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University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KEF/161P/10 Analysis of credit risks of financial portfolios **Educational activities: Type of activities: Number of hours:** per week: per level/semester: Form of the course: on-site learning **Number of credits: 8 Recommended semester: Educational level: III. Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 2 Α C В D E FX 100,0 0,0 0,0 0,0 0,0 0,0 Lecturers: doc. RNDr. Mária Bohdalová, PhD. Last change: 13.03.2018 Approved by:

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KEF/160P/10 Analysis of market risks financial portfolios **Educational activities: Type of activities: Number of hours:** per week: per level/semester: Form of the course: on-site learning **Number of credits: 8** Recommended semester: 3., 4.. **Educational level: III. Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 3 Α C В D E FX 100,0 0,0 0,0 0,0 0,0 0,0 Lecturers: doc. RNDr. Mária Bohdalová, PhD. Last change: 13.03.2018 Approved by:

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KEF/055P/09 Calculations and Budgets **Educational activities: Type of activities: Number of hours:** per week: per level/semester: Form of the course: on-site learning **Number of credits: 8** Recommended semester: 3., 4.. **Educational level:** III. **Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 2 Α \mathbf{C} В D E FX 100,0 0,0 0,0 0,0 0,0 0,0 **Lecturers:** Last change: 02.06.2015 Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KMk/009P/09 Communication Techniques in Marketing

Educational activities:

Type of activities: Number of hours:

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester:

Educational level: III.

Prerequisites:

Course requirements:

Paper 15-20 pages long. Students choose the topic.

Learning outcomes:

Deep knowledge on marketing communication.

Class syllabus:

- 1 Social Communication. Communication skills as a professional manager in marketing.
- 2 Communication technology manager in a business meeting and vyjednávaní. Podstata trade talks. Techniques of persuasion.
- 3 Communication techniques in lobbying. World, Europe and us.
- 4 .Interkultúrne differences in communication techniques in marketingu.Obchod and marketing in a global world.
- 5 Summary of communication with verejnost'ou. Uplatnenie PR communication principles in internal and external communication.
- 6 Application of communication skills in marketing manager. Blogs, press conferences, events, word of mouth marketing.
- 7 Sales skills managers. Communication with the customer. Nature of neuromarketing.
- 8 guerrilla marketing techniques. Communication guerrilla marketers.

Recommended literature:

Kotler, P., & Keller, K. L. (2012). Marketing management. New Jersey, US: Pearson Education. Keller, K. L., & Kotler, P. (2016). Marketing management. Pearson.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 7

A	В	C	D	Е	FX
71,43	28,57	0,0	0,0	0,0	0,0

Lecturers: doc. PhDr. Magdaléna Samuhelová, CSc.

Last change: 15.02.2018

Approved by:

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KMn/035P/09 Compensation and Motivation of Employees **Educational activities:** Type of activities: lecture **Number of hours:** per week: per level/semester: 32s Form of the course: on-site learning **Number of credits: 8 Recommended semester:** 3., 4.. **Educational level:** III. **Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 8 A C В D E FX 100,0 0,0 0,0 0,0 0,0 0,0 Lecturers: prof. Ing. Ľubica Bajzíková, PhD. Last change: 02.06.2015 Approved by:

University: Cor	University: Comenius University in Bratislava				
Faculty: Faculty	y of Managemen	t			
Course ID: FM.KIS/056_M		Course title: Data modeling in	management		
	ies:				
Number of cred	lits: 8				
Recommended	semester:				
Educational lev	el: III.				
Prerequisites:					
Course require	ments:				
Learning outco	mes:				
Class syllabus:					
Recommended	literature:				
Languages nece	essary to compl	ete the course:			
Notes:					
Past grade distribution Total number of evaluated students: 1					
A	В	C	D	Е	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc.	RNDr. Mária B	ohdalová, PhD.			
Last change: 13	3.03.2018				
Approved by:					

University: Con	University: Comenius University in Bratislava				
Faculty: Faculty	of Manageme	nt			
Course ID: FM.KIS/060P/09)	Course title: Decision Suppor	t Systems and Ex	xpert Systems in	Management
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning					
Number of cred	lits: 8				
Recommended	semester: 3., 4				
Educational lev	el: III.				
Prerequisites:					
Course require	ments:				
Learning outco	mes:				
Class syllabus:					
Recommended	literature:				
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 1					
A	В	С	D	Е	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers:				_	
Last change:					
Approved by:	,			-	

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava				
Faculty: Faculty of Ma	anagement			
Course ID: Course title: FM/Diz.skúška/11 Dissertation Examination				
Number of credits: 20				
Educational level: III.	Educational level: III.			
State exam syllabus:				
Last change:				
Approved by:				

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava				
Faculty: Faculty of M	anagement			
Course ID: Course title: FM/Diz10/16 Dissertation Examination				
Number of credits: 1)			
Educational level: III	Educational level: III.			
State exam syllabus:				
Last change:				
Approved by:				

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KEF/018P/09 Economics I **Educational activities:** Type of activities: lecture / seminar **Number of hours:** per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning **Number of credits: 8 Recommended semester:** 1. **Educational level: III. Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 111 Α C В D E FX 19,82 34,23 28,83 9,91 6.31 0,9 Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Michal Páleník, PhD. Last change: 02.06.2015 Approved by:

University: Co	University: Comenius University in Bratislava					
Faculty: Facult	Faculty: Faculty of Management					
Course ID: FM.KEF/019P/0		Course title: Economics II				
Form of the co	ties: urs: er level/semeste ourse: on-site lea					
Number of cree						
Recommended	semester: 2.					
Educational lev	vel: III.					
Prerequisites:						
Course require	ments:			_		
Learning outco	omes:					
Class syllabus:						
Recommended	literature:			_		
Languages necessary to complete the course:						
Notes:						
Past grade dist Total number o	ribution f evaluated stude	nts: 102				
A	В	С	D	Е	FX	
29,41	24,51 27,45 9,8 7,84 0,98				0,98	
Lecturers: doc.	Ing. Zuzana Sto	ličná, PhD., Mgr.	Michal Páleník,	PhD.		
Last change:						
Approved by:	,					

University: Con	University: Comenius University in Bratislava				
Faculty: Faculty	y of Managemen	t			
Course ID: FM.KIS/046P/1		Course title: Enterprise Inforn	nation Systems		
Form of the co	ties: urs: er level/semeste ourse: on-site lea				
Number of cree	,				
Recommended	semester: 3., 4				
Educational lev	vel: III.				
Prerequisites:					
Course require	ments:				
Learning outco	omes:				
Class syllabus:					
Recommended	literature:				
Languages nec	essary to comple	ete the course:			
Notes:					
Past grade dist Total number o	ribution f evaluated stude	nts: 5			
A	В	С	D	Е	FX
80,0	20,0	0,0	0,0	0,0	0,0
Lecturers: prof	RNDr. Michal (Greguš, PhD.			•
Last change:					
Approved by:				-	

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

Financial Accouting

Educational activities: Type of activities:

Number of hours:

FM KEF/034P/09

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Scale of assessment (preliminary/final): 50/50

Learning outcomes:

Class syllabus:

- 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

Recommended literature:

- 1. Stickney, Weil: Financial Accounting and Analysis theory, analysis and interpretations, 14th edition, 2013
- 2. Revsine: Financial Statement and Analysis, Prentice Hall, 4th edition, 2009
- 3. Saxunová, D.: Financial Accounting : Financial statements theory and problems, Wolters Kluwer. 2014

Languages necessary to complete the course:

Notes:

Past grade distribution Total number of evaluated students: 4						
A	В	С	D	Е	FX	
100,0	0,0 0,0 0,0 0,0					
Lecturers: doc. RNDr. Darina Saxunová, PhD.						
Last change: 20.02.2018						
Approved by:						

University: Con	University: Comenius University in Bratislava					
Faculty: Facult	y of Managemen	t				
Course ID: FM.KEF/029P/0		Course title: Financial Investment				
Form of the co	ties: urs: er level/semeste ourse: on-site lea					
Number of cree						
	semester: 3., 4					
Educational lev	vel: III.					
Prerequisites:						
Course require	ments:			_		
Learning outco	omes:					
Class syllabus:						
Recommended	literature:			_		
Languages nec	essary to comple	ete the course:				
Notes:						
Past grade dist Total number o	ribution f evaluated stude	nts: 11				
A	В	С	D	Е	FX	
81,82	18,18	0,0	0,0	0,0	0,0	
Lecturers: prof	RNDr. Ing. Ľud	lomír Šlahor, CS	Sc.	•		
Last change:						
Approved by:	,					

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KEF/027P/09 Financial analysis and control **Educational activities: Type of activities: Number of hours:** per week: per level/semester: Form of the course: on-site learning **Number of credits: 8** Recommended semester: 3., 4.. **Educational level:** III. **Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 6 C Α В D E FX 83,33 0,0 16,67 0,0 0,0 0,0 **Lecturers:** Last change: 02.06.2015 Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KMn/017P/09 Human Resources Management

Educational activities:

Type of activities: lecture

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Case study (35%), in-class activities (15%), test (50%).

Scale of assessment (preliminary/final): 50/50

Learning outcomes:

Students will be able to understand relations between HRM functions with other managerial activities in the company. Identify new HR trends in business environment.

Class syllabus:

Strategic Approach to HRM

HR Planning and Job Analysis

Recruitment and Selection

Performance Appraisal Training - Development

Compensation Systems and Motivation

Employee Relations

International Aspects of HRM

Recommended literature:

Bajzíková, L. – Luptáková, S. – Rudy, J. – Vargic, B. – Weidlich, R.: Manažment ľudských zdrojov. Bratislava UK, 2010. Journal of Human Resource management FM UK, 1998-2014. Koubek, J.: Řizení lidských zdroju, Management Press. Praha, 2002. Milkovich – Boudreau: Human Resource Management. McGraw, 2002. Personal Management special topics, undergraduate spring 1996 course reading materials.

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 5

A	В	С	D	Е	FX
100,0	0,0	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Ľubica Bajzíková, PhD.
Last change: 02.06.2015
Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KSP/045P/10 Innovation Management

Educational activities:

Type of activities: seminar

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Semestral project. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:

Students acquire knowledge on the management of innovation and the creation of mechanism to promote innovation in the enterprise. They recognize the importance of innovation and its potential for increasing the competitiveness of enterprises. The course focuses on product and process innovation at a strategic and operational level of management. Through the work with the current scientific literature students obtain knowledge about successful practices and methods applied to research in the field of innovation management.

Class syllabus:

- 1. Definition, significance and types of innovation
- 2. National innovation systems and support for innovation
- 3. Innovation strategies in the enterprise
- 4. The strategy of open innovation
- 5. Models of innovation processes
- 6. Organization of innovation projects
- 7. Methods to support the innovation process
- 8. Specific aspects of innovation of goods and services
- 9. Innovation in small and medium enterprises
- 10. Protection of intellectual property

Recommended literature:

- [1] TIDD, J., BESSANT, J., PAVITT, K. Řízení inovací: zavádění technologických tržních a organizačních změn. Brno: Computer Press, 2007. ISBN 978-80-251-1466-7.
- [2] BESSANT, J., TIDD, J. Managing innovation: integrating technological, market and organizational change. 5th ed. Chichester: John Wiley, 2013. ISBN 978-11-183-6063-7.
- [3] BOROVSKÝ, J., GÁL, P. Inovácie a transfer technológií. Bratislava: Eurounion, 2005. ISBN 80-88984-86-6.
- [4] KOŠTURIAK, J., CHAĽ, J. Inovace: vaše konkurenční výhoda! Brno: Computer Press, 2008. ISBN 978-8-02511-929-7.

- [5] PITRA, Z. Management inovačních aktivit. Praha: Professional, 2006. ISBN 808694610X.
- [6] HIPPEL, E. v. Democratizing innovation. Cambridge: MIT Press, 2005. ISBN
- 0-262-00274-4. Available from: http://web.mit.edu/evhippel/www/books/DI/DemocInn.pdf.
- [7] CHESBROUGH, H. W. Open services innovation: rethinking your business to grow and compete in a new era. 2nd ed. [online]. Hoboken: Jossey-Bass, 2010. ISBN 978-0-470-90574-6. Available in the ebrary: http://site.ebrary.com/lib/uniba/docDetail.action?docID=10441387.
- [8] CHESBROUGH, H., VANHAVERBEKE, W., WEST, J. Open innovation: researching a new paradigm. [online]. Oxford: Oxford University Press, 2006. ISBN 978-0-19153-743-1. Available in the ebrary: http://site.ebrary.com/lib/uniba/docDetail.action?docID=10194775.
- [9] STERN, T., JABERG, H. Erfolgreiches Innovationsmanagement: Erfolgsfaktoren, Grundmuster, Fallbeispiele. 4. Aufl. Wiesbaden: Gabler, 2010. ISBN 978-3-8349-2245-8.
- [10] HUĽVEJ, J. Integrovaný vývoj produktov. In: Rozvoj manažmentu v teórii a praxi = Management Development in Theory and Practice. Žilina: Fakulta riadenia a informatiky Žilinskej univerzity, 2010. ISBN 978-80-554-0294-9. pp. 104-108.
- [11] HUĽVEJ, J. Integrovaný manažment vývoja informačno-technických služieb. In: Moderné prístupy k manažmentu podniku. Bratislava: STU, 2009. ISBN 978-80-227-3169-0. pp. 196-201.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 1

A	В	С	D	Е	FX
100,0	0,0	0,0	0,0	0,0	0,0

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

Last change: 12.02.2016

Approved by:

University: Con	menius Universit	y in Bratislava					
Faculty: Facult	y of Managemen	t					
Course ID: FM.KEF/084P/0	Course title: International Financial Management						
Form of the co	ties: ours: oer level/semeste ourse: on-site lea						
Number of cree	-						
	semester: 3., 4						
Educational lev	vel: III.						
Prerequisites:				_			
Course require	ements:			_			
Learning outco	omes:						
Class syllabus:							
Recommended	literature:						
Languages nec	essary to comple	ete the course:					
Notes:							
Past grade dist Total number o	ribution f evaluated stude	nts: 11					
A	В	С	D	Е	FX		
100,0	100,0 0,0 0,0 0,0 0,0						
Lecturers:							
Last change:							
Approved by:				-			

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KMn/023P/09 International Human Resource Management **Educational activities:** Type of activities: lecture **Number of hours:** per week: per level/semester: 32s Form of the course: on-site learning **Number of credits: 8** Recommended semester: 3., 4.. **Educational level: III. Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 5 A \mathbf{C} В D E FX 100,0 0,0 0,0 0,0 0,0 0,0 Lecturers: prof. Ing. Ľubica Bajzíková, PhD. Last change: 02.06.2015 Approved by:

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM.KIS/056_P_M/14 Knowledge Management **Educational activities: Type of activities: Number of hours:** per week: per level/semester: Form of the course: on-site learning **Number of credits: 8 Recommended semester: Educational level: III. Prerequisites: Course requirements: Learning outcomes:** Class syllabus: **Recommended literature:** Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 2 Α C В D E FX 100,0 0,0 0,0 0,0 0,0 0,0 Lecturers: prof. RNDr. Michal Greguš, PhD. Last change: 15.10.2017 Approved by:

University: Co	menius Universit	y in Bratislava				
Faculty: Facult	y of Managemen	t				
Course ID: FM.KSP/006P/	Course title: Logistics					
	ties: seminar					
Number of cre	dits: 8					
Recommended	semester: 3., 4					
Educational le	vel: III.					
Prerequisites:						
Course require	ements:			_		
Learning outco	omes:					
Class syllabus:						
Recommended	literature:			_		
Languages nec	essary to comple	ete the course:				
Notes:	.					
Past grade dist Total number o	ribution of evaluated stude	nts: 1				
A	В	C	D	Е	FX	
100,0	0,0 0,0 0,0 0,0					
Lecturers: doc	. Ing. Milan Feke	te, PhD., Ing. Jar	oslav Huľvej, Ph	nD.		
Last change:						
Approved by:	,			_		

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title: FM KMn/068P/10 Management

Educational activities:

Type of activities: lecture

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3.

Educational level: III.

Prerequisites:

Course requirements:

Written semestral work on the topic related to the dissertation thesis topic and its main objective Scale of assessment (preliminary/final): 0/100

Learning outcomes:

Students are acquinted with the history and present trends of management development. Based on this students have got competency and skills necessarz for research and generalization of these knowledge for further development of the scientific discipline.

Class syllabus:

- Evolution of Management Theory and Practice
- Management as a Process, Science, and Profession
- Organizational Behavior and Management
- Management in Global Business Environment High-performance Organization
- Specific Features of Japanese Traditional Approach to Management.
- Organizational Design for Strategic Competency
- New Model of Organization
- Power, Leadership, and Organizational Politics
- Strategic Management as a Process

Recommended literature:

Schermerhorn, J.R - Hunt, J.G. - Osborn, R.N.: Organizational Behavior, John Wiley & Sons, Inc. N.Y., 2008.

Robbins, S. P. – Judge, T.A.: Organizational Behavior, Pearson, 2011.

Rudy, J. – Rudyová, J.: Human Resource Management in Japan, Verlag Harald Kupfer, 2008 Rudy, J.: Management and Chaos Theory, Faber, 1997.

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

Languages necessary to complete the course:

Slovak, English

Notes:				-	
Past grade dist Total number o	ribution f evaluated stude	nts: 78			
A	В	С	D	Е	FX
98,72	0,0	1,28	0,0	0,0	0,0
Lecturers: prof	. Ing. Ján Rudy, l	PhD., doc. Mgr. I	Emil Wojčák, Ph	D.	•
Last change: 02	2.06.2015				
Approved by:					

University: Con	nenius Universi	ty in Bratislava						
Faculty: Faculty	y of Managemer	nt						
Course ID: FM.KIS/024P/0	Course title: 9 Management Information Systems							
-	ies: course							
Number of cred	lits: 8							
Recommended	semester: 3., 4.							
Educational lev	el: III.							
Prerequisites:								
Course require	ments:							
Learning outco	mes:							
Class syllabus:	-							
Recommended	literature:			_				
Languages nece	essary to comp	ete the course:						
Notes:								
Past grade dist	ribution f evaluated stude	ents: 6						
A								
83,33	83,33 16,67 0,0 0,0 0,0 0,0							
Lecturers:		•		•				
Last change:				,				
Approved by:	,							

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM KSP/015P/09 Management of Projects **Educational activities:** Type of activities: seminar **Number of hours:** per week: per level/semester: 32s Form of the course: on-site learning **Number of credits: 8** Recommended semester: 3., 4.. **Educational level: III. Prerequisites: Course requirements:** Scale of assessment (preliminary/final): 60%/40% **Learning outcomes:** Class syllabus: 01 Projects in the new environment 02 Overview of project management methodologies 03 PRINCE 2 04 Project Portfolio Management 05 Project Office 06 Strategic aspects multiproject management 07 Evaluation of project management maturity 08 Specifics of the project management team 09 Specifics projects - research projects, Euro projects 10 Advice and consulting projects 11 IT / software projects **Recommended literature:** Papula, J.:Strategický manažment projektov. Pagoda, 2012 Languages necessary to complete the course: **Notes:** Past grade distribution Total number of evaluated students: 14 \mathbf{R} FX Α \mathbf{C} D E 100.0 0.0 0.0 0.0 0.0 0.0 Lecturers: prof. RNDr. Michal Greguš, PhD., doc. Ing. Ján Papula, PhD. Last change: 02.06.2015

Strana: 30

Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title: Managerial Ethics

Educational activities:

Type of activities: lecture

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3.

Educational level: III.

Prerequisites:

Recommended prerequisites:

None.

Course requirements:

Written semestral thesis on the topic that analyses the ethical aspect of the issue related to the habnilitation thesis.

Scale of assessment (preliminary/final): 100/0

Learning outcomes:

Students will be able to identify the ethical aspect of the problematics that they are researching within their habilitation thesis and will be able to apply it into the scietifc solution of the analyzed issues.

Class syllabus:

- 1. Managerial ethics as one of the theoretical assumptions of the manager
- 2. The significance of the manager for the ethics development
- 3. Application of ethical theories into the managerial praxis
- 4. Stakeholders theory, corporate social responsibility, corporate citizenship
- 5. The program of the UN Global Compact
- 6. Ethical decision-making models
- 7. Prerequisites for implementation of ethics into the company: ethical leadership, building trust, motivation, power
- 8. Ethics as a part of the management: institutionalization of ethics into the organizational culture
- 9. Analysis of forms of institutionalization of ethics within the organizational culture

Recommended literature:

CRANE, A., MATTEN, D. 2007. Business Ethics. Second edition. Oxford: OUP, 2007.

REMIŠOVÁ, A. 2011. Etika a ekonomika. Doplnené a prepracované vydanie. Bratislava :

Kalligram, 2011.

REMIŠOVÁ, A. 2011. Vademékum podnikateľskej etiky. Bratislava : Sprint, 2011.

Languages necessary to complete the course:

Slovak, English

Notes:					
Past grade dist	ribution of evaluated studer	nts: 12			
A	В	С	D	Е	FX
91,67	8,33	0,0	0,0	0,0	0,0
Lecturers: pro	f. PhDr. Anna Rer	nišová, CSc.			
Last change: 0	2.06.2015				
Approved by:	·				

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title: Market Research

Educational activities:

Type of activities: Number of hours:

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

To obtain assessment and must be obtained at least 91 points, to obtain evaluations of at least 81 points B, C for the evaluation of at least 73 points for the evaluation of at least 66 points D and E on the evaluation of at least 60 points.

Learning outcomes:

Graduates of the course will receive the ability to plan and implement the process of defining the marketing research and providing information for decision making in marketing management with reference to its practical consequences, will be able to identify and exploit specific data collection methods, conduct and implement data collection process, analyze the results, and distribute knowledge exchange them so that they can effect decisions.

Class syllabus:

- 1 Market research basic characteristics.
- 2 Role and types of marketing research.
- 3 The process of marketing research.
- 4 Secondary research.
- 5 Methods of collecting primary data.
- 6 Sampling.
- 7 Editing data.
- 8 Use of statistical methods in data analysis. Data Minig.
- 9 Presentation of the results of marketing research.
- 10 media research and advertising research.
- 11 research purchasing behavior.
- 12 New technologies and approaches in marketing research.
- 13 Specifics of marketing research in the international market environment.

Recommended literature:

KOZEL, R. – MYNÁŘOVÁ, L. – SVOBODOVÁ, H.: Moderní metody a techniky marketingového výzkumu. Praha: Grada, 2011.

MALHOTRA, K. N.: Marketing Research. An applied orientation. New Jersey: Prentice Hall, 2010.

Prentice Hall, 20 Languages neces Slovak, English	006.	EN S.: Marketing ete the course:	Research an inic	emational Appro	acii. Essex.
Notes:					
Past grade distr Total number of		ents: 9			
A	В	C	D	Е	FX
77,78	0,0	22,22	0,0	0,0	0,0
Lecturers: prof.	Mgr. Peter Štar	choň, PhD.			
Last change: 02.	.06.2015				

Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title: FM.KMk/014P/09 Marketing

Educational activities:

Type of activities: Number of hours:

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

To obtain assessment and must be obtained at least 91 points, to obtain evaluations of at least 81 points B, C for the evaluation of at least 73 points for the evaluation of at least 66 points D and E on the evaluation of at least 60 points.

Learning outcomes:

In addition to acquisition of theoretical knowledge doctoral students acquire the ability to analyze and understand changes in the market environment with their practical consequences of partial functional marketing strategies as well as in the context of re-defining the basic postulates of marketing in terms of the interconnection of the organization and its customers.

Class syllabus:

Marketing in the "new" market environment.

- 2 Transformation in marketing philosophy.
- 3 Flexible marketing strategies.
- 4 Holistic marketing.
- 5 Managing profitable customer relationships.
- 6 Current trends in marketing new media and technology.
- 7 Current trends in marketing and alternative marketing approaches.
- 8 Relationship marketing company.

Recommended literature:

ARMSTRONG, G. – KOTLER, P.: Marketing. An Introduction. 8th Edition. Upper Saddly River: Pearson Prentice Hall, 2007. ISBN 0-13-186591-9

BARKER, M. – BARKER, D. – BORMANN, N. – NEHER, K.: Social Media Marketing. A Strategic Approach. South-Western, Cengage Learning, 2013. ISBN 978-1-133-58927-3

HESKOVÁ, M. – ŠTARCHOŇ, P.: Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica, 2009. ISBN 978-80-245-1520-5

KOTLER, P. – KELLER, K. L. – BRADY, M. – GOODMAN, M. – HANSEN, T.: Marketing Management. Harlow: Pearson Education Limited, 2012. ISBN 978-0-273-7461-3

ŠTARCHOŇ, P. – FALTYS, J. – DZUGASOVÁ, J.: Priamy marketing. Alebo Priama cesta ako si získať a udržať zákazníka. Bratislava: Direct Marketing Beta, 2004. ISBN 80-969078-5-9

ZYMAN, S.: Konec marketingu jak jsme jej doposud znali. Praha: Management Press, 2005. ISBN 80-7261-134-8

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 6

A	В	С	D	Е	FX
66,67	33,33	0,0	0,0	0,0	0,0

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 02.06.2015

Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KMk/015P/09 Marketing Management

Educational activities:

Type of activities: Number of hours:

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

30 percent in class work

70 percent final test

Learning outcomes:

Class syllabus:

- 1 New Trends in Marketing Management (lovemarks, experiential marketing, situational marketing, holistic marketing, customer relationship marketing) on the example of companies and organizations from practice. A critique of the application of the irrational extent or content of image marketing activities.
- 2 The procedures used in the analysis of the market, the importance of measuring the cost of customer acquisition, comparing the cost of their maintenance, the estimate of lost customers, calculate customer satisfaction index, and so on.
- 3 The importance of the implementation process of customer relationship management for organizations and companies in the current market environment. Nature of these processes, their components and the application of the corporate practice at home and abroad.
- 4 Elements product strategy "dominant" in the marketing strategies of companies currently. The importance of the building market brand position in the current market environment. The role of design, packaging, style ... in the process of product strategy in the current market environment.
- 5 Critical analysis of approaches to pricing strategies of firms currently. Pricing practices of companies currently, discounts, price differentiation and the like.
- 6 Distribution Policy firms on the threshold of the third millennium. Changes in distribution channels. Physical distribution currently.
- 7 Integrated marketing communication and its focus. The combination of elements with respect to their effect on the recipients of the message at the current stage of market development.
- 8 Options, respectively. prognosis of various forms of physical store sales to telemarketing, emarketing, doorstep selling, ...
- 9 The necessity of measuring marketing activities at present. Indicators to measure the effectiveness of marketing activities.

Recommended literature:

- 1. BARTÁKOVÁ, Gabriela a kolektív. 2007. Marketing manažment II ako v súčasnom trhovom prostredí postupovať. Bratislava : 228 s.r.o., 2007. ISBN 978-80-969856-1-6
- 2. KOTLER, P. 2010. Chaotika: Manažment a marketing firiem v turbulentných časoch. Bratislava: Eastone Books, 2010. ISBN 978-80-8109-114-8
- 3. KOTLER, P. KELLER, K. L. BRADY, M. GOODMAN, M. HANSEN, T. 2012. Marketing management. Harlow: Pearson Education, 2012. ISBN 978-0-273-74361-3
- 4. PAJTINKOVÁ BARTÁKOVÁ, G. GUBÍNIOVÁ, K. 2012. Udržateľný marketingový manažment. Trenčín : Inštitút aplikovaného manažmentu, 2012. ISBN 978–80–89600–08–3

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 4

A	В	С	D	Е	FX
100,0	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. Ing. Gabriela Pajtinková Bartáková, PhD.

Last change: 02.06.2015

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KMk/019P/09 Non-profit Marketing

Educational activities:

Type of activities: Number of hours:

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

To obtain assessment and must be obtained

at least 91 points, to obtain evaluations of at least 81 points B, C rating on at least 73 points, the evaluation of at least 66 points D and E on the evaluation of at least 60 points.

Learning outcomes:

This course covers the principles of planning, execution and assessment of strategic marketing in nonprofit organizations.

Class syllabus:

Overview of nonprofit

management; definitions of marketing;

marketing as a general business practice.

Increasing importance of

marketing in the nonprofit sector; changing

behavior; consumer-centered approach;

structural implications of incorporating

marketing activities.

Application of marketing knowledge

to fundraising, volunteer management and

board governance; marketing and information

technology.

Recommended literature:

The chronicle of philanthropy http://philanthropy.com/

ARNOVA http://www.arnova.org/

Nonprofit Law Resource Library http://www.hurwitassociates.com/siteindex.html

ABOUT.COM http://nonprofit.about.com/

Alliance for Nonprofit Management http://www.allianceonline.org/ARC

Center for Excellence in nonprofits http://www.cen.org/site/cen/

Center for nonprofit management http://www.cnm.org/

The nonprofit times http://www.nptimes.com/

Center on Philanthropy and Public Policy

http://www.usc.edu/schools/sppd/philanthropy/links.html

International Society for Third Sector Research http://www.jhu.edu/%7eistr/

Nonprofit Management Education http://tltc.shu.edu/npo/

National Center for Charitable Statistics

http://nccsdataweb.urban.org/FAQ/index.php?category=31

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 7

A	В	С	D	Е	FX
100,0	0,0	0,0	0,0	0,0	0,0

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

Last change: 02.06.2015

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM/O3/11 Course title: Obhajoba dizertačnej práce							
Number of credits: 3	0						
Educational level: III							
State exam syllabus:							
Last change:							
Approved by:							

University: Co	menius Universit	y in Bratislava		_				
Faculty: Facult	y of Managemen	t						
Course ID: FM.KSP/016P/		Course title: Operations Management						
	ties: seminar							
Number of cre	dits: 8							
Recommended	semester:							
Educational le	vel: III.							
Prerequisites:								
Course require	ements:							
Learning outco	omes:							
Class syllabus:								
Recommended	literature:			_				
Languages nec	essary to comple	ete the course:						
Notes:								
Past grade dist	tribution of evaluated stude	nts: 1						
A	В	С	D	Е	FX			
100,0	0,0	0,0	0,0	0,0	0,0			
Lecturers: doc	. Ing. Milan Feke	te, PhD.						
Last change:								
Approved by:								

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KSP/022P/09 Process Management

Educational activities:

Type of activities: seminar

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Final evaluation 100%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:

- Understanding the nature of process management, its importance and relevance to the management of enterprises in current environment and orientation in the context of foundation and areas of development of process management theory as well as in current trends in process management.
- Knowledge in the areas of process management principles, techniques and tools used in process management.

Class syllabus:

- 1. Basic concepts related to process management
- 2. Process management and its principles
- 3. Business processes and their identification
- 4. Process analysis, typology of processes and creation of process maps
- 5. Possibilities of process visualization and optimalization
- 6. Process tools, IT support and software solutions
- 7. Process management implementation
- 8. Methods and concepts based on process management principles
- 9. Current trends in process management

Recommended literature:

- [1] PAPULOVÁ, Z., PAPULA, J., OBORILOVÁ, A. Procesný manažment: ucelený pohľad na koncepciu procesného manažmentu. Bratislava: Kartprint, 2014.
- [2] BOROVSKÝ, J. Manažment zmien: cesta k rastu konkurencieschopnosti. Bratislava: Eurounion, 2005.
- [3] HAMMER, M., CHAMPY, J. Reengineering radikální proměna firmy: Manifest revoluce v podnikání. Praha: Management Press, 1995.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution Total number of evaluated students: 1								
A	В	С	D	Е	FX			
100,0	0,0	0,0	0,0	0,0	0,0			
Lecturers: doc.	Lecturers: doc. Mgr. Zuzana Papulová, PhD.							
Last change: 12.02.2016								
Approved by:								

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KSP/016P/09 Production Management and Operations Management

Educational activities:

Type of activities: Number of hours:

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Recommended prerequisites:

Basic management course I, II

Course requirements:

Evaluation during semester 40 %. Evaluation in the exam period 60 %.

Learning outcomes:

The goal of the Operations management course is to obtain the basic knowledge about the effective management of processes regarding transformation of the inputs into outputs, and corresponding operations within these processes, and the value creation and addition to the inputs in producing the goods or providing services. The effective management of transformation processes and operations and value creation will be explained based on the principles and applied tools of lean management and lean logistics concepts. Both manufacturing and service companies are a subject of the research.

Class syllabus:

- 1. Characteristics of Operations Management and Effective Production System
- 2. Characteristics of Lean Management
- 3. Process Management in Capacity Shortage
- 4. Process Management in Capacity Excess
- 5. Process Improvement through Target Condition
- 6. Tolls for Process Improvement and Problem Solving
- 7. Inventory Management and Pull System
- 8. Characteristics of the Design for Operational Excellence
- 9. Creating the Culture of Continuous Improvement and Engaged Workforce

Recommended literature:

- 1. HILL, A. HILL, T.: Operations management. Third Edition. Palgrave Macmillan. USA. 778 p. 2012. ISBN 978-0-230-36290-1.
- 2. TAYLOR, David BRUNT, David: Manufacturing Operations and Supply Chain Management. 2001. ISBN 1-86152-604-0.
- 3. CHASE, R., B. JACOBS, F., R. AQUILANO, N., J.: Operations Management for Competitive Advantage. The McGraw-Hill/Irwin Series. 11th edition, 2006, ISBN 0-07-111552-8.

4. LIKER, J.: T	he Toyota Way. M	AcGraw-Hill, 20	004. 330 p. ISBN	0-07-139231-9.				
Languages necessary to complete the course:								
Notes:								
Past grade distr Total number of	r ibution f evaluated studer	nts: 0						
A	В	С	D	Е	FX			
0,0	0,0	0,0	0,0	0,0	0,0			
Lecturers: doc.	Ing. Milan Feket	e, PhD.						
Last change: 02	2.06.2015							
Approved by:								

University: Cor	nenius Universi	y in Bratislava					
Faculty: Faculty	y of Managemer	ıt					
Course ID: FM.KIS/MP_P/	Durse ID: M.KIS/MP_P/10 Course title: Project Management						
	ties: course						
Number of cree	dits: 8						
Recommended	semester:						
Educational lev	el: III.						
Prerequisites:							
Course require	ments:						
Learning outco	mes:						
Class syllabus:							
Recommended	literature:						
Languages nece	essary to compl	ete the course:					
Notes:							
Past grade dist	ribution f evaluated stude	ents: 12					
A	В	С	D	Е	FX		
100,0	0,0	0,0	0,0	0,0	0,0		
Lecturers: prof	RNDr. Michal	Greguš, PhD.					
Last change:							
Approved by:	,						

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KMn/016P/15 Regulation, competition and corruption

Educational activities:

Type of activities: lecture

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester:

Educational level: III.

Prerequisites:

Course requirements:

30 % case study, 30% consultation, 40 task elaboration.

To obtain a rating A, at least 91 points must be obtained, to obtain B at least 81 points must be obtained, for rating C at least 73 points, for rating D at least 66points and for rating E at least 60 points.

Scale of assessment (preliminary/final): 70/30

Learning outcomes:

The aim of the course is to develop analytical skills of students in the evaluation of strategic decisions regarding the functioning of markets, competition, regulations; assessing the impacts of business decisions on the market, the market position of competitors. The course is based on practical experience of the lector and focusses on analysing concrete cases in Slovakia, the EU and other countries. After completion of the course, students will have basic information about rights and obligations of undertakings when applying the competition rules and other regulations. Course will allow future managers a better understanding of the phenomenon of corruption and how it can be restricted.

Class syllabus:

- 1. Definition of regulation, legislative and institutional framework. Impact on businesses.
- 2. Regulation of monopoly sectors (energy, telecommunication, transport etc.)
- 3. Case studies focussed on monopoly sectors.
- 4. Competition rules in the EU and Slovak Republic.
- 5. Mergers and acquisition, forms and impacts.
- 6. Merger case study (EU, Slovak Republic).
- 7. Sector inquiries.
- 8. Case studies focussed on sector inquiry.
- 9. Cartel agreements.
- 10. Case study focussed on cartel agreements (EU and Slovak Republic).
- 11. Abuse of dominant position, case studies.
- 12. Compliance programmes.
- 13. Corruption and its impact on the business environment.

Recommended literature:

- 1. KUNOVÁ, V., NOVÁČKOVÁ, D. ZEMANOVIČOVÁ, D. Vnútorné politiky a činnosti EÚ. Plzeň: Aleš Čeněk, 2014. ISBN 978-80-7380-498-5.
- 2. KALESNÁ, K.; BLAŽO,O.: Zákon o ochrane hospodárskej súťaže –komentár. C. H. Beck, 2012. ISBN 978-80-7400-257-1.
- 3. KARAS, V.; KRÁLIK, A. Právo európskej únie. C. H. Beck. Bratislava.2012.ISBN 978-80-7400-307-3.
- 4. PETR, M. Zakázané dohody a zneužívaní dominantního postavení v ČR. C. H. Beck. Praha. 2010. ISBN 978-80-7400-307-3.
- 5. ZEMANOVIČOVÁ, D:; BEBLAVÁ, E. Krajinka rovných a rovnejších? Slovensko a korupcia. Bratislava: Kalligram. ISBN 80-7149-563-8.

Languages necessary to complete the course:

slovak and english

Notes:

Past grade distribution

Total number of evaluated students: 0

A	В	С	D	Е	FX
0.0	0.0	0.0	0.0	0.0	0.0
0,0	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. Ing. Daniela Zemanovičová, CSc.

Last change: 05.12.2017

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KEF/265P/17 Research methodology and paper writing

Educational activities:

Type of activities: seminar

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 2.

Educational level: III.

Prerequisites:

Course requirements:

Individual and group assignment and essays during the term, preparation of the scientific paper for the impact journal.

Learning outcomes:

Course contains following elements:

- (i) strategy and techniques of interdisciplinary research and collaboration
- (ii) production of draft paper for impact factor journal
- (iii) online tutoring.

Class syllabus:

- 1. Methodological plurarism and research methodology
- 2. Individual and collective research project
- 3. Principles of interdisciplinary research in management
- 4. Principles of collaborative research in management
- 5. My first research paper: Technique of writing
- 6. My first research paper: Publication strategy

Recommended literature:

Poteete, A., Janssen, M., Ostrom, E., 2010, Working together: collective action, the commons, and multiple methods in practice, chapter 1, pp. 3-27, Princeton University Press, Princeton, NJ T. Kotze 2007: Guidelines on writing quantitative academic article

Languages necessary to complete the course:

English

Notes:

Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.

Past grade distribution								
Total number of evaluated students: 0								
A	В	С	D	Е	FX			
0,0	0,0	0,0	0,0	0,0	0,0			

Lecturers: prof. Mgr. Tatiana Kluvánková, PhD., Mgr. Veronika Gežík, PhD., Ing. Martin Špaček, doc. Ing. Mgr. Urban Kováč, PhD., doc. Ing. Natalia Kryvinska, PhD.

Last change: 11.09.2017

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KEF/265P/16 Research methodology and paper writing

Educational activities:

Type of activities: seminar

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 1.

Educational level: III.

Prerequisites:

Course requirements:

Individual and group assignment and essays during the term, preparation of the scientific paper for the impact journal.

Learning outcomes:

Course contains following elements:

- (i) strategy and techniques of interdisciplinary research and collaboration
- (ii) production of draft paper for impact factor journal
- (iii) online tutoring.

Class syllabus:

- 1. Methodological plurarism and research methodology
- 2. Individual and collective research project
- 3. Principles of interdisciplinary research in management
- 4. Principles of collaborative research in management
- 5. My first research paper: Technique of writing
- 6. My first research paper: Publication strategy

Recommended literature:

Poteete, A., Janssen, M., Ostrom, E., 2010, Working together: collective action, the commons, and multiple methods in practice, chapter 1, pp. 3-27, Princeton University Press, Princeton, NJ T. Kotze 2007: Guidelines on writing quantitative academic article

Languages necessary to complete the course:

English

Notes:

Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.

Past grade dist	Past grade distribution								
Total number of evaluated students: 9									
A	В	С	D	Е	FX				
88,89	11,11	0,0	0,0	0,0	0,0				

Lecturers: prof. Mgr. Tatiana Kluvánková, PhD., Mgr. Veronika Gežík, PhD., Ing. Martin Špaček, doc. Ing. Mgr. Urban Kováč, PhD., doc. Ing. Natalia Kryvinska, PhD.

Last change: 05.06.2016

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KSP/007P/09 Small and Medium Size Companies

Educational activities:

Type of activities: seminar

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Evaluation in the exam period 100%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81~90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:

To obtain new knowledge and extent existing one as far as the latest entrepreneurship theories are and SME management. To obtain specific knowledge from analysis of the entrepreneurship in Slovakia in comparison to surrounding economies and benchmark states.

Class syllabus:

- 1. Small and medium size companies and entrepreneurship: definition and measurement of entrepreneurial process
- a/ new venture and nascent entrepreneurs
- b/ new entrepreneurs
- c/ established entrepreneurs
- d/ discontinuation of entrepreneurship and restarted entrepreneurs
- 2. The basoc theories of SME-s and societes
- 3. Creation of entrepreneurial SME
- a/ successful SME strategies
- b/ Start-ups
- c/Buying an existing business its value measurement
- 4. SME financing according to business cycle phases
- a/ SME financing theories
- b/ debt financing
- c/ venture capital financing
- d/SME support financing programs

Recommended literature:

[1] PILKOVÁ, A., KOVAČIČOVÁ, Z., HOLIENKA, M., REHÁK, J. Podnikanie na Slovensku: vysoká aktivita, nízke rozvojové ašpirácie. Bratislava: Univerzita Komenského, Fakulta managementu, 2012. ISBN 978-80-223-2823-4.

- [2] PILKOVÁ, A., HOLIENKA, M., KOVAČIČOVÁ, Z., REHÁK, J., PEŠOUT, I. Podnikanie na Slovensku: nadpriemerná podnikateľská aktivita v podpriemernom podnikateľskom prostredí. Bratislava: Univerzita Komenského v Bratislave, Fakulta managementu, 2013. ISBN 978-80-223-3481-5.
- [3] PILKOVÁ, A., HOLIENKA, M., KOVAČIČOVÁ, Z., REHÁK, J. Podnikanie na Slovensku: aktivita, inkluzivita, prostredie. Bratislava: Univerzita Komenského v Bratislave, Fakulta managementu, 2014. ISBN 978-80-223-3756-4.
- [4] PILKOVÁ, A., HOLIENKA, M., REHÁK, J., KOVAČIČOVÁ, Z. Podnikateľská aktivita a prostredie na Slovensku. Bratislava: Kartprint, 2015. 978-80-223-4012-0.
- [5] PARKER, S. C. The economics of entrepreneurship. Cambridge University Press, 2009. ISBN 978-0-521-89960-4.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 6

A	В	С	D	Е	FX
83,33	16,67	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Anna Pilková, PhD., MBA

Last change: 12.02.2016

University: Comenius University in Bratislava

Faculty: Faculty of Management

racuity: Faculty of Management

Course ID: Course title: FM.KEF/117P/09 Statistics

Educational activities:

Type of activities: Number of hours:

per week: per level/semester: Form of the course: on-site learning

Number of credits: 8

Recommended semester: 4.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

- 1. Berenson, M. L., Levine, D. M., Krehbiel, T.C.: Basic Business Statistics. Concepts and Applications. Pearson. 2012
- 2. Cipra, T.: Finanční ekonometrie. EkoPress, Praha, 2008
- 3. Newbold, P., Carlson, W., Thorne, B. M.: Statistics for Bussiness and Economics. Pearson, 2013
- 4. Vercellis, C.: Business Intelligence: Data Mining and Optimization for Decision Making. John Wiley&Sons., 2009

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 43

A	В	С	D	Е	FX
76,74	23,26	0,0	0,0	0,0	0,0

Lecturers: prof. RNDr. Jozef Komorník, DrSc.

Last change: 20.03.2018

Approved by:

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/057P/0		Course title: Strategic Information Systems					
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning							
Number of credits: 8							
Recommended semester: 3., 4							
Educational level: III.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 3							
A	В	С	D	Е	FX		
100,0	0,0	0,0	0,0	0,0	0,0		
Lecturers:							
Last change:							
Approved by:							

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: Course title:

FM.KSP/033P/09 Strategic Management

Educational activities:

Type of activities: seminar

Number of hours:

per week: per level/semester: 32s Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Evaluation in the exam period 100%

Learning outcomes:

Advancement of knowledge about strategy and strategic management development. Showing the specifics of strategic thinking and the possibilities of its development and application in strategy creation. View on strategic management as a process and methodological apparatus which provides theoretical background for each of its phases.

Class syllabus:

- 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 macroenvironment 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

Recommended literature:

HITT,M.A, IRELAND, R.D., HOSKISSON, R.E.: Strategic Management. Competitiveness and Globalization. Thompson, South-Western, 2005

THOMSON, J.L.: Strategic Management. Thompson. Fourth edition, London 2001

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]

Languages necessary to complete the course:

Slovak, English								
Notes:								
Past grade distribution Total number of evaluated students: 14								
A	В	С	D	Е	FX			
92,86	7,14	0,0	0,0	0,0	0,0			
Lecturers: prof. Ing. Jozef Papula, PhD.								
Last change: 02.06.2015								
Approved by:								

University: Comenius University in Bratislava Faculty: Faculty of Management **Course ID: Course title:** FM KEF/012P/09 Tax systems **Educational activities: Type of activities: Number of hours:** per week: per level/semester: Form of the course: on-site learning **Number of credits: 8** Recommended semester: 3., 4.. **Educational level: III. Prerequisites: Course requirements: Learning outcomes:** Class syllabus: 1. History of taxation 2. History of tax system in SR 3. Characteristics of tax system in SR 4. Definition, concept, division and classification of taxes 5. Indirect taxes, VAT 6. Indirect taxes, consumption tax 7. System of tax administration 8. Goals of taxation, function of public finance 9. Tax principles, optimal taxation, tax justice 10. Tax influence on economic behaviour and decision-making of businesses 11 Tax harmonization in EU Recommended literature: 1. Bojňanský, J. a kol.: Dane podnikateľských subjektov, 2010, VES SPU 2. Široký, J.: Dane v Europské unii. 2.vyd. Linde Praha, a s. 2007. 3. Harumová, A. - Kubátová, K.: Dane podnikateľských subjektov. 1. vyd. Bratislava: Poradca podnikateľa, 2006 4. Zákon č. 511/1992 Zb. o správe daní a poplatkov a o zmenách v sústave územných finančných orgánov v znení neskorších predpisov 5. Zákon č. 222/2004 Z. z. o dani z pridanej hodnoty v znení neskorších predpisov 6. Zákony o spotrebných daniach v platnom znení.

Languages necessary to complete the course:

Notes:

Past grade distribution Total number of evaluated students: 3							
A	В	С	D	Е	FX		
100,0	0,0	0,0	0,0	0,0	0,0		
Lecturers: doc. Ing. Jana Kajanová, PhD.							
Last change: 08.02.2018							
Approved by:							