. Demonstrations, best practice, future challenges.</p> <p>10 Case Studies</p> <p>Samples of successful advertising and media campaigns.</p> <p>11 Trends and developments in the future of media</p> <p>Brief history, current status and expected development of various media types. The potential of the media in terms of advertising sponsors vs. view of the user. Slovakia vs. world.</p>																				
<p><b>Recommended literature:</b></p> <p>MediaCom, Mediaedge:cia a CREO / YOUNG &amp; RUBICAM materials</p> <ul style="list-style-type: none"> <li>• Marketing inspirations, Stratégie, Trend</li> <li>• Belch, E.G. - Belch, A.B.: Advertising and Promotion. New York: McGraw-Hill/Irwin 2004.</li> </ul>																				
<p><b>Languages necessary to complete the course:</b></p> <p>slovak</p>																				
<p><b>Notes:</b></p>																				
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 139</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>76,26</td><td>0,0</td><td>20,14</td><td>2,88</td><td>0,0</td><td>0,0</td><td>0,72</td></tr> </table>							A	ABS	B	C	D	E	FX	76,26	0,0	20,14	2,88	0,0	0,0	0,72
A	ABS	B	C	D	E	FX														
76,26	0,0	20,14	2,88	0,0	0,0	0,72														
<p><b>Lecturers:</b> Mgr. Andrej Dziak</p>																				
<p><b>Last change:</b> 02.06.2015</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/072M/00		<b>Course title:</b> Multidimensional Methods in Management (SAS)				
<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> 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: 83						
A	ABS	B	C	D	E	FX
44,58	0,0	33,73	19,28	1,2	0,0	1,2
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.						
<b>Last change:</b> 02.06.2015						
<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/034M/00	<b>Course title:</b> New Technologies and Communication Media in Marketing
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 80 percent during semester, 20 percent at the end of the semester For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> The goal is to introduce unconventional forms of marketing, This course gives a general overview of issues such as e-commerce, e-marketing, contextual advertising, m-commerce, mobile marketing, business intelligence, virtual reality, electronic payment systems, the power of communities etc.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Brief insight into the use of new technologies in marketing</li> <li>- Search and localization of contact to the customer</li> <li>- Social networking (Facebook, Twitter, chat, ...) and using these tools for marketing purposes</li> <li>- Online PR and its principles + contextual advertising</li> <li>- Marketing on the Internet in practice (guest speaker)</li> <li>- Electronic shopping and electronic payment systems</li> <li>- Product placement (guest speaker)</li> <li>- Interactive advertising - TV link with other media (interactive storefronts, Internet TV, interactive promotional web pages and microsites ...)</li> <li>- Games and Virtual Reality in Marketing</li> <li>- Mobile Marketing (SMS Marketing, Bluetooth Marketing, Mobile contextual advertising, ...)</li> <li>- M-commerce (mobile shopping, mobile payments)</li> <li>- Augmented Reality, Object Recognition</li> <li>- SO-LO-MO concept</li> </ul>	
<b>Recommended literature:</b> HOFLICH J, KIRCHER G., LINKE CH., SCHLOTE I.: Mobile media and the change of everyday life, Wien: Peter Lang,, 2010. AHONEN, T., BARRETT, J. Services for UMTS: creating killer applications in 3G. Chichester: Wiley, 2002, ISBN 0471 485500	

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

**Languages necessary to complete the course:**

slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 274

A	ABS	B	C	D	E	FX
67,88	0,0	21,9	8,39	1,46	0,0	0,36

**Lecturers:** Mgr. Jozef Metke

**Last change:** 02.06.2015

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/035M/00	<b>Course title:</b> New Trends in Marketing
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 40 percent during semester, 60 percent final work	
<b>Learning outcomes:</b> following recent trends in marketing	
<b>Class syllabus:</b> Theme . 1 Holistic marketing Four basic pillars of marketing : relationship marketing ( relationship marketing) , integrated marketing , internal marketing and social marketing Theme . 2 Event Marketing Event marketing as a marketing communication tool , do event marketing campaigns , event marketing and sponsorship, event marketing types Theme . 3 Brand Marketing New trends in brand marketing, brand strategy ( expansion of product line , brand extension , multi-brand strategy , new brand strategy , brand strategy Merger - dualbranding ) Theme . 4 Word of Mouth Marketing Buzz marketing - its nature and use . Viral marketing - the essence of viral marketing, phenomenal form and its use in communication strategies Theme . 5 Guerrilla Marketing Essence of guerrilla marketing, rules , tactics , effective media support within guerrilla marketing, direct marketing and guerrilla marketing, Theme . 6 Ambush Marketing Essence , forms of ambush marketing, the basic strategy of ambush marketing and examples of its use . Theme . 7 Product placement The nature and history of product placement , types of product placement , product placement and legislation . Theme . 8 Internet Marketing Internet Vs . Traditional media , the essence of internet marketing , internet marketing as part of the company 's communication strategy , marketing mix and internet , basic types of internet ads, image ads , text ads , Internet and support sales .	

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

#### **Recommended literature:**

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

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

slovak

#### **Notes:**

#### **Past grade distribution**

Total number of evaluated students: 84

A	ABS	B	C	D	E	FX
51,19	0,0	29,76	9,52	2,38	1,19	5,95

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



<b>Last change:</b> 02.06.2015
<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/033M/00	<b>Course title:</b> Non-profit Marketing
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Terms of credit: • Active participation in seminars - each student prepares examples of a non profit marketing and organizations and uses his marketing theory and presents it - 40% • Final short test of acquired knowledge - 60%	
<b>Learning outcomes:</b> Students will extend their knowledge in the private non-profit sector, and also the use of marketing in the nonprofit sector.	
<b>Class syllabus:</b> 1. A nonprofit organization in market economy, the factors influencing the formation and development of the third sector, past and present of the non-profit sector in Slovakia 2. The characters and functions of the voluntary sector, the typology of nonprofit organizations, nonprofit organizations and their relationships with society 3. Organizational forms of nonprofit organizations, nonprofit organizations, foundations, law, a nonprofit organization providing generally beneficial services, and other 4. Staff and volunteer management, nonprofit organizations, the nature of personnel management, personnel management 5. Fundraising plan – the content filling 6. Marketing in non-profit organizations, the particularities of the marketing communication, the specifics of nonprofit organizations, marketing planning, marketing research 7. Marketing mix – product, price, place and travel, communication, human resources, sales processes, customer service, follow-up marketing plan	
<b>Recommended literature:</b> 1. BARTÁKOVÁ, G. – CIBÁKOVÁ, V. – ŠTARCHOŇ, P. a kol. 2007: Základy marketingu. Bratislava: 228 s.r.o., 2007. ISBN 978-80-969588-3-2 2. BLOOM P.N. – GUNDLACH, G.T. 2013: Handbook of Marketing and Society. New York: Hill and Wang, 2013. ISBN 0-7619-1626-1 3. MAJDÚCHOVÁ, H. a kol. 2007: Neziskové organizácie. Bratislava: Sprint, 2007. ISBN 80-88848-59-8	

4. GOLDGERG, E.M. – FISCHBEIM, M. – MIDDLESTADT, E.S. 2015: Social Marketing, Theoretical and Practical Perspectives. New Jersey: Lawrence Erlbaum Associates Publishers, 2015
5. Aktuálne zákony o súkromných neziskových organizáciách

**Languages necessary to complete the course:**

Slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 89

A	ABS	B	C	D	E	FX
94,38	0,0	2,25	0,0	0,0	0,0	3,37

**Lecturers:** doc. Ing. Mgr. Ľubomíra Strážovská, PhD.

**Last change:** 01.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KEF/270M/16		<b>Course title:</b> Organisation and Functioning of the EU 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> 2.						
<b>Educational level:</b> 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: 5						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	20,0	40,0	20,0	20,0
<b>Lecturers:</b> PhDr. Gabriela Bérešová, 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/039M/00	<b>Course title:</b> Organizational Behavior
<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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 20 % – case study preparation and presentation, 30 % - midterm written exam, 50 % – oral exam. Grade A requires 91 % (minimum), B 81 %, C 73 %, D 66 %, and grade E requires 60% at minimum. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> The course covers specific content areas of Organizational Behavior (OB) and is designed for graduate students in the field of Management. OB as a contemporary approach to management is a course designed to introduce graduate students to the theories, concepts, and practical applications of research in the field. The course helps to develop the skills necessary to solve specific problems of OB faced by organizations.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>• Introduction, The Nature of Organizations, Trends in the New Workplace, The Nature of Managerial Work, Managerial Skills, Management Lessons from Abroad – Japanese Management.</li> <li>• Individual Behavior and Performance, Basic Attributes of Individuals, Values, Attitudes, and the Perceptual Process.</li> <li>• Motivation Theories, Learning, Reinforcement, Self-Management, Job Design</li> <li>• Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork.</li> <li>• Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options).</li> <li>• Management and Chaos Theory, The New Organization</li> <li>• Managing Change in Organizations, Managers as Change Agents, Change Strategies, Resistance to Change, Crisis of Change, Dynamics of Stress. Power. Leadership and followership. Managerial decision-making.</li> </ul>	
<b>Recommended literature:</b> Rudy, J. – Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008 Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015.	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 2833						
A	ABS	B	C	D	E	FX
23,05	0,0	24,99	21,92	13,06	13,03	3,95
<b>Lecturers:</b> doc. PhDr. Rozália Sulíková, PhD., doc. Mgr. Anna Lašáková, PhD., prof. Ing. Ján Rudy, PhD., Mgr. Ivana Blahunková						
<b>Last change:</b> 04.01.2016						
<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/037M/00	<b>Course title:</b> Organizational Cultures - Theory
<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> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 30 % – assessed work and its presentation 15% - active participation in class discussions and case studies analyses 55 % – final written exam Scale of assessment (preliminary/final): 45/55	
<b>Learning outcomes:</b> The course provides basics in organizational culture theory, namely the principles of emergence of organisational culture, its characteristics and actors influencing its emergence, evolution, and change, as well as its influence on an organization's functioning. On completion of this course the student will be able to: Understand what organizational culture as an important tool in management is Identify and characterize organizational culture in an organization Identify the impact of organizational culture on an organization's functioning.	
<b>Class syllabus:</b> Introduction to organizational cultures (definitions, relevant theories, research methodology) Substance and forms of organizational culture Cultural dimensions. What organisational cultures differ in Typology of organizational cultures Creation, maintenance, and change of organizational culture Subcultures, professional cultures, and countercultures Organizational socialization Cultural leadership Organizational culture and strategic planning Organizational culture and organization Organizational culture and human resource management Organizational culture and communication models.	
<b>Recommended literature:</b> Trice, H, M. – Beyer, J. M.: The Cultures of Work Organizations, Englewood Cliffs, Prentice Hall 1993. Brown, A.: Organizational Culture, London, Pitman Publishing 1998.	

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

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 27

A	ABS	B	C	D	E	FX
48,15	0,0	7,41	22,22	11,11	3,7	7,41

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

**Last change:** 05.06.2017

**Approved by:**



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/191M/13	<b>Course title:</b> PROJECT FINANCING AND PUBLIC PRIVATE PARTNERSHIP
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>• Definitions of project finance and PPP; brief history; sectors for which this kind of financing is relevant; key characteristics of project finance and how these differ from other types of finance; patterns of financing PPP projects;</li> <li>• PPPs worldwide; Types and concepts of PPP; Advantages and disadvantages of PPPs;</li> <li>• Structure of PPPs; the principal parties and their roles; SPV;</li> <li>• The Public-Sector investment decision; economic justification; value for money and public sector comparator; public-sector procurement and contract management;</li> <li>• Private-Sector investor's perspective; investment decision; bidding and project development; financing – sources and procedures;</li> <li>• Financial structuring and modeling of PPP projects; relationship between cover ratio, leverage and equity return;</li> <li>• Contract management; the differing risk perspectives of government, sponsors and lenders; the triangular nature of negotiations;</li> <li>• Principal risks and risk allocation methods; Risk management process and strategies;</li> <li>• Application of real options in PPP projects;</li> <li>• Research trends and tendencies regarding project financing and PPP</li> </ul>	
<b>Recommended literature:</b> Note: A list of relevant case studies will be provided as examples for course. Literature and course material: Khan, M. F. K. and Parra, R. J. (2003) "Financing Large Projects: Using Project Finance Techniques and Practices", Prentice Hall, Pearson Education Asia Pte Ltd; Davis, A. H. (2003) "Project Finance: Practical Case Studies", 2nd edition, Volume 1, Power and Water, Euromoney Books; Davis, A. H. (2003) "Project Finance: Practical Case Studies", 2nd edition, Volume 2, Resources and Infrastructure, Euromoney Books; Kodukula, P. and Papudesu, C. (2006) "Project Valuation Using Real Options: A Practitioner's Guide", J. Ross Publishing, Inc.; Finnerty, J. D. (2007) "Project Financing: Asset-Based Financial Engineering", John Wiley & Sons, Inc.; Gatti, S. (2008) "Project Finance in Theory and Practice: Designing, Structuring, and	

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

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 15

A	ABS	B	C	D	E	FX
40,0	0,0	26,67	26,67	0,0	0,0	6,67

**Lecturers:** Mgr. Jan Janac, PhD.

**Last change:** 02.06.2015

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/041M/00		<b>Course title:</b> Planning and Designing 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> 3.						
<b>Educational level:</b> 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: 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> Ing. Peter Balco, PhD.						
<b>Last change:</b> 02.06.2015						
<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/060M/09	<b>Course title:</b> Portfolio Management and Collective Investment
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The students solve various problems as a part of a team. The outcomes of the teamwork are presented and discussed. Moreover, they create and manage their own portfolios. The minimal requirement is to obtain 55 points.	
<b>Learning outcomes:</b> The absolvent of this subject will obtain knowledge about the collective investment and portfolio management. He will also become acquainted with the mechanisms of some specific types of funds. The knowledge can be utilised at various positions in asset management institutions.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. The portfolio theory – Markowitz and Sharpe models. The efficient and optimal portfolio. Hedging of a stock portfolio.</li> <li>2. Management of a bond portfolio. Hedging of a bond portfolio.</li> <li>3. The fund industry and its typology.</li> <li>4. The quantitative and qualitative indicators. Rating and scoring.</li> <li>5. Special funds. ETFs, hedge funds, commodity funds, realties funds.</li> <li>6. An investment plan and its phases. Types of investment strategies.</li> <li>7. The types of investors based on the risk aversion and modelling a suitable portfolio.</li> <li>8. Investment strategies based on the frequency of investing.</li> <li>9. The comparison of the U.S. and European fund industry.</li> <li>10. Pension funds on capital markets and their specifics.</li> <li>11. Pension funds in Slovakia and their performance.</li> <li>12. Sovereign funds and their specifics.</li> <li>13. The actual problems of collective investment in World.</li> </ol>	
<b>Recommended literature:</b> Chovancová, B., Žofčák, S.: Kolektívne investovanie, IURA Publishing, Bratislava 2012 ÁRENDÁŠ, Peter - CHOVANCOVÁ, Božena - GVOZDJÁK, Vladimír - HUDCOVSKÝ, Jaroslav - DOROCÁKOVÁ, Michaela - SLOBODNÍK, Patrik. Dôchodkové fondy vo svete a na Slovensku. Bratislava : Wolters Kluwer, 2017. 212 s. ISBN 978-80-8168-663-4. Siegel, J.: Investice do akcií, Běh na dlouhou trať, Grada 2011, Graham, B.: Inteligentní investor, Grada. Praha 2007	

Smernice EÚ z oblasti kolektívneho investovania.						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 133						
A	ABS	B	C	D	E	FX
54,89	0,0	39,1	3,01	1,5	1,5	0,0
<b>Lecturers:</b> prof. Ing. Božena Chovancová, PhD.						
<b>Last change:</b> 07.02.2018						
<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/192AM/17	<b>Course title:</b> Practical Financial Markets 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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Introduction to financial markets	
<b>Learning outcomes:</b> The subject introduces the foreign exchange (FX) markets, reflecting the curriculum of the certificate/diploma of ACI-the Financial Markets Association (in several countries the ACI certificate/diploma is required for positions in bank dealing rooms). The course focuses on the practical applications of the concepts with numerous examples/case studies. At the end of the semester, students will understand key tools, techniques and strategies used by the market makers (banks) and market users (corporates, institutional investors, traders..) in trading, hedging and arbitraging on the global foreign exchange markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.	
<b>Class syllabus:</b> FX markets & institutions: O-T-C markets vs exchanges, systematic internalization, trading platforms, market makers, brokers, market users, clearing centres. The role of foreign exchange markets in the global financial markets infrastructure. Spot FX: wholesale and retail quotations, base vs quoted currencies, direct vs indirect quotations, calculation of cross rates from the market maker's and market taker's perspectives. Position management: FX market risk, liquidity risk, settlement risk, open FX position, processing of FX deals, organizational framework of a trading operation in banks and corporates. Code of ethics for trading FX. Calculation of profits & loss from trading, trading costs. Hedging, trading, arbitraging: definition of basic types of activities in the FX markets. Trading games, case studies hedging and arbitraging. Applications of FX forwards, FX swaps, FX options. Technical and Fundamental analysis: efficiency of the FX markets, prediction of future foreign exchange rates using basic tools of the technical and fundamental analysis.	
<b>Recommended literature:</b> 1. „FOREIGN EXCHANGE AND MONEY MARKETS: THEORY, PRACTICE AND RISK MANAGEMENT“, ISBN 07506 5025 7, BOB STEINER, BUTTERWORTH HEINEMANN, LONDON 2002 2. „FINANCIAL INSTRUMENTS, THE HANDBOOK“. LEX VAN DER WIELEN, ISBN 978-90-816351-3-4, THE FINANCIAL MARKETS ACADEMY, LONDON 2011	

3. „TREASURER’S HANDBOOK”.HANNES ENTHOFFER, PATRICK HAAS, ISBN-10 3714302387, LINDE VERLAG, FRANKFURT 2013  
4. “CFA LEVEL I, II, III”. CFA INSTITUTE, ISBN 978-1-939515, WILLEY, NEW YORK 2015,

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 30

A	ABS	B	C	D	E	FX
56,67	0,0	26,67	16,67	0,0	0,0	0,0

**Lecturers:** Ing. Vladimír Valach, MBA

**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.KEF/193AM/17	<b>Course title:</b> Practical Financial Markets 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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Exam Period 100%	
<b>Learning outcomes:</b> The subject introduces the interest rate markets, reflecting the curriculum of the certificate/diploma of ACI-the Financial Markets Association (the ACI certificate/diploma is required in several countries for positions in bank dealing rooms). The course focuses on the practical applications of the key concepts with numerous examples/case studies. At the end of the semester, students will understand main tools, techniques and strategies used by the market makers (banks) and market users (corporates, institutional investors, traders..) in trading, hedging and arbitraging on the global interest rate markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.	
<b>Class syllabus:</b> Return calculations: Expected vs required yield. Short term and long term yields, spot and forward rates, spot and forward yield curves. Basic types of returns in money markets and fixed income markets: holding period yield, discount rates, effective annual yields, yield to maturity, yield to call, yield to put. Institutions active in the interest rate markets: Banks, corporates, insurance companies, pension funds, fund managers, hedge funds, endowments and their interest rate related business. O-T-C markets vs exchanges, systematic internalization, trading platforms, market makers, market users, brokers, market users, clearing centres. Key activities in the interest rate markets: investing, hedging, trading, arbitraging, asset and liabilities management. Cash market's products: money markets and instruments (deposits, T-bills, certificates of deposits, repos, commercial papers), fixed income markets (treasuries, corporate and bank bonds, mortgage backed securities, collateral debt obligations, callable and putable bonds). Derivatives: FRA, short term interest rate futures, bond futures, interest rate swaps, basis swaps, overnight index swaps, cross ccy interest rate swaps, interest rate guarantees, caps, floors, collars, swaptions. Structured products: various combinations of cash and derivative products.	



Asset and liabilities management (ALM): interest rate risk, ALM in banks, insurances and investment managers.						
<b>Recommended literature:</b> 1. „FINANCIAL INSTRUMENTS, THE HANDBOOK“. LEX VAN DER WIELEN, ISBN 978-90-816351-3-4, THE FINANCIAL MARKETS ACADEMY, LONDON 2011 2. „TREASURER’S HANDBOOK”. HANNES ENTHOFFER, PATRICK HAAS, ISBN-10 3714302387, LINDE VERLAG, FRANKFURT 2013 3. “CFA LEVEL I, II, III”. CFA INSTITUTE, ISBN 978-1-939515, WILEY, NEW YORK 2015,						
<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
0,0	0,0	0,0	100,0	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Vladimír Valach, MBA						
<b>Last change:</b> 07.03.2018						
<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/049M/00		<b>Course title:</b> Practical Security of Computer 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> 2.						
<b>Educational level:</b> 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: 21						
A	ABS	B	C	D	E	FX
80,95	0,0	14,29	0,0	0,0	0,0	4,76
<b>Lecturers:</b> Mgr. Ivan Osvald						
<b>Last change:</b> 02.06.2015						
<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/192AJM/12	<b>Course title:</b> Practical financial markets
<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> 6	
<b>Recommended semester:</b> 1., 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Introduction to financial markets	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> The subject introduces the foreign exchange (FX) markets, reflecting the curriculum of the certificate/diploma of ACI-the Financial Markets Association (in several countries the ACI certificate/diploma is required for positions in bank dealing rooms). The course focuses on the practical applications of the concepts with numerous examples/case studies. At the end of the semester, students will understand key tools, techniques and strategies used by the market makers (banks) and market users (corporates, institutional investors, traders... ) in trading, hedging and arbitraging on the global foreign exchange markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.	
<b>Class syllabus:</b> FX markets & institutions: O-T-C markets vs exchanges, systematic internalization, trading platforms, market makers, brokers, market users, clearing centres. The role of foreign exchange markets in the global financial markets infrastructure. Spot FX: wholesale and retail quotations, base vs quoted currencies, direct vs indirect quotations, calculation of cross rates from the market maker's and market taker's perspectives. Position management: FX market risk, liquidity risk, settlement risk, open FX position, processing of FX deals, organizational framework of a trading operation in banks and corporates. Code of ethics for trading FX. Calculation of profits & loss from trading, trading costs. Hedging, trading, arbitraging: definition of basic types of activities in the FX markets. Trading games, case studies hedging and arbitraging. Applications of FX forwards, FX swaps, FX options. Technical and Fundamental analysis: efficiency of the FX markets, prediction of future foreign exchange rates using basic tools of the technical and fundamental analysis.	
<b>Recommended literature:</b>	

1. STEINER, B.: FOREIGN EXCHANGE AND MONEY MARKETS: THEORY, PRACTICE AND RISK MANAGEMENT. BUTTERWORTH HEINEMANN, LONDON, 2002, ISBN 07506 5025 7 2. LEX VAN DER WIELEN: FINANCIAL INSTRUMENTS, THE HANDBOOK. THE FINANCIAL MARKETS ACADEMY, LONDON, 2011, ISBN 978-90-816351-3-4 3. HAAS, P.: TREASURER'S HANDBOOK. HANNES ENTHOFFER, LINDE VERLAG, FRANKFURT 2013, ISBN-10 3714302387 4. CFA INSTITUTE: CFA LEVEL I, II, III. WILEY, NEW YORK, 2015, ISBN 978-1-939515						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 99						
A	ABS	B	C	D	E	FX
31,31	0,0	31,31	23,23	13,13	0,0	1,01
<b>Lecturers:</b> Ing. Vladimír Valach, MBA						
<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/197AJM/12	<b>Course title:</b> Practical financial markets
<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> 6	
<b>Recommended semester:</b> 2., 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Introduction to financial markets	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> The subject introduces the interest rate markets, reflecting the curriculum of the certificate/diploma of ACI-the Financial Markets Association (the ACI certificate/diploma is required in several countries for positions in bank dealing rooms). The course focuses on the practical applications of the key concepts with numerous examples/case studies. At the end of the semester, students will understand main tools, techniques and strategies used by the market makers (banks) and market users (corporates, institutional investors, traders..) in trading, hedging and arbitraging on the global interest rate markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.	
<b>Class syllabus:</b> Return calculations: Expected vs required yield. Short term and long term yields, spot and forward rates, spot and forward yield curves. Basic types of returns in money markets and fixed income markets: holding period yield, discount rates, effective annual yields, yield to maturity, yield to call, yield to put. Institutions active in the interest rate markets: Banks, corporates, insurance companies, pension funds, fund managers, hedge funds, endowments and their interest rate related business. O-T-C markets vs exchanges, systematic internalization, trading platforms, market makers, market users, brokers, market users, clearing centres. Key activities in the interest rate markets: investing, hedging, trading, arbitraging, asset and liabilities management. Cash market's products: money markets and instruments (deposits, T-bills, certificates of deposits, repos, commercial papers), fixed income markets (treasuries, corporate and bank bonds, mortgage backed securities, collateral debt obligations, callable and putable bonds). Derivatives: FRA, short term interest rate futures, bond futures, interest rate swaps, basis swaps, overnight index swaps, cross ccy interest rate swaps, interest rate guarantees, caps, floors, collars, swaptions.	

Structured products: various combinations of cash and derivative products. Asset and liabilities management (ALM): interest rate risk, ALM in banks, insurances and investment managers.						
<b>Recommended literature:</b> 1. LEX VAN DER WIELEN: FINANCIAL INSTRUMENTS, THE HANDBOOK. THE FINANCIAL MARKETS ACADEMY, LONDON, 2011, ISBN 978-90-816351-3-4 2. HAAS, P.: TREASURER'S HANDBOOK. HANNES ENTHOFFER, LINDE VERLAG, FRANKFURT 2013, ISBN-10 3714302387 3. CFA INSTITUTE: CFA LEVEL I, II, III. WILEY, NEW YORK, 2015, ISBN 978-1-939515						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 47						
A	ABS	B	C	D	E	FX
48,94	0,0	23,4	21,28	0,0	4,26	2,13
<b>Lecturers:</b> Ing. Vladimír Valach, MBA						
<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/160M/16		<b>Course title:</b> Practise				
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 6						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> 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: 268						
A	ABS	B	C	D	E	FX
76,49	0,0	16,04	5,6	0,0	0,0	1,87
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., Mgr. Andrea Studeničová, prof. RNDr. Jozef Komorník, DrSc., prof. Mgr. Peter Štarchoň, PhD., prof. Ing. Ľubica Bajžíková, PhD., prof. Ing. Anna Pilková, PhD., MBA						
<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/002M/00	<b>Course title:</b> Price Strategies
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> Deep knowledge in pricing, pricing strategies and setting of prices	
<b>Class syllabus:</b> 1 Importance of prices in a market economy , the business activities of companies and clarification of basic concepts in practice the formation of market prices in companies 2 Transformation of the economy to a market economy , the implementation of the successive steps of the reform , doiahnuté results preibeh price liberalization in the process of formation of market economy in the light of price trends and inflation 3 Price liberalization , the legal and economic aspects in terms of a functioning market economy in Slovakia 4 Market mechanism and its operation 5 Models of economic governance 6 And prices of competitive environment on their development 7 Practical implementation of the policy of the state and companies 8 Pricing strategy company - assumes the market price 9 Costs, prices and market 10 Cost calculation 11 Price surveys as an indispensable source of information for correct pricing 12 How to properly determine the market price 13 What should be borne in mind when setting prices 14 Setting boundaries for prices 15 Procedures in pricing 16 Active and passive approach to pricing 17 Methods of pricing 18 The combined method of pricing 19 Who is responsible for deciding on prices	



20 The final say in pricing marketing company 21 Price regulation in the price system of the Slovak Republic 22 Price control and its role						
<b>Recommended literature:</b> Pricing for profit : how to command higher prices for your products and services / New York : : American Management Association,, 2009. elektronický zdroj: <a href="http://site.ebrary.com/lib/uniba/Doc?id=10331721">http://site.ebrary.com/lib/uniba/Doc?id=10331721</a> M. Oláh – O. Boržik: Ceny – teória a prax, Obchodné podnikanie, Účtovníctvo, Dane, Audit, Kontrola. Royal Service Bratislava, 2000 M. Janok - M. Oláh a kol.: Cenová stratégia. Mika Konzult, 1996 M. Janok: Ekonomické nástroje. Dane - clo – ceny. Mika Konzult, 1996 M. Janok: Kalkulácie. Mika Konzult, 1995						
<b>Languages necessary to complete the course:</b> Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 30						
A	ABS	B	C	D	E	FX
63,33	0,0	20,0	16,67	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Michal Oláh, PhD., doc. PhDr. Zoltán Rózsa, PhD.						
<b>Last change:</b> 02.06.2015						
<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/040M/00		<b>Course title:</b> Protection of Information				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 16 / 32 <b>per level/semester:</b> 224 / 448 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 2.						
<b>Educational level:</b> 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: 255						
A	ABS	B	C	D	E	FX
35,69	0,0	12,94	21,96	11,76	10,2	7,45
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., Mgr. Ivan Osvald, Mgr. Vincent Karovič, PhD.						
<b>Last change:</b> 16.02.2016						
<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/007M/00	<b>Course title:</b> Public Relations
<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> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 60 percent during semester 40 percent final exam	
<b>Learning outcomes:</b> The goal is to provide knowledge on practice and theory of public relations	
<b>Class syllabus:</b> Communication as a social phenomenon. PR as a form of communication. Public relations as a management function. PR as a management tool. Public relations as a tool of marketing communication-part of the communication mix. Public relations tools. PR agencies. Corporate identity, design, culture, communication and image. Press relations. Public relations and ethics. Public affairs. Lobbying. Public relations and crisis communication. New trends in PR.	
<b>Recommended literature:</b> BLACK, Sam. 1994. Nejúčinnější propagace. Public relations. Praha: Grada Publishing, 1994. LESLY, Philip.1995. Public relations. Praha: Victoria Publishing, 1995. KOTLER, Philip.1998. Marketing Management. Analýza, plánování, využití, kontrola. Praha: Grada Publishing, 1998. KOPECKY,Ladislav.2013.Public relations .Dějiny – teorie – praxe .Praha : Grada Publishing,2013...	
<b>Languages necessary to complete the course:</b> Slovak, English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 137						
A	ABS	B	C	D	E	FX
66,42	0,0	21,17	7,3	2,92	2,19	0,0
<b>Lecturers:</b> doc. PhDr. Magdaléna Samuhelová, CSc.						
<b>Last change:</b> 02.06.2015						
<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/012M/00		<b>Course title:</b> Quality Management				
<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> 2.						
<b>Educational level:</b> 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: 45						
A	ABS	B	C	D	E	FX
82,22	0,0	11,11	6,67	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Milan Fekete, PhD.						
<b>Last change:</b> 02.06.2015						
<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/066M/17		<b>Course title:</b> Quality 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> 1.						
<b>Educational level:</b> 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: 7						
A	ABS	B	C	D	E	FX
85,71	0,0	0,0	14,29	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Milan Fekete, 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/118M/10		<b>Course title:</b> Real Estates Market and Developing Process				
<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> 1.						
<b>Educational level:</b> 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: 74						
A	ABS	B	C	D	E	FX
94,59	0,0	5,41	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Daniela Špírková, PhD.						
<b>Last change:</b> 02.06.2015						
<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/115M/16		<b>Course title:</b> Regional and Economic Policy of EU				
<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> 6						
<b>Recommended semester:</b> 3.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectivity, complexity, team work, outputs).						
<b>Learning outcomes:</b> The student will gain basic knowledge of the issues of the REP EU, verified in practical cases. The subject is focused on the development of creative managerial thinking.						
<b>Class syllabus:</b> Regional and Regional Policy Priorities 2014-2020, Regional Development Resources for EU Member States, Institutions and Bodies Responsible for Regional Economy and EU Policy, Institutions and Bodies Responsible for Regional Economy and Policy, Regional Development Indicators. Principles and instruments for regional policy in the EU.						
<b>Recommended literature:</b> PAWERA, R. a col. (2014) Regionálna politika a politika súdržnosti EÚ. UK, Bratislava 2014, ISBN 978-80-223-3549-2, 306p.						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 46						
A	ABS	B	C	D	E	FX
63,04	0,0	15,22	17,39	4,35	0,0	0,0
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD.						
<b>Last change:</b> 15.02.2018						
<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/331M/16	<b>Course title:</b> Research Methods in Information Technologies
<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> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Attendance, literature research, field research, and writing a semestral paper. Scale of assessment (preliminary/final): 100	
<b>Learning outcomes:</b> Learning Outcomes Upon successful completion of this subject, students should: <ul style="list-style-type: none"> <li>• be able to identify and justify an appropriate research methodology for a research problem;</li> <li>• be able to determine and evaluate philosophical assumptions, underpinning research approaches and strategies;</li> <li>• be able to design a quantitative and/or qualitative research study for the chosen research problem;</li> <li>• be able to evaluate research design approaches to data collection.</li> <li>• review and critique research literature, research design and reported findings in a sub-discipline of IT;</li> <li>• communicate research findings, orally and in writing, in research and industry settings;</li> <li>• explain the ethical and professional issues that may arise in IT research and demonstrate them in practice;</li> <li>• identify, explain and critique major research philosophies and paradigms;</li> <li>• evaluate, select and justify research methods and techniques of data collection and analysis appropriate to particular research designs, projects and disciplines;</li> <li>• analyse and describe the technical, professional and socio-economic contexts that motivate research, and the implications of research outcomes;</li> <li>• design and carry out a rigorous and ethical research project and produce a report explaining the project, its design and interpretation of the results.</li> <li>• apply research skills to operate effectively as a member of a research project team.</li> </ul>	
<b>Class syllabus:</b> Learning Outcomes Upon successful completion of this subject, students should: <ul style="list-style-type: none"> <li>• be able to identify and justify an appropriate research methodology for a research problem;</li> <li>• be able to determine and evaluate philosophical assumptions, underpinning research approaches and strategies;</li> </ul>	

- be able to design a quantitative and/or qualitative research study for the chosen research problem;
- be able to evaluate research design approaches to data collection.
- review and critique research literature, research design and reported findings in a sub-discipline of IT;
- communicate research findings, orally and in writing, in research and industry settings;
- explain the ethical and professional issues that may arise in IT research and demonstrate them in practice;
- identify, explain and critique major research philosophies and paradigms;
- evaluate, select and justify research methods and techniques of data collection and analysis appropriate to particular research designs, projects and disciplines;
- analyse and describe the technical, professional and socio-economic contexts that motivate research, and the implications of research outcomes;
- design and carry out a rigorous and ethical research project and produce a report explaining the project, its design and interpretation of the results.
- apply research skills to operate effectively as a member of a research project team.

### **Recommended literature:**

Sources to Read:

Osei-Bryson, K.-M., & Ngwenyama, O. (2014). *Advances in research methods for information systems research*. New York, NY: Springer.

Alison Jane Pickard "Research Methods in Information, 2nd edition", 2013, Facet Publishing, London, ISBN 9781856048132.

Kirsty Williamson, Graeme Johanson "Research Methods: Information, Systems and Contexts", Tilde Publishing, 2013, ISBN 9780734611482.

Martin S. Olivier "Information Technology Research : A Practical Guide for Computer Science and Informatics - 2nd Revised edition", Van Schaik Publishers, South Africa, ISBN 9780627025761.

Sauer, Chris, Willcocks, Leslie P., Lacity, Mary C. (Eds.) "Formulating Research Methods for Information Systems, Volume 1", 2016, Palgrave Macmillan UK, eBook ISBN 978-1-137-50985-7, DOI 10.1057/9781137509857, Hardcover ISBN 978-1-137-50983-3.

Thomas Hansson "Handbook of Research on Digital Information Technologies: Innovations, Methods, and Ethical Issues", 2008, ISBN: 9781599049700, DOI: 10.4018/978-1-59904-970-0.

Vijay K. Vaishnavi, William Kuechler "Design Science Research Methods and Patterns: Innovating Information and Communication Technology, 2nd Edition", CRC Press, 2015, ISBN 9781498715263.

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

English language

### **Notes:**

This subject familiarizes participants with a range of approaches used in information technology research, with an emphasis on approaches commonly used in practical settings. The advantages and limitations of different research approaches are examined, as well as their applicability in different information technology contexts. Experience is provided in the design of research studies, in the analysis and interpretation of data, and in report presentation. Participants acquire skills that are useful in the conduct of research agendas and in the critical evaluation of others' research work.

This subject also will enable students to choose and justify a research methodology from a broad range of quantitative and qualitative research methods relevant across the Information Technology (IT) discipline. Students will prepare a research plan incorporating a critique of existing knowledge, appropriate research methodology, suitable data collection techniques and an

outline of the ethical issues impacting their research topic. Students are provided the opportunity to write a substantial proportion of their methodology/data collection chapter and publish their preliminary work by identifying a publication outlet, such as a journal or conference, and providing the publication template.

Besides, this subject exposes students to research across the range of IT disciplines, preparing them to conduct research in their home discipline. It provides broad coverage of the issues, concepts, methods and techniques associated with Computer Science, Software Engineering, Information Systems and Information Management. It introduces students to major research philosophies and paradigms, the principles of research design, research ethics, and research methods and techniques of data collection and analysis appropriate to IT research generally and to their sub-discipline specifically. It covers oral and written communication skills.

Skills developed and knowledge acquired from this subject will prepare students to conduct and communicate their own research, as well as to be knowledgeable and critical interpreters of others' research.

**Past grade distribution**

Total number of evaluated students: 15

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

**Last change:** 13.10.2017

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KSP/049M/11		<b>Course title:</b> Risk Management 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> 3						
<b>Recommended semester:</b> 1.						
<b>Educational level:</b> 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: 75						
A	ABS	B	C	D	E	FX
53,33	0,0	18,67	16,0	4,0	2,67	5,33
<b>Lecturers:</b> prof. Ing. Anna Pilková, PhD., MBA						
<b>Last change:</b> 02.06.2015						
<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/050M/11		<b>Course title:</b> Risk Management 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> 3						
<b>Recommended semester:</b> 2.						
<b>Educational level:</b> 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: 60						
A	ABS	B	C	D	E	FX
70,0	0,0	25,0	0,0	0,0	0,0	5,0
<b>Lecturers:</b> prof. Ing. Anna Pilková, PhD., MBA						
<b>Last change:</b> 02.06.2015						
<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/SMaE/13		<b>Course title:</b> Service Management and Engineering				
<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> 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: 2						
A	ABS	B	C	D	E	FX
50,0	0,0	0,0	0,0	50,0	0,0	0,0
<b>Lecturers:</b> Dr. Natalia Kryvinska, 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/018M/00	<b>Course title:</b> Services Marketing
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 30 percent during semester 70 percent final exam	
<b>Learning outcomes:</b> knowledge in service marketing	
<b>Class syllabus:</b> 1 A systematic approach to defining services (Economics, statistics, enterprise-economic and legislative perspective). New approaches to the categorization of services. Characteristics of services and their impact on service delivery process. 2 The extended marketing mix in services (4P + processes, personnel, physical environment). 3 Mapping the service delivery process (flowcharts, process maps). Management of supply and demand in services. 4 System of customer care services and building relationships in marketing services. 5 Relationship management with dissatisfied customers, complaints and claims in the business services as part of customer care. 6 Quality of service. Problems with quality control services. Models of service quality. 7 Customer service and satisfaction measurement with them. Concept of customer satisfaction. Ensuring customer satisfaction .	
<b>Recommended literature:</b> 1. CIBÁKOVÁ, Viera – RÓZSA, Zoltán – CIBÁK, Ľuboš. 2008. Marketing služieb. Bratislava : Iura Edition, spol. s r. o., 2008. ISBN 978-80-8078-210-8. 2. MATEIDES, Alexander – ĎAĎO, Jaroslav. 2002. Služby. Teória služieb. Marketing služieb. Kvalita v službách. Služby zákazníkom a meranie spokojnosti s nimi. Bratislava : Ing. Miroslav Mračko, Epos, 2002. ISBN 80-8057-452-9. 3. GRÖNROOS, Christian. 2007. Service Management and Marketing: Customer Management in Service Competition. West Sussex : John Wiley & Sons, Ltd, 2007. ISBN 978-0-470-02862-9.	
<b>Languages necessary to complete the course:</b> Slovak, English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 421						
A	ABS	B	C	D	E	FX
60,81	0,0	23,52	9,03	1,43	1,43	3,8
<b>Lecturers:</b> doc. Ing. Gabriela Pajtinková Bartáková, PhD.						
<b>Last change:</b> 02.06.2015						
<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/302AM/17	<b>Course title:</b> Skills for Success – From University to Workplace
<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> 1., 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> in-class presence and active participation (student can miss max 1x180 min) – 40 % Continuous evaluation: partial assignments handed-in for each of the 6 topics – 30 % Final evaluation: group presentation on selected topic from the course syllabus taking place in the last class and feedback giving to the teammates – 30 % Scale of assessment (preliminary/final): 70% / 30%	
<b>Learning outcomes:</b> The aim of the soft skills course needed for proper navigation on the job market of shared service centers is to acknowledge students with the portfolio of highly effective communication tools. Companies associated within the Business Service Center Forum and the under the auspices of the American Chamber of Commerce in Slovakia currently employ more than 29 000 full-time employees. They have identified soft communication skills as the most crucial, but also one of the least developed, skills fresh graduates possess when entering the job market. Upon successful completion of the course in English language, the students would be capable of more effective team work in international environment, managing their work time properly and efficiently and of communicating with higher portion of assertiveness. They will also increase their capabilities in providing and receiving constructive feedback, conflict resolution at a workplace and captivating their audience while presenting or applying design principles into daily communication routine.	
<b>Class syllabus:</b> Module 1 – Team Work – predominantly covered by the company Lenovo. The aim of this module is to raise awareness about the importance of team work at every work place. It would help the participants to understand behavioral forms supportive of team work, confidence and engagement building as well as team work for better and quicker results. Students will have an opportunity to role play those behavioral patterns hindering the quality of work and relations at a workplace. Furthermore, they would learn what kind of roles can they play in a team, how to use their strengths and how to eradicate their weaknesses in team work. The instructor would use the following education methods: role play, analysis, discussion and feedback. The module would last 180 minutes and would be delivered in English language. Module 2 – Time Management - predominantly covered by the company Siemens. This module aims to address the following topics:	

- Why do we want to manage our time better? What exactly do we want to change/get better at?
- How do we improve (and through what) quality of our life & are there any new activities?
- My mission, areas of responsibility, priority goals, activities. What do my coworkers expect from me?
- What are the priorities I decide by during managing my time? How do I spend my time and what is really important (to me)?
- Planning, tools and methods (my roles and activities). What are the rules I need to comply with during planning my activities? What do I need to avoid?
- How to set my goals & rules I need to comply with, eliminating mistakes, rescheduling activities?
- How to fight time eaters (subjective and objective ones), how to identify them? Tools to eliminate them (or minimize them).

Central to the module is the sub-topic of priorities management, where the lecturer would focus on taking control and balancing multiple tasks even when they are all priorities with the aim of minimizing the impact of most common time wasters. Handling all of the unexpected demands and unplanned situations that destroy the most careful scheduling is also part the education outcome. The module would last 180 minutes and would be delivered in English language.

Module 3 - Verbal and non-verbal communication – predominantly covered by the company PriceWaterhouseCoopers. This module would be divided into 2 blocks:

Block A (productive conversations) - People think that simple talking makes a good conversation. This block will deal with the issue why misunderstandings happen? Talking is simply not enough, for productive conversations much more is required than just ability to speak. The instructor would acknowledge the students with answers for the following questions: „How to make the other person sure we listen well? What and why to do it?“; „In which situations and how to raise a proper questions in order to get answers on what we’re asking?“ or „how to be authentic and convey a message of a competent and reliable employee?“. Techniques and scenarios of productive conversations are also part of education in Block A, and students will also get an opportunity to master the balance between Advocacy and Inquiry.

Block B (assertive communication) – Students would be presented assertive communication as highly effective tool used to express our feelings and point of view without being aggressive or stepping on other people’s toes. The lecturer would cover the following topics within Block B.

- How assertive you are? Knowing self is the best start (role play).
- Assertive rules and Transactional analysis based on Eric Berne.
- Aggressive - assertive - passive behaviors. And also passive aggressive. How to recognize them and how to respond?
- Effective strategies for dealing with others while taking into account the intended level of assertiveness and cooperation. When is it suitable to take a “defeat” strategy? Is “Compromise” the “Golden mean”?
- Good Assertive techniques.

The module would last 180 minutes and would be delivered in English language.

Module 4 – Conflict Resolution & Mindset - predominantly covered by the company IBM. The aim of this module is to introduce conflicts as moments that cannot be prevented, the most important thing is to learn how to handle or manage them. The students would learn strategies and techniques for addressing conflicts. Knowing when and how to use them can make participants more effective at handling challenging situations. By the end of this module, participants will be able to:

- Discuss what conflict is, how conflict can be both destructive and constructive, and how learning to overcome the barriers of addressing conflict can benefit their career.
- Recognize the five most common conflict resolution styles and improve their conflict

management skills by learning when to use or avoid using each style.

- Discuss how conflict resolution can improve their relationships, enhance their collaboration skills and increase their professional effectiveness.
- Discuss how mindset influences perception of conflict situations and helps them to manage the conflict in a constructive way.

The module would last 180 minutes and would be delivered in English language.

Module 5 – Presentation Skills – predominantly covered by the company DELL. To have the idea is simply not enough in the corporate environment. The aim of this module is to provide the students with knowledge that it is equally important to accompany the ideas with a story, structure and image so that their presentations are motivating, memorable and compelling. Participants will undergo the theory as well as three steps of creating the presentation – content creation, basic techniques and principles of design and performance of their presentation. Practical exercises with the assistance of the lecturer where participants are able to try different techniques and principles are involved during these three cycles. Following this module, participants will be able to create engaging presentations or apply design principles to everyday communication. The module would last 180 minutes and would be delivered in English language.

Module 6 – Feedback – covered by companies Siemens, IBM, PriceWaterhouseCoopers. We hear about feedback all the time, whereas everybody is aware of how important it is to give feedback and everybody is interested to know how his/her performance and achievements are appreciated. However the lecturer would outline the students there is a difference between ‘feedback’ and ‘effective feedback’ and this module is aimed at explaining how to give/receive effective feedback which leads to improved performance and behaviors. The students will acknowledge themselves within this module also with the following topics:

- What is feedback? What types do we have?
- The difference between criticism and feedback, their definition.
- When do we give feedback?
- What do we achieve (or want to achieve) by giving our feedback to someone?
- Rules for effective and supportive feedback – verbal and nonverbal expressions, exercises.

Portion of the feedback module would be dedicated to final group presentation, being a comprehensive part of the overall student evaluation. The presentation will be delivered in video format as well as live performance on stage in front of the audience, while the team members will be requested to provide horizontal feedback to their teammates. The module would last 180 minutes and would be delivered in English language.

Literature:

Module 1 - Team work

<http://smallbusiness.chron.com/target-behaviors-lead-good-teamwork-63669.html>

<http://academics.boisestate.edu/fsp/files/2013/04/ULO-4-Teamwork.pdf>

Price Pritchett: Teamwork – the team member handbook

Module 2 – Time management

Stephen R. Covey: The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change

Dan S. Kennedy: No B.S. Time Management for Entrepreneurs

Module 3 – Verbal and non-verbal communication

Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler; McGraw-Hill: Crucial Confrontations - Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior

Cheryl Hamilton: Communication for Results – A Guide for Business and the Professions

Module 4 – Conflict Resolution & Mindset

The Arbinger Institute: The Anatomy of Peace: Resolving the Heart of Conflict

Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler: Crucial Conversations Tools for Talking When Stakes Are High

<p>Roger Fisher, William L. Ury, Bruce Patton: Getting to Yes - Negotiating Agreement Without Giving</p> <p>Module 5 –Presentation Skills</p> <p>Garr Reynolds, Presentation Zen: Simple Ideas on Presentation Design and Delivery</p> <p>Jerry Weissman, Presenting to Win: The Art of Telling Your Story</p>																				
<p><b>Recommended literature:</b></p> <p>Module 1 - Team work</p> <p><a href="http://smallbusiness.chron.com/target-behaviors-lead-good-teamwork-63669.html">http://smallbusiness.chron.com/target-behaviors-lead-good-teamwork-63669.html</a></p> <p><a href="http://academics.boisestate.edu/fsp/files/2013/04/ULO-4-Teamwork.pdf">http://academics.boisestate.edu/fsp/files/2013/04/ULO-4-Teamwork.pdf</a></p> <p>Price Pritchett: Teamwork – the team member handbook</p> <p>Module 2 – Time management</p> <p>Stephen R. Covey: The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change</p> <p>Dan S. Kennedy: No B.S. Time Management for Entrepreneurs</p> <p>Module 3 – Verbal and non-verbal communication</p> <p>Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler; McGraw-Hill: Crucial Confrontations - Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior</p> <p>Cheryl Hamilton: Communication for Results – A Guide for Business and the Professions</p> <p>Module 4 – Conflict Resolution &amp; Mindset</p> <p>The Arbinger Institute: The Anatomy of Peace: Resolving the Heart of Conflict</p> <p>Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler: Crucial Conversations Tools for Talking When Stakes Are High</p> <p>Roger Fisher, William L. Ury, Bruce Patton: Getting to Yes - Negotiating Agreement Without Giving</p> <p>Module 5 –Presentation Skills</p> <p>Garr Reynolds, Presentation Zen: Simple Ideas on Presentation Design and Delivery</p> <p>Jerry Weissman, Presenting to Win: The Art of Telling Your Story</p> <p>Module 6 – Feedback</p> <p>Dianna Booher: Confrontational Communication: Delivering Negative Feedback, Bad News, and Other Straight Talk</p> <p>Douglas Stone, Sheila Heen: Thanks for the Feedback – The Science and Art of Receiving Feedback Well.</p> <p>Note: literature will be complimented by the internal corporate education materials used for in-house trainings at respective companies associated within the Business Service Center Forum.</p>																				
<p><b>Languages necessary to complete the course:</b></p> <p>English</p>																				
<p><b>Notes:</b></p> <p>The course is headed by soft skills experts of companies associated within the AmCham´s Business Service Center Forum (BSCF).</p>																				
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 20</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>40,0</td><td>0,0</td><td>45,0</td><td>0,0</td><td>5,0</td><td>0,0</td><td>10,0</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	40,0	0,0	45,0	0,0	5,0	0,0	10,0
A	ABS	B	C	D	E	FX														
40,0	0,0	45,0	0,0	5,0	0,0	10,0														
<p><b>Lecturers:</b> prof. RNDr. Jozef Komorník, DrSc., Mgr. Lucia Kočíšová</p>																				
<p><b>Last change:</b> 13.02.2018</p>																				

<b>Approved by:</b>
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## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/303AM/17	<b>Course title:</b> Skills for Success – From University to Workplace
<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> 2., 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> in-class presence and active participation (student can miss max 1x180 min) – 40 % Continuous evaluation: partial assignments handed-in for each of the 6 topics – 30 % Final evaluation: group presentation on selected topic from the course syllabus taking place in the last class and feedback giving to the teammates – 30 %	
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better at?

- How do we improve (and through what) quality of our life & are there any new activities?
- My mission, areas of responsibility, priority goals, activities. What do my coworkers expect from me?
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- How to set my goals & rules I need to comply with, eliminating mistakes, rescheduling activities?
- How to fight time eaters (subjective and objective ones), how to identify them? Tools to eliminate them (or minimize them).

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- Good Assertive techniques.

The module would last 180 minutes and would be delivered in English language.

Module 4 – Conflict Resolution & Mindset - predominantly covered by the company IBM. The aim of this module is to introduce conflicts as moments that cannot be prevented, the most important thing is to learn how to handle or manage them. The students would learn strategies and techniques for addressing conflicts. Knowing when and how to use them can make participants more effective at handling challenging situations. By the end of this module, participants will be able to:

- Discuss what conflict is, how conflict can be both destructive and constructive, and how learning to overcome the barriers of addressing conflict can benefit their career.
- Recognize the five most common conflict resolution styles and improve their conflict management skills by learning when to use or avoid using each style.

- Discuss how conflict resolution can improve their relationships, enhance their collaboration skills and increase their professional effectiveness.
- Discuss how mindset influences perception of conflict situations and helps them to manage the conflict in a constructive way.

The module would last 180 minutes and would be delivered in English language.

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- The difference between criticism and feedback, their definition.
- When do we give feedback?
- What do we achieve (or want to achieve) by giving our feedback to someone?
- Rules for effective and supportive feedback – verbal and nonverbal expressions, exercises.

Portion of the feedback module would be dedicated to final group presentation, being a comprehensive part of the overall student evaluation. The presentation will be delivered in video format as well as live performance on stage in front of the audience, while the team members will be requested to provide horizontal feedback to their teammates. The module would last 180 minutes and would be delivered in English language.

### **Recommended literature:**

Module 1 - Team work

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<p><b>Languages necessary to complete the course:</b></p> <p>English</p>																				
<p><b>Notes:</b></p> <p>The course is led by soft skills experts of companies associated within the AmCham´s Business Service Center Forum (BSCF).</p>																				
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 26</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>50,0</td><td>0,0</td><td>26,92</td><td>7,69</td><td>7,69</td><td>7,69</td><td>0,0</td></tr> </table>							A	ABS	B	C	D	E	FX	50,0	0,0	26,92	7,69	7,69	7,69	0,0
A	ABS	B	C	D	E	FX														
50,0	0,0	26,92	7,69	7,69	7,69	0,0														
<p><b>Lecturers:</b> prof. RNDr. Jozef Komorník, DrSc., Mgr. Lucia Kočíšová</p>																				
<p><b>Last change:</b> 13.02.2018</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.KEF/110M/00	<b>Course title:</b> Social Policy of EU
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 1. Participation 2. Case study (practical examples of coordination of social security systems in the European Union)	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> 1. Actors shaping the European social agenda (EU Institutions, European trade unions and employers' associations ...) 2. What is the social policy and what are its objectives? Social models in the European Union (Scandinavian, Anglo-Saxon, Continental, Mediterranean), the European Social Model and its underlying principles. 3. EU social policy. What is the position of EU social policy in wider context of EU policies? EU social policy and Europe 2020. 4. The European labor market. Basic characteristics of national labor markets. Reform of the labor markets. Labor market and training. 5. Protection of labor rights and labor market regulation. Should there be a European minimum wage? 6. Coordination of social security systems and its importance for the European single market I. 7. Coordination of social security systems and its importance for the European single market II. 8. Gender equality and antidiscrimination in the labor market. 9. Structural Funds and EU Social Policy: European Social Fund, EASI and others 10. Does Europe need closer integration in the field of social policy?	
<b>Recommended literature:</b> 1. John McCormick: Understanding European Union, Palgrave Macmillan, 2014 2. Official websites of EU institution ( <a href="http://www.europa.eu">www.europa.eu</a> ) 3. Websites informing about the coordination of social security systems ( <a href="http://ec.europa.eu/social/main.jsp?catId=815&amp;langId=sk">http://ec.europa.eu/social/main.jsp?catId=815&amp;langId=sk</a> ) 4. Media informing about the EU policies: ( <a href="http://www.euractiv.sk">www.euractiv.sk</a> , <a href="http://www.euractiv.com">www.euractiv.com</a> , <a href="http://www.euobserver.com">www.euobserver.com</a> ) 5. Partners of EU Social Dialogue partners: ( <a href="http://www.buinessurope.eu">www.buinessurope.eu</a> , <a href="http://www.etuc.org">www.etuc.org</a> )	

<b>Languages necessary to complete the course:</b> anglický						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 69						
A	ABS	B	C	D	E	FX
72,46	0,0	15,94	5,8	1,45	2,9	1,45
<b>Lecturers:</b> Mgr. Janka Kottulová, PhD.						
<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.KMk/048M/00		<b>Course title:</b> Societal Marketing				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 1.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> 1. Continuous work on seminars - active engagement of the student, the student has to prepare 5 case studies on the actual course of the subject about 70% 2. Continuous test during the semester, number of test questions - 3 - approx. 30%						
<b>Learning outcomes:</b> Students can extend their knowledge about knowledge in the field of social marketing significantly or social marketing, which is a sub-division of l marketing.						
<b>Class syllabus:</b> a. The definition of social marketing – the theoretical use of knowledge from a variety of authors. b. Examples of business practice, the statement of reasons. c. The way forward the use of social marketing. d. Socially responsible business – definition, the application of the economic practice e. The reasons for the profit and non-profit organizations cooperation						
<b>Recommended literature:</b> 1. Bartáková, G. - Cibáková, V. 2007. Základy marketingu. Bratislava: Iura Edition, 2007. 224 s.ISBN 978-80-8078-156-9 2. Majdúchová, H. a kolektív :Neziskové organizácie. Bratislava: Sprint 2007 3. Rektořík, J. a kolektív:Organizace neziskového sektoru. Praha: Ekopress 2007 4. aktuálna legislatíva, ktorá sa týka neziskových organizácií a diania okolo nich						
<b>Languages necessary to complete the course:</b> Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 150						
A	ABS	B	C	D	E	FX
92,0	0,0	3,33	2,67	1,33	0,0	0,67
<b>Lecturers:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD.						

<b>Last change:</b> 06.03.2018
<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/007_M/15		<b>Course title:</b> Solving Business Problems with Wolfram Mathematica I				
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 1.						
<b>Educational level:</b> 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: 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> doc. RNDr. Mária Bohdalová, PhD.						
<b>Last change:</b> 15.10.2017						
<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/114M/09	<b>Course title:</b> Strategic Challenges of European Integration
<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> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> Aim of this course is to provide students with an opportunity to discuss key challenges of the European Integration process in economic, social and political area. Course introduces problems like energetic security of Europe, building up low carbon economy, European social model and other strategic questions from different perspectives, encourages students to form their own opinion and enables them to discuss these topics and their impact on managerial decision making.	
<b>Class syllabus:</b> Brief Syllabus: Block I: European Union as a global economic leader 1. Europe as a leader in tackling the climate change. Developing the low - carbon economy. Green R&D. Climate change adaptation policies. 2. European response to the crisis. Stimulus or financial regulation? Effectiveness of European way of combating crisis and its impacts. 3. Energetic challenges for EU. Geopolitics of EU Energy supply. Energetic security. Energy and climate change. 4. Presentations and discussion. Block II: Social Europe 5. European social model? Different social models in EU. Characteristics of ESM. Flexicurity as a main instrument for building up a European social model. 6. Supporting the equal opportunities for all or distorting the “natural” structure of society? European equal opportunities initiatives and their effects. 7. Immigration as a solution to the European demographic crisis or the cause of social problems? Asylum and immigration policy of EU, “Fort Europe”. Blue cards for qualified immigrants. Multiculturalism. Social impacts of immigration. 8. Student’s presentations and discussion. Block III: Any future for the European Union? 9. Democratic deficit of European decision making. Institutional reform of EU. Position of the European Parliament in the decision making process. Small countries and their influence on the European policies.	

10. European Union as a global player: do we need CFSP? EU and USA, EU and NATO, EU and Eastern Europe. 11. Which future for Europe? European nation or Europe of Nations? Fostering the economic and political integration. 12. Presentation and discussion 13. Current issues on the EU Agenda, final evaluation and discussion.						
<b>Recommended literature:</b> <ul style="list-style-type: none"> <li>• <a href="http://www.euractiv.sk">www.euractiv.sk</a></li> <li>• <a href="http://www.euractiv.com">www.euractiv.com</a></li> <li>• <a href="http://www.euobserver.com">www.euobserver.com</a></li> <li>• Daily press</li> </ul> Analytical institutes: <ul style="list-style-type: none"> <li>• BRUEGEL, Brussels European and Global Economic Laboratory <a href="http://www.breugel.org">www.breugel.org</a></li> <li>• Centre for European Reform <a href="http://www.cer.org.uk/">http://www.cer.org.uk/</a></li> <li>• European Centre for International Political Economy, <a href="http://www.ecipe.org/">http://www.ecipe.org/</a></li> <li>• European Institute at the London School of Economics, <a href="http://www.lse.ac.uk/collections/europeanInstitute/">http://www.lse.ac.uk/collections/europeanInstitute/</a></li> <li>• Centre for European Policy Studies, <a href="http://www.ceps.be/">http://www.ceps.be/</a></li> <li>• Stiftung Wissenschaft und Politik <a href="http://www.swp-berlin.org/">http://www.swp-berlin.org/</a></li> </ul>						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 89						
A	ABS	B	C	D	E	FX
70,79	0,0	21,35	4,49	1,12	0,0	2,25
<b>Lecturers:</b> doc. PhDr. Marian Šuplata, PhD.						
<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.KSP/031M/00		<b>Course title:</b> Strategic Controlling				
<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> 3.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Scale of assessment (preliminary/final): 100% /0 %.						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b> 1 Essence of the concept of controlling 2 Strategic controlling 3 Basic attributes of strategic controlling. 4 Strategic performance management 5 Values of strategic controlling 6 Methods and techniques of strategic controlling 7 Approaches to create a sustainable competitive advantage						
<b>Recommended literature:</b> Konkurenčné stratégie, Tradičné techniky vs. nové pohľady a prístupy. Jozef Papula, Zuzana Papulová, Ján Papula • Vydavateľstvo: Wolters Kluwer, 2014						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 42						
A	ABS	B	C	D	E	FX
90,48	0,0	4,76	2,38	0,0	0,0	2,38
<b>Lecturers:</b> doc. Ing. Ján Papula, PhD.						
<b>Last change:</b> 02.06.2015						
<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/151M/11		<b>Course title:</b> Strategic Human Resource 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> 2.						
<b>Educational level:</b> 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: 35						
A	ABS	B	C	D	E	FX
40,0	0,0	40,0	20,0	0,0	0,0	0,0
<b>Lecturers:</b> 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.KSP/032M/00	<b>Course title:</b> Strategic 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> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Evaluation of the course is in accordance to the study rules of FM UK (A - excellent, B - very good, C - good, D - satisfactory, E - sufficient and F – fail). During the semester students can obtain 40% points and 60% points during the examination period. 40% points during the semester can be obtained by: preparation of semester project on selected topic 20%, presentation of semester project 10%, and mid-term test 10%.	
<b>Learning outcomes:</b> - Advanced understanding of strategy and strategic management - Application of various methods, tools and models in strategic management - Development of analytical and strategic thinking skills and practical application of knowledge on selected company/companies	
<b>Class syllabus:</b> 1. Strategy as a critical factor of success of organizations 2. Strategic thinking of managers 3. Development of strategy theory, basic approaches and directions of theory development 4. Exploring factors of macro-environment as a basis for strategy development 5. Exploring subjects of microenvironment and their action 6. Examination of the internal environment and position in the external environment 7. Analytical and synthetic techniques and the creation of competitive strategy 8. General strategy and portfolio analyses 9. Strategy implementation 10. Strategic control 11. Specifics of strategic management of organizations of different types and orientations	
<b>Recommended literature:</b> HITT,M.A, IRELAND, R.D., HOSKISSON, R.E.: Strategic Management. Competitiveness and Globalization. Thompson, South-Western, 2005 (and later editions). THOMSON,J.L.: Strategic Management. Thompson. Fourth edition, London 2001 (and later editions).	

PAPULA, J. – PAPULOVÁ, Z.: Approaches to Strategy: Experiences of Slovak enterprises. Proceedings of Annual Paris Business and Social Science Research, Melbourne : World Business. Institute, 2013 [online].  
 PAPULOVÁ, Z.: The Significance of Vision and Mission Development for Enterprises in Slovak Republic. JOEBM 2014 Vol.2(1): 12-16 ISSN: 2301-3567 [online].  
 Obligatory literature is accessible in faculty library. Additional materials will be given to students during classes or post in faculty eLearning.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 2503

A	ABS	B	C	D	E	FX
22,89	0,0	25,69	20,38	15,38	14,94	0,72

**Lecturers:** prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Andrea Gažová, PhD., Mgr. Maroš Šlenker

**Last change:** 16.03.2017

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/161M/17	<b>Course title:</b> Strategic Partnerships
<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> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing.	
<b>Course requirements:</b> The seminar work has the topic Forms and types of alliance and partnership relations in the given sector. The aim of the thesis is to identify the profiling types of partnerships in the sector, to present them from the most leeful to the harshest, and to deal with the most widespread types of partnerships in the industry on a global scale. It is necessary to analyze how these relationships have affected the situation in the sector, identify which types of relationships in the sector dominate and why. The analysis must be based on information on trends in the sector, the most important enterprises in the sector. Finally, it is necessary to synthesize the knowledge and try to outline our own conclusions, to make a prognosis of the development trends in the sector from the point of view of the strategic relations therein. Seminar work must include resources used. Scale of assessment (preliminary/final): interim evaluation 100 %	
<b>Learning outcomes:</b> To teach students what types and forms of partnerships work between businesses - from the most lenient to the most serene, giving them insight into the different types of partnerships, the preconditions for their creation and effective functioning as well as the extinction of the partnership and its causes. Within the subject, we will present the genesis of the relationships, the advantages and the risks of the individual forms, their current form and the most widespread types, including those and the latest ones. We point out that strategic partnerships have become a phenomenon of the global economy and a necessity, not just a possibility.	
<b>Class syllabus:</b> 1. Strategické partnerstvá, strategické aliancie – história a súčasnosť, pojmy a ich používanie v manažmente. 2. Partnerstvá ako fenomén globálnej ekonomiky – strategické a nestrategické partnerstvá, typy a formy. 3. Kto môže a kto nemôže byť strategickým partnerom, Príprava na strategické partnerstvo, predpoklady, výhody a nevýhody jednotlivých foriem. Majetkové a nemajetkové prepojenia firiem.	

4. Sieťové aliancie dôvody zostieňovania podnikov. Typy sietí: siete pod vedením koordinátora, siete v odvetví, klastre
5. Joint ventures – pojem, strategické ciele, typy JV, zmluva o joint venture, predpoklady fungovania, implementácia a zánik spoločných podnikateľských činností.
6. Mergers&Acquisitions - úvod do problematiky, pojmy, genéza tesných foriem partnerstiev, právne normy a regulácie. Majetkové prepojenie podnikov. Konkrétne kroky na prípravu a fungovanie partnerstva.
7. Fúzie – management fúzie, jednotlivé fázy a ich priority, stratégia, vyhodnotenie úspešnosť vzájomného splynutia.
8. Konsolidácie – typy, formy, ako a kedy sa konsolidácie uskutočňujú.
9. Akvizície. Akvizičná politika veľkých globálnych firiem, Typy akvizícií.  
Dobrovoľné a nedobrovoľné akvizície. Fázy akvizičného procesu, problémy a ich riešenie.
10. Obranné taktiky voči akvizícii. Konkrétne taktiky, najvyužívanejšie taktiky a možnosť ich kombinácie.

**Recommended literature:**

SMOLKOVÁ, E.: Strategické partnerstvá v manažmente, podnikaní a marketingu. Bratislava 2016, Univerzita Komenského v Bratislave, Bratislava ISBN 978-80-223-4186-8, s. 231  
 BRAUN, D.: Successful Aquisitionns. A Proven Plan for Strategic Growth. American Management Association, New York 2013, ISBN 10-0-8144-3265-4;  
 LANDRUM, E.: Maybe Consolidation Will Work. For home , business, government and academic use. Business & Economicst, Washington 2014, ISBN 13: 978-1500736583  
 MILLER E.,L.: Mergers and Acquisitions: A Step-by-Step Legal and Practical Guide. Wiley&Son, New Jersey 2008, ISBN-10: 0470222743  
 WEITZ, B.A., CASTEBERRY, S.B., TAMMER, J. F. jr.: Seeling Building Partnership, Chicago 2002.  
 VODÁČEK, L. – VODÁČKOVÁ, O.: Strategické aliance se zahraničnými partnery, Praha 2002

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 7

A	ABS	B	C	D	E	FX
85,71	0,0	14,29	0,0	0,0	0,0	0,0

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

**Last change:** 09.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KSP/029M/00		<b>Course title:</b> Strategic Planning - Methods and Techniques				
<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> 2.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> Scale of assessment (preliminary/final): 100/0						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b> PAPULA, J. – PAPULOVÁ, Z. Strategický manažment : Teoretické východiská alebo jadro vedomostí. Bratislava : Kartprint, 2009. PAPULA, J. Vývoj teórie strategického manažmentu pod vplyvom zmien v prostredí. Bratislava : Kartprint, 2005. PAPULA, J. Strategické plánovanie : texty prednášok. Bratislava : FM UK, 2010. MINTZBERG, H. The Rise and Fall of Strategic Planning. Toronto : The Free Press, Maxwell Macmilan, 1994.						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 232						
A	ABS	B	C	D	E	FX
25,43	0,0	31,47	18,1	10,34	13,36	1,29
<b>Lecturers:</b> prof. Ing. Jozef Papula, PhD.						
<b>Last change:</b> 02.06.2015						
<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/195FJM/12		<b>Course title:</b> Strategies for Financial Investments in Eurozone				
<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> 3.						
<b>Educational level:</b> 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: 9						
A	ABS	B	C	D	E	FX
22,22	0,0	55,56	22,22	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Vladimír Valach, MBA, Ing. Žaneta Lacová, 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/026M/00	<b>Course title:</b> Strategy of Non-profit Organizations
<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> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Bachelor diploma in management or economist	
<b>Course requirements:</b> During the semester, on exercises, present the selected topic and upload it as a case study. The project is individual, it is a comparison of two non-governmental organizations that have a similar focus but other ways of enforcing certain ideas or principles. NGOs should be more, at least nationally, or internationally integrated into international structures, in particular to assess the strategy and success of such an organization from a variety of perspectives. This can be a classic NGO with a different focus but also a corporate NGO. The goal is to compare the marketing strategies of selected NGOs and evaluate the success or failure of selected NGOs and make a comparison - your own opinion. Scale of assessment (preliminary/final): Continuous evaluation 100%	
<b>Learning outcomes:</b> To provide students an overview of the strategic options and approaches that can be applied in a non-profit sector. The purpose is to introduce specific types of strategic approaches and strategies are formed for the non-profit organizations and are used within them and provide for the new organization-specific options and opportunities. The subject is also specific management approaches and management of non-profit organizations.	
<b>Class syllabus:</b> 1. Non-profit organization - non-governmental NGO sector. Characteristics, definition, international status, functioning .. Specification for the non-profit and public-law sector. 2. Types of non-governmental organizations in the Slovak Republic. Foundations, Non-Investment Funds, Civil Associations, Non-Profit Organization. The place of NGOs in EU legislation. Characteristics, differences and common features. Significance and impact, impact on the EU economy 3. No profit-making organization. Theoretical views and practical experience, specifics. Establishment, functioning and disappearance of a non-profit organization. Performance criteria, growth sources. Possible categorization. Different and common characters.	

4. Nonprofit sector and profit sector .Planning a nonprofit organization. The role of the nonprofit sector at present, the goals and their emergence. Individual and social needs. Non-Governmental Organization Management - Common features and differences. strategies
5. Strategic possibilities and opportunities. Types of usable strategic analyzes, their purpose and purpose, the possibilities of their use and the types of evaluation in the specific conditions of a non-profit organization. Objectives of the analyzes and their evaluation.
6. Competitive advantage in NGOs. The competitive advantage of a nonprofit organization, why and how to build it, how to implement it. Using KV, sharing KV. Partnerships of non-governmental organizations. Comparative competitive advantages.
7. NGO funding NGO funding models Ways and methods of raising funds for specific purposes, managing them. Atypical methods of financing projects, collections and services in the non-governmental sector.
8. NGO Marketing Strategy - Reasons, Methods of Specification, Marketing Communication Methods, and Presentations of Their Activities. Successful and unsuccessful marketing strategies. Rating criteria, time factor. Resources on marketing strategies
9. Managing NGOs. Specification of the management work. Human Resources Management - Employees and Volunteers. Management, Managing Authorities, Board of Directors, and Advisory Bodies. Management structures, their functionality, performance and efficiency. Functional and non-functioning non-profit organization.
10. Roles of strategic partnerships in non-profit organizations. Types and forms of partnership, standard and non-standard forms. Partner as the guarantor of the mission of the organization. Options and perspectives for the development of partnerships, advantages and disadvantages.
11. Strategic marketing objectives of the non-profit sector. Top trends. Long-term perspectives and goals - conditionality and dependence. Possibilities of influencing society. Sources of internal growth, allocation of resources.
12. Selection theme - based on the requirements and needs of the students.
13. Evaluation of the subject and evaluation of the projects

#### **Recommended literature:**

ANHEIRER, K, H.: Nonprofit Organizations: Theory, Management, Policy, Business&Management, Heidelberg 2014, ISBN 97-8-0-415-55047-5

DRUCKER, P., F: Managing the Non-Profit Organization: Principles and Practices, Harper Collins e-books, Clearmont 2006, ISBN 978-0-06-085114-9

KUVÍKOVÁ, H.: Neziskové organizácie v Európskej únii. Banská Bystrica : Univerzita Mateja Bela v Banskej Bystrici, Ekonomická fakulta, 2004, str. 6 - 7.

CANGÁR, M. - KRUPA, S. - MATEJ, V.: Mimovládne neziskové organizácie – Riadenie projektov. Bratislava : ŠEVT a.s., 2006, str. 7.

MAJDÚCHOVÁ, H. – DLUHÁ, M. – MARČEK, E.: Neziskové organizácie. Bratislava : SPRINT, 2004, str. 46.

<http://jaspi.justice.gov.sk/>

[www.changenet.sk](http://www.changenet.sk)

[www.saia.sk](http://www.saia.sk) [www.civil.gov.sk](http://www.civil.gov.sk)

Zákonné normy uvedené v prednáškach

o neziskových organizáciách poskytujúcich všeobecne prospešné služby.

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

Slovak

#### **Notes:**

<b>Past grade distribution</b>						
Total number of evaluated students: 78						
A	ABS	B	C	D	E	FX
87,18	0,0	7,69	0,0	2,56	2,56	0,0
<b>Lecturers:</b> doc. PhDr. Eva Smolková, CSc.						
<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/161M/17	<b>Course title:</b> Sustainable Energy Economics
<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> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> The course comprises three thematic blocks of the economic aspects of sustainable energy and resource management. In its introduction the course will teach different energy production means, their geo-political impacts and new market trends. In the second block students explore innovative technological approaches and clean energy concepts. The concluding block discusses new business models that disrupt the energy industry and its long established players. Each block of topics is summarised by a fun and engaging project to prepare and present in class under the guidance of lecturer, who carried out such projects and participated in such situations in real life. This economy course aims to educate future consultants, dedicated utility managers, environmental experts, serial entrepreneurs, or students who just want to broaden their horizons for their future jobs.	
<b>Class syllabus:</b> Block 1 - Getting started: Energy value chain: power generation, power transmission, energy distribution, wholesale, retail Energy mix in Europe and in the world: sources of energy, energy supply, trends in construction of new power-plants, cross-border trade implications and relationships Nuclear energy and its importance in the energy mix: the principle of nuclear power, economic model of the base electricity, the impact on energy prices Gas Energy and its geopolitical implications: gas extraction method of fracking, gas transmission forms, the use of gas in Europe and the world, industries dependent on gas, the growing trend of electricity production from gas and significance of peak electricity. Summary of the block, team roleplay - private banking pitch of an energy project Block 2 - Getting clean: Clean electricity based on gas, business models and project financing: urban combined heat and power (steam engines, back pressure, gas turbines), household fuel cells and their possibility of finance	

Renewable decentralized energy sources and their business models: solar energy, wind energy, small hydro power, biogas, other.

Energy storage, its methods and economic importance. Battery storage, development of battery prices and growing range of applications.

Electric mobility and a new lifestyle in the mobility of urban population, new economic models and trends in personal mobility and connectivity to electromobility. New trends in freight and transport - evolving business models in logistics and its impact on energy. Business models of the future, such as the "Physical Internet."

Summary of the block, group pitch - sell your clean energy solution to a municipal utility

Block 3 - Getting smart:

Electricity markets and the importance of flexibility: wholesale, Day ahead market, Intra-day market, Demand Response, markets, Support services, quasi-markets and distribution companies flexibility aggregation.

Price formation on various energy markets. Trading / investing on the markets with electricity, oil and gas. Commonalities and differences between these commodities. Spot prices and futures contracts for energy commodities.

The role and importance of information technology and social media in innovating energy companies. Artificial intelligence, optimization, virtual reality, mobile, intelligent asset management, utilization of sensor technology, infrastructure planning and investment modeling.

Smart Grid: investment in smart meters and their return, investment in technology sensors and real time data transmission.

Energy companies 2.0 and the reason for their occurrence: the death spiral of the original energy model trends of decentralization and independence

Disruptive business models within the new energy landscape.

Case studies: Solar city, Opower, Vandebon, Edison Electric, Energypool.

Summary of the block, group proposal and pitch - tender on RfP specification

### **Recommended literature:**

1. KIRSCHEN Daniel, STRBAC Goran: Fundamentals of Power System Economics. DS Kirschen, 2004.
2. STRBAC Goran: Demand Side Management Benefits and Challenges. Elsevier, 2008.
3. Sloomweg, J.G.; van der Meijden, M.A.M.M.; Knigge, J.D.; Veldman, E. Demystifying smart grids - Different concepts and the connection with smart metering, Proceedings 21st International Conference and Exhibition on Electricity Distribution (CIRED 2011), 6-9 June 2011, Frankfurt, Germany
4. E. Veldman, M. Gibescu, A. Postma, J.G. Sloomweg, Kling, W.L., 2009, "Unlocking the hidden potential of electricity distribution grids", Proc. 20th International Conference on Electricity Distribution (CIRED 2009), Prague, June 8-11, paper no. 467.
5. PELGRUM E, van der Meijden, M.A.M.M. A market-based investigation of large-scale renewable energy integration in northwestern Europe. IEEE, 2012
6. Gibbs, J., Pesaran, A. A., Sklad, P. S. & Marlino, L. D. in Fundamentals of Materials for Energy and Environmental Sustainability (eds Ginley, D. S. & Cahen D.) Ch. 31, 426-444 (Cambridge Univ. Press, 2012).
7. Schafer, A., Heywood, J. B. & Weiss, M. A. Future fuel cell and internal combustion engine automobile technologies: a 25-year life cycle and fleet impact assessment. Energy 31, 2064-2087 (2006).
8. M Dijk, RJ Orsato, R Kemp. The emergence of an electric mobility trajectory, 2013 - Elsevier
9. Perez-Arriaga, Ignacio J., Hugh Rudnick, and Michel Rivier. "Electric Energy Systems—An Overview." Chapter 1 in Electric Energy Systems: Analysis and Operation. Gomez-Exposito, Antonio, Antonio J. Conejo, and Claudio Canizares, eds. Boca Raton, FL: CRC Press, 2009.

10. Perez-Arriaga, Ignacio J., et al. "Traditional Regulation of the Electricity Industry." Regulation of Energy Utilities Training Course. Florence, Italy: Florence School of Regulation, 1985.
11. Joskow, Paul. "The Difficult Transition to Competitive Electricity Markets in the U.S." Prepared for the Conference "Electricity Deregulation: Where From Here?" Texas A&M University, April 4, 2003.
12. Scheepers, Martin, et. al. "Regulatory Improvements for Effective Integration of Distributed Generation into Electricity Distribution Networks." Summary of the DG-GRID Project Results. Petten, Netherlands: Energy Research Center of the Netherlands, 2007.
13. Energy, Transport, and Water Department. "Building Regional Power Pools: A Toolkit." Washington DC: The World Bank Group, 2005
14. Ellerman, Denny A. "Lessons for the United States from the European Union's CO2 Emissions Trading Scheme." Chapter 1 in Cap-and-Trade: Contributions to the Design of a U.S. Greenhouse Gas Program. A. Denny Ellerman, Mort Webster, et al. Cambridge, MA: MIT Center for Energy and Environmental Policy Research, 2008
15. EPRI Energy Technology Assessment Center. "The Power to Reduce CO2 Emissions." Discussion paper prepared for Electric Power Research Institute (EPRI) Summer Seminar, Palo Alto, CA, August 2007.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 9

A	ABS	B	C	D	E	FX
33,33	0,0	66,67	0,0	0,0	0,0	0,0

**Lecturers:** Mgr. Ján Smoleň, PhD., Mgr. Martin Rapoš

**Last change:** 23.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/058M/00		<b>Course title:</b> System Analysis				
<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> 3.						
<b>Educational level:</b> 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: 3						
A	ABS	B	C	D	E	FX
33,33	0,0	33,33	33,33	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Peter Balco, PhD.						
<b>Last change:</b> 02.06.2015						
<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/014M/00		<b>Course title:</b> Taxation				
<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> II.						
<b>Prerequisites:</b>						
<b>Recommended prerequisites:</b> Accounting I, Accounting II						
<b>Course requirements:</b>						
<b>Learning outcomes:</b> The student is able to describe the history of taxation and evolution of tax theory in the world and in Slovak Republic, to explain current tax legislation in Slovak republic (direct taxes, indirect taxes) and their impact on decision making of business subjects.						
<b>Class syllabus:</b> 1. History of taxation, Tax system in OECD countries 2. Characteristics of tax system in SR 3. Definition, concept, division and classification of taxes 4. Flat Tax, Progressive Tax, Proportional Tax, and Regressive Tax 5. Indirect taxes, consumption tax 6. System of tax administration, Goals of taxation, function of public finance 7. Tax principles, optimal taxation, tax justice 8. Tax influence on economic behaviour and decision-making of businesses 9. Income Taxation of Individuals - The Best of Taxes, the Worst of Taxes 10. European Union and CCCTB, Types of taxes in EU member states						
<b>Recommended literature:</b> 1. Dennis-Escoffier, Shirley and Fortin, Karen A. Taxation for Decision Makers. 2011, Wiley , ISBN: 978-0-470-87934-4						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 383						
A	ABS	B	C	D	E	FX
53,26	0,0	32,38	9,92	0,78	0,52	3,13



<b>Lecturers:</b> doc. Ing. Jana Kajanová, PhD., 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.KMk/076M/15	<b>Course title:</b> Tourist Industry
<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> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester, students will present a project that will focus on the analysis of the competitiveness of 2 tourism entities, the chosen destination or the tourism cluster. The project can be either individual or collective, according to selected subjects, destinations depending on the state of development of tourism in the area. The student (or students) will advocate it in front of a group of 3 to 5 students who, like those who have developed the project, will need to familiarize themselves with the basic attributes, services and marketing mix elements and prepare for argumentation. The semester project must be submitted as a written work. During the semester, students can get 100%, 60% for the project and 10% for the activity, and 30% for the projects of other students' projects. Scale of assessment (preliminary/final): During the semester, students can get 100%, 60% for the project and 10% for the activity, and 30% for the projects of other students' projects.	
<b>Learning outcomes:</b> The student will acquire a set of knowledge in the field of tourism, will be able to learn basic terms, to know the terminology and the issues of tourism. It will be able to analyze the factors of the competitiveness of the subjects of tourism, to outline the development strategy of tourism destination and to develop development projects or partnerships in tourism. They learn how to work independently, advocate their ideas, and know what strategies are appropriate for developing tourism for certain tour operators, how to create clusters to promote tourism development, and how to design projects for selected destinations.	
<b>Class syllabus:</b> 1. Introduction to the problem. The concept of tourism, selected terms of international classification, interpretations and interpretations. 2. The term tourism and tourist. Development - conditions and causes. Tourism development in the last decade, specifics, trends in tourism - trends in service providers, customer trends, destination trends. 3. Competitiveness of the landscape - the importance of tourism for the economy of the country. Landscape competitiveness, factors that affect the competitiveness of the landscape, region, destinations. The impact of tourism on the GDP of the country. 3. The forms of tourism in Europe, the policy of sustainable tourism, mass tourism, individual tourism. Global tourism.	

4. Tourism Providers, Tourism Entities. Travel agencies, travel agencies, business entities in the sector, the role of local and regional authorities in product creation, product package creation.
5. Definition of service providers - accommodation, catering services - categorization, quality standards, selected trends. Attractions and events - major products.
6. Strategies in tourism, sector analysis - impacts of various environmental factors, strategic forces in the industry sector, immutable and inimitable competitive advantages.
7. Tourism Marketing - marketing mix specifics, destination management and destination marketing, destination strategy creation and implementation. Human resources in tourism.
8. Partnerships, concept - free and tight forms of strategic partnerships in tourism. Finding a strategic partner, partnering, and partnering. Clustering of tourism subjects, possibilities of drawing Eurofunds.
9. Forms of entry into the tourism market - hotel networks, franchising, licenses, management contracts. Global and local brand in tourism.
10. CR in the Slovak Republic, strategy of development, development of tourism national and regional strategies. Goals according to state priorities, Slovakia.
11. Business conditions in tourism in Europe - EU funding. Entrepreneurship in tourism strategic and marketing analyzes, human resources analysis, entrepreneurial risk analysis, tourism planning.
12. Destination management - destination destination - destination as a base unit, attractions and availability, destination amenities. Competitiveness of the destination - on local, national and international scale.
13. Brand in tourism - brand of landscape and destinations - creation of synergic effects. and brand communication - methods and means. Network tags. Destination tag.
14. Successful and unsuccessful destinations. Reasons and causes. Tourist attraction. Types of strategies based on competitive strategies.

#### **Recommended literature:**

Odporúčaná literatúra:

Borovský, J., Smolková, E., Niňajová I.: Cestovný ruch, trendy a perspektívy. Jura Edition, Bratislava 2008, s. 280. ISBN 978-80-8078-215-3

Hesková, M. a kol.: Analýza destinačného managementu v cestovnom ruchu na príkladoch Českej republiky a Rakúska. Kartprint, Bratislava 2004. ISBN 80-88870-42-9.

Smolková, E.: Strategické partnerstvá v cestovnom ruchu. Progressus Slovakia 2007, ISBN 978-80-251-1818-4.

Porter, M. E.: Towards a Dynamic Theory of Management: Strategic Management Review, Vydanie 12, str. 97-117, 1991. [online]. Dostupné na internete: <<http://onlinelibrary.wiley.com/doi/10.1002/smj.4250121008/pdf>>

Česká centrála CR: dostupné na: <http://www.businessinfo.cz/cs/clanky/ceska-centrala-cestovniho-ruchu-1344.html>

Český turizmus: dostupné na internete: <http://www.czechtourism.com/home/>

Engadin St. Moritz: Brand architecture [online]. Dostupné na internete: <<http://www.engadin.stmoritz.ch/winter/en/ueberuns/markenarchitektur/>>

EURÓPSKA KOMISIA, 2010: Európa ako popredná svetová destinácia cestovného ruchu – nový politický rámec pre európsky cestovný ruch [online]. Dostupné na internete: <[http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010\\_sk.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_sk.pdf)>

Country Brand Index, 2012: Full List of Countries [online]. Dostupné na internete: <[http://www.futurebrand.com/wp-content/cbi/pdfs/CBI\\_2012-13.pdf](http://www.futurebrand.com/wp-content/cbi/pdfs/CBI_2012-13.pdf)>

UNWTO, 2012: Infographics: Turning one billion tourists into one billion opportunities [online]. Dostupné na internete: <<http://media.unwto.org/en/news/2012-12-12/infographics-turning-one-billion-tourists-one-billion-opportunities>>

WTTC, 2011: Travel & Tourism 2011 [online]. Dostupné na internete: <[wttc.org/site\\_media/uploads/downloads/traveltourism2011.pdf](http://wttc.org/site_media/uploads/downloads/traveltourism2011.pdf)>  
WTTC, 2011: Travel & Tourism Economic Impact 2012 European Union [online]. Dostupné na internete: <[http://wttc.org/site\\_media/uploads/downloads/european\\_union2012.pdf](http://wttc.org/site_media/uploads/downloads/european_union2012.pdf)>

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 47

A	ABS	B	C	D	E	FX
72,34	0,0	21,28	0,0	0,0	0,0	6,38

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

**Last change:** 09.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/144M/17		<b>Course title:</b> Vybrané témy z komunikácie pre podnikateľov				
<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> 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: 1						
A	ABS	B	C	D	E	FX
0,0	0,0	100,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Andrea Studeničová						
<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/079M/00		<b>Course title:</b> Web Server and its Management				
<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> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0						
<b>Learning outcomes:</b> The course will deal with the practical installation, connection and configuration of the web server to the network (installation and configuration). By completing the subject, the student will acquire practical and theoretical experience, which he can practice in installation, configuration and architecture of web servers in computer networks. 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> Installation and configuration of the server under MS Windows and Linux. Architecture and design of enterprise local computer networks containing web server. Writing simple web pages. Use databases in a web application. Final project.						
<b>Recommended literature:</b>						
<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: 523						
A	ABS	B	C	D	E	FX
98,85	0,0	0,76	0,19	0,0	0,0	0,19
<b>Lecturers:</b> Ing. Vincent Karovič, PhD., Mgr. Vincent Karovič, PhD.						

<b>Last change:</b> 09.02.2018
<b>Approved by:</b>