

## 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.KMn/045ME/17	<b>Course title:</b> Business Ethics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s / 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 50 % continuous evaluation + 50 % evaluation in the exam period (written exam). 50 % – tasks and case studies. 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. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> Students will get familiar with business ethics as an academic discipline. They will acquire the theory of business ethics and learn how to implement new knowledge through case studies and solution of ethical-economic dilemmas. Simultaneously they will gain skills and techniques related to the successful implementation of business ethics into praxis.	
<b>Class syllabus:</b> 1. Introduction to the studies. Literature. Evaluation-related conditions. 2. Ethics and morality. What is ethics and what is morality. What is the difference between legality and morality? Why it is important to understand different theories of ethics. 3. Business ethics. The foundation, nature, subject of business ethics. Profit versus ethics. Different levels of overlaps between ethics and economics. 4. Corporate social responsibility (CSR). Explanation of the main terms: CSR and the Stakeholder theory. 5. Managerial ethics. Discussion on the main traits of the managerial profession. Fundamental ethical principles in respect to managerial ethics. 6. Ethics in managerial decision-making. Basic ethical principles of the professional ethics of the manager. 7. Institutionalization of ethics, code of ethics. Institutionalization of ethics. The necessity of application of manifold forms of ethics institutionalization in the company. 8. Ethical issues in labor/legal relations. Discrimination. Dismissals. Whistleblowing. 9. Ethics in communication. Styles of communication and ethics. Mobbing, bossing, staffing. 10. Ethics in services. The importance of ethics in services. Informational asymmetry. Absence of the guarantee of result. Moral hazard. 11. Ethics in accounting and banking. Ethical principles in bookkeeping. Ethical problems in banking. 12. Ethics in advertising. Ethical aspects of advertising. Subject responsible for ethics. 13. Course-related conclusions. Assessment of the course and evaluation of students.	
<b>Recommended literature:</b>	

Crane Andrew and Matten, Dirk (2016). 4th edition. Business Ethics. Oxford: Oxford University Press. Stanwick Peter and Stanwick Sarah (2014). Understanding Business Ethics. Thousand Oaks: SAGE Publications. Remišová Anna (2011). Vademecum of Business Ethics. Bratislava: Sprint2. Remišová Anna (2015). Súčasný trendy podnikateľskej etiky. Od teórie k praxi. Bratislava: Wolters Kluwer. Remišová Anna (2011). Etika a ekonomika. Tretie prepracované a doplnené vydanie. Bratislava: Kalligram.

**Languages necessary to complete the course:**

slovak, english

**Notes:**

**Past grade distribution**

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

**Lecturers:** prof. PhDr. Anna Remišová, CSc., doc. Mgr. Anna Lašáková, PhD.

**Last change:** 28.11.2017

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/140ME/16		<b>Course title:</b> Diploma Thesis Seminary I				
<b>Educational activities:</b> <b>Type of activities:</b> seminar / independent work <b>Number of hours:</b> <b>per week:</b> 12 / 12 <b>per level/semester:</b> 168 / 168 <b>Form of the course:</b> combined						
<b>Number of credits:</b> 1						
<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: 150						
A	ABS	B	C	D	E	FX
14,67	0,0	29,33	27,33	10,67	4,0	14,0
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. Mgr. Anna Lašáková, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. Ing. Daniela Zemanovičová, CSc., doc. Mgr. Emil Wojčák, PhD., Mgr. Jana Fratričová, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Mgr. Zuzana Kirchmayer, PhD., PhDr. Lukáš Copuš, PhD., Mgr. Michaela Poláková, PhD., prof. Ing. Anna Pilková, PhD., MBA, prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Peter Gál, PhD., Mgr. Andrea Gažová, PhD., Mgr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Peter Marcin, PhD., Mgr. Miloš Mrva, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, 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/256ME/16		<b>Course title:</b> Economy Processes Modelling				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined						
<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: 3						
A	ABS	B	C	D	E	FX
66,67	0,0	0,0	0,0	0,0	33,33	0,0
<b>Lecturers:</b> doc. RNDr. Mária Bohdalová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., doc. RNDr. Ján Pekár, 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/258ME/16	<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> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Accounting I.-II.	
<b>Course requirements:</b> examination Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> To enhance understanding of corporate financial accounting and the interpretation of its information with emphasis on selected topics of Financial Accounting within the course linked to Financial analysis and Reporting, The correct understanding of information contained in Financial Statements and Notes to the Financial Statements will be practised in case studies of real companies. The objective is to give students conceptual comprehension of US GAAP so that students will be able to understand the US GAAP's influence on reported information in financial statements and will become well-informed users of the information for decision making in finance and management area.	
<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>	

English						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 148						
A	ABS	B	C	D	E	FX
3,38	0,0	11,49	11,49	19,59	38,51	15,54
<b>Lecturers:</b> doc. RNDr. Darina Saxunová, PhD.						
<b>Last change:</b> 12.03.2018						
<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/255ME/16	<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> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<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): 40/60%	
<b>Learning outcomes:</b> The subject deepens the knowledge of the Introduction to the financial management. The emphasis is put on the role of the financial manager in the decision making process about optimal capital structure of the business, on the yields and risks in the capital budgeting, on the chosen problems of management and control of individual components of short-term assets. It deals also with problems of financial investments and theory of stocks and bonds portfolio, financial derivatives and their role in the financial management of the company. It explains chosen problems of international financial management.	
<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.	



<p>Short-term assets management: working capital, alternative investment policies of financing short-term assets, working capital and economic added value.</p> <p>Management of finance in form of cash: cash cycle, resources and use of cash, cash budgeting.</p> <p>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.</p> <p>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> <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>Komorník J., Majerčáková D., Husovská M. : Financial Management, Kartprint 2011</p> <p>2. Brigham, E. F., Ehrhardt, M. C. : Financial Management, 13th Edition, Thomson, South-Western, 2005</p> <p>3. Brealey, R. A., Myers, S. C. : Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003</p> <p>4. Vlachynský, K., Král'ovič, J. : Financial Management, 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: 159</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>35,22</td><td>0,0</td><td>21,38</td><td>29,56</td><td>7,55</td><td>1,89</td><td>4,4</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	35,22	0,0	21,38	29,56	7,55	1,89	4,4
A	ABS	B	C	D	E	FX														
35,22	0,0	21,38	29,56	7,55	1,89	4,4														
<p><b>Lecturers:</b> prof. RNDr. Jozef Komorník, DrSc., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Martin Vozár, 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.KMn/023ME/17	<b>Course title:</b> International Human Resource Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 24 / 24 <b>per level/semester:</b> 336 / 336 <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Preliminary Assessment: Academic paper (50%) Final Assessment: Written Exam (50%) Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> Students familiarize with the major of human resource management (HRM) functions within the supranational companies, with the focus on different apprehension of the employment relations in selected countries.	
<b>Class syllabus:</b> Introduction to European HRM Industrial Relations in Europe Employee Participation and Work Councils Flexible Forms of Work Organization HRM in Selected Countries (Germany, Great Britain, France, Italy. Middle Europe: Czech Republic, Slovakia, Slovenia, Hungary, Poland. Asia: selected country) and their comparison Student presentations.	
<b>Recommended literature:</b> Bajžíková, Ľ. - Búciová, Z. 2012. Medzinárodný manažment ľudských zdrojov. UK. Scholz Ch. – Bóhm, H.: Human Resource Management in Europe (Comparative analysis and contextual understanding). Routledge. 2008. Hollinshead, G. – Leat, M.: Human Resource Management (an international and comparative perspective on the employment relationship). Pitman Publishing. 1994. Kirkbride, P.S.: Human Resource Management in Europe (perspectives for the 1990's). Routledge. 1994. Sparrow, P. – Hiltrop, J.M. European Human Resource Management in Transition. Prentice Hall. 1994. Journal of HRM, Bratislava, Faculty of Management, Slovakia 2008-2018..	
<b>Languages necessary to complete the course:</b> Slovak	

<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., Mgr. Zuzana Kirchmayer, PhD.						
<b>Last change:</b> 12.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/259ME/16	<b>Course title:</b> Investment analysis
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 50 %, 50%	
<b>Learning outcomes:</b> The aim of the subject is to deepen student's knowledge about financial markets, its problems and risks, as well as about some products, which are tradeable at those markets. The purpose of the course is also familiarization of basic methods and techniques of investing to stocks and bonds	
<b>Class syllabus:</b> International financial management: purchasing power parity, unsecured interest rate parity, term parity, covered interest rate parity, yield of investment in foreign country, effect of global diversification, examples of global investment strategies, financial markets correlation. Acquisition and mergers: some reasons for acquisitions and mergers, tactics and defence during mergers and acquisitions, forms of business combinations, structure of supply for take over, tasks of investment banks during mergers and acquisitions. Financial risks: types of financial risks, value at risk (VaR), measurement of interest risk by VaR, surveying of interest positions, VaR and diversification effects, VaR of investment portfolios, project's impact on VaR, cash-flow at risk (CaR). Financial derivatives and hedging of risks: basic types of financial derivatives, standardization of financial derivatives, long- and short- position, term-contracts pricing, hedging of open positions, risk factors, examples of complicated hedging techniques, option parity, replication of option position, option pricing methods, riskless arbitrage, dynamic data-hedging, sensitivity parameters, interest and currency swap. Duration and immunization: yield curves and interest structures, Macaulay duration, present value effect and reinvesting effect while investing to bonds, modified duration, effective duration and key-rate duration, immunization of open bond positions.	
<b>Recommended literature:</b> Literatúra: 1. Komorník J., Majerčáková D., Husovská M.: Finančný manažment, Kartprint 2011 2. Brigham, E. F., Ehrhardt, M. C.: Financial Management, 13th Edition, Thomson, South-Western, 2005	

3. Z.S.Blaža, I.Jindřichovská: „Opce, swapy, futures – deriváty finančního trhu“, 2. vydání, Management Press, Praha 1997, ISBN: 80-85943-29-8

4. Prednáška „Investičné analýzy“

Odporúčaná:

Brealey, R. A., Myers, S. C.: Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

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

**Lecturers:** prof. RNDr. Ing. Ľudomír Šlahor, CSc., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Martina Jurčíková Romanová

**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/033ME/17		<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> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined						
<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: 2						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KSP/009ME/17		<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> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 6						
<b>Recommended semester:</b> 2., 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: 2						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	50,0	50,0	0,0	0,0
<b>Lecturers:</b> Mgr. Peter Gál, PhD., prof. Ing. Jozef Papula, PhD.						
<b>Last change:</b> 12.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/257ME/16	<b>Course title:</b> Managerial accounting
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s / 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Cost Accounting	
<b>Course requirements:</b> Project - Calculation - 40% Scale of assessment (preliminary/final): 40/60%	
<b>Learning outcomes:</b> The aim of the subject is to focus on the use of accounting information for the application of more advantageous variants of production and sales volumes through cost calculations, cost recovery, decision-making on opportunity costs, pricing and pricing, and variants of budgets.	
<b>Class syllabus:</b> 1. Definition of Managerial Accounting 2. Categorization of costs, cost behavior. Relevant and irrelevant costs from the point of view of managerial decision-making. 3. CVP analysis, Reversal point, Safety band, operating lever, financial lever. 4. Model of variable and full cost 5. Cost calculation - standard / standard cost method. Implementation of the standard method, determination of standards / standards /, basic calculation, identification of causes of changes in standards, deviations from standards and detection of results. calculation. Viewing Standard Method Information in Accounting 6. Cost Calculation - Traditional and ABC Calculation. 7. Derogations in real and planned costs, their depiction in internal accounting, analysis of their occurrence 8. Budget, preparation of the main financial budget in the production enterprise. Types of budgets. The main goals of the plan and budget system at the level of the enterprise as a whole, the budgets of the results, the balance sheet and the cash flows. Long-term budget fin. resources, implementation budget and operational budgets. Applying a flexible budget at different capacities 9. Responsible Accounting. Revenue from accountable centers. Types, content, and features of internal pricing. Intra-company result of the economy 10. Prices. Selected pricing issues. Pricing based on cost-based, demand-driven and competitive-based pricing. Calculation of the price surcharge 11. Types and characteristics of some types of prices, their application. Transfer pricing, pricing and pricing 12. Balanced Score Card	
<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

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 10

A	ABS	B	C	D	E	FX
40,0	0,0	20,0	40,0	0,0	0,0	0,0

**Lecturers:** doc. RNDr. Darina Saxunová, 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/017ME/17		<b>Course title:</b> Marketing Management				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined						
<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>						
<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: 158						
A	ABS	B	C	D	E	FX
8,23	0,0	13,29	23,42	18,99	28,48	7,59
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, 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/029ME/17	<b>Course title:</b> Marketing Research
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing management	
<b>Course requirements:</b> 40 % research project. Evaluation will be based on the quality level of the research project. 60 % final test. Final test will be composed as combination of open and closed questions from lectures and project. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After completing the course students will be able to analyze and interpret data that are used in marketing practice. They will obtain the ability and skills required to work in managerial and professional positions using the information in the context of marketing management. Students will be eligible to solve complex problems related to research and they will be able to analyze the market and customers.	
<b>Class syllabus:</b> The role of research in marketing - trends, definitions and scope. Sampling - advantages and disadvantages of using samples in research, process and methods of sampling, sample size calculation. Basic research methods - observation, survey, experiment, primary and secondary research. Qualitative vs. quantitative research – differences, fields of use, methods of evaluation. Data processing - Descriptive analysis, Univariate analysis and multivariate analysis, Static and dynamic analysis. Hypotheses testing - hypothesis setting, level of significance, types of tests, how to select the appropriate method. Application of research in marketing - cluster analysis to identify market segments, conjoint analysis in product research, multidimensional scaling to determine the market position. Internet and research - AB testing, research purchasing behavior, measure the effectiveness of emarketing. Data Mining - predictive analysis, market basket analysis.	
<b>Recommended literature:</b>	

- [1] BRADLEY, N., 2013. Marketing Research tools and Techniques. Oxford: Oxford University Press, 2013. 359 p. ISBN 978-0-19-965509-0.
- [2] CHURCHILL, A. G. – IACOBUCCI, D., 2005. Marketing Research. Methodological Foundations. Mason: Thomson/South-Western, 2005. 403 p. ISBN 0-324-22509-1.
- [3] KUMAR, V., 2015. Marketing research. A global Outlook. New Dehli: Sage Publications, 2015. 412 p. ISBN 978-93-515-0248-7.
- [4] Richterová, K. a kol.: Marketingový výskum. Bratislava: Ekonóm 2007. 376 p. ISBN 80-225-2064-0.
- [5] Marketing Science and Inspirations journal.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

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

**Lecturers:** Mgr. František Olšavský, 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.KMn/040ME/17	<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: per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<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. • Motivation Theories, Learning, Reinforcement, Self-Management, Job Design • Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork. • Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options). • Management and Chaos Theory, The New Organization • 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> Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015. Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Manažment a organizačné správanie, MV Wissenschaft, Münster, 2013 Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Organizačné správanie, UK Bratislava, 2013 Shermerhorn, J. R.- Hunt, J.G., - Osborn, R.N.: Organizational Behavior, John Wiley and Sons, N.Y. 2008 Robbins, S. P. –Judge, T.A.: Organizational Behavior, Prentice Hall, New Jersey, 2011 Rudy, J. – Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008 Rudy, J.: Manažment a teória chaosu alebo nový model organizácie, Faber, Bratislava, 1997. Rudy, J.: Organizácia a riadenie japonských	

priemyselných firiem, Alfa, Bratislava, 1988, 1990. Časopisy: Academy of Management Journal, Management Today, Journal of Systems Management, Moderní řízení.

**Languages necessary to complete the course:**

slovak, english

**Notes:**

**Past grade distribution**

Total number of evaluated students: 159

A	ABS	B	C	D	E	FX
2,52	0,0	6,29	11,95	27,67	45,28	6,29

**Lecturers:** doc. Mgr. Anna Lašáková, PhD., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD.

**Last change:** 28.11.2017

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KSP/032ME/17		<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> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined						
<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>						
<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: 13						
A	ABS	B	C	D	E	FX
23,08	0,0	7,69	0,0	7,69	46,15	15,38
<b>Lecturers:</b> prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, 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/027ME/17		<b>Course title:</b> Strategic Thinking and Strategy				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 6						
<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: 148						
A	ABS	B	C	D	E	FX
10,81	0,0	14,19	17,57	22,3	23,65	11,49
<b>Lecturers:</b> prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						