

# 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.KMk/044ME/00		<b>Course title:</b> Advertising				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 427						
A	ABS	B	C	D	E	FX
43,09	0,0	25,53	16,86	10,77	1,17	2,58
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/001ME/00		<b>Course title:</b> Bank Marketing				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 508						
A	ABS	B	C	D	E	FX
34,06	0,0	42,91	16,34	5,31	0,98	0,39
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KEF/011ME/10		<b>Course title:</b> Banking				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b> By completing the subject, the student gets an overview of the management of the assets and liabilities of the commercial bank and the role of the commercial bank capital as well as the banking supervision.						
<b>Class syllabus:</b> 1. The role of money in the development (or bankruptcy?) of the modern state. 2. Importance of banking and its functions - emission, distribution, redistribution, savings 3. Basic types of banking systems - one-stage, two-stages banking system 4. Banking Methods - Universal, Separate, Mixed Banking 5. Representations, branches, subsidiaries of CB - representation, Branch, Sales Representative, Daughter 6. Banking in the EU - EC Directive on banking 7. Regulatory Authorities in the SR - Legislative Arrangement - Laws 8. Commercial Bank Capital - TIER 1, TIER 2, TIER 3, - Features 9. Basel Agreements - BASEL 1, BASEL2, BASEL 3. 10. The impact of the central bank on commercial banks - PMR sources, automated operations 11. European System of Central Banks - ESCB, Eurosystem, ECB, Banking Union 12. Riteil banking - bank clients, products, services, distribution 13. Electronic banking - product types, product packages, advantages						
<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: 162						
A	ABS	B	C	D	E	FX
71,6	0,0	17,9	5,56	0,0	0,62	4,32

<b>Lecturers:</b> doc. Ing. Viera Sysáková, CSc., Mgr. Martin Vozár, PhD., Mgr. Lucia Paškrtová, PhD., prof. RNDr. Jozef Komorník, DrSc.
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<b>Last change:</b> 23.02.2018
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<b>Approved by:</b>
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## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/068_ME/14	<b>Course title:</b> Brand Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 12 <b>per level/semester:</b> 168 <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester, it is necessary to prepare the topic. Topic to be practically focused on: 1 One company that has several brands in the portfolio. In the first case it is necessary to map the hierarchical structure of the brands in the company, to identify the characteristics and objectives of selected brands, to examine their operation, assess their success (or failure) of a name the reasons for the success or failure policy, build brand (or brands). The work is to analyze the use and potential synergies as well as real or potential threat of cannibalization of brands. In the end, it is necessary to evaluate how successfully or unsuccessfully in a selected company operates strategic brand management. 2 Comparison of two competing companies that are building only one brand. In this case it is necessary to identify the characteristics and objectives in relation to building brands, name used methods and means to deal with image and personality characteristics of selected brands as well as their historical context. In conclusion, it is necessary to make a comparison of selected brands, methods and means of building and assess their prospects.	
<b>Learning outcomes:</b> Student receives a set of knowledge in management of brand building, learns to when you need to build a brand and when not. They will get acquainted with how to build, manage and pozicionovat' brand, will know how to acquire and use the brand itself, which is owned by another entity. Learn the typology of brands will be able to consider what models to use in the process of brand building and grab their advantages and disadvantages. The purpose is to familiarize students with basic approaches, opportunities, and strategic marketing alternatives in the process of building a brand or brands at firm level. Will be able to grasp the role and importance of the brand for the enterprise, become familiar with the possibilities of extending the portfolio of brands company-level, or on the contrary, downsizing the company by selling a portfolio of brands. The subject is an outline of brand protection issues, issues of valuation methodologies brands, creating synergies between brands. comparison of existing brands and brand rankings.	
<b>Class syllabus:</b> 1 Brand - Brand Management, its place in the system of management. Build or not to build the brand of businesses in which builds the brand.	

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

#### **Recommended literature:**

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

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

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

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

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

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

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

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

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

Slovak

#### **Notes:**

<b>Past grade distribution</b>						
Total number of evaluated students: 131						
A	ABS	B	C	D	E	FX
64,12	0,0	16,79	9,16	3,05	0,0	6,87
<b>Lecturers:</b> doc. PhDr. Eva Smolková, CSc.						
<b>Last change:</b> 09.03.2018						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.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: 147

A	ABS	B	C	D	E	FX
24,49	0,0	25,17	25,17	10,2	12,93	2,04

**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.KMn/052ME/00		<b>Course title:</b> Conflict Solving				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Recommended prerequisites:</b> Organisational Behaviour						
<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: 347						
A	ABS	B	C	D	E	FX
54,18	0,0	25,36	13,26	3,46	2,02	1,73
<b>Lecturers:</b> Mgr. Zuzana Kirchmayer, PhD.						
<b>Last change:</b> 11.02.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/099ME/12	<b>Course title:</b> Current Trends in Practice Management
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100% Case study presentation Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim is to give the graduate CUFM students the opportunity to get the first-hand information about present trends in the practice of management as an example from Slovnaft, a.s.	
<b>Class syllabus:</b> 1. Introduction to the course. Entrepreneurship in the oil refinery industry – specific features and trends. 2. Slovnaft's response to the industry's and global challenges. 3. Refinery I – managerial challenges in production. 4. Refinery II – management of production processes. 5. Logistics and management of BOPZ (i.e. Slovak acronym for work safety and health preservation at the workplace). 6. Financial management of the company I. 7. Financial management of the company II. 8. Trade. 9. Retail trade management in the time of crisis. 10. Basic rules of economic competition. 11. What is easier – to talk to the employees or to people from newspaper? Similarities and differences of internal and external communication in the strategically important company. 12. Human resource management I – Personnel management vs. HRM. 13. Human resource management II – Talent management	
<b>Recommended literature:</b> Slovnaft a.s. company sources.	
<b>Languages necessary to complete the course:</b> Slovak and English	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 92						
A	ABS	B	C	D	E	FX
58,7	0,0	34,78	1,09	0,0	2,17	3,26
<b>Lecturers:</b> Mgr. Jana Fratričová, PhD., prof. Ing. Ján Rudy, PhD.						
<b>Last change:</b> 29.11.2017						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/025ME/00		<b>Course title:</b> Customer Relationship Marketing				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 720						
A	ABS	B	C	D	E	FX
49,17	0,0	34,44	8,19	2,5	2,36	3,33
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b>						

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/O6ME/18	<b>Course title:</b> Diploma Thesis Defence
<b>Number of credits:</b> 4	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/142ME/16		<b>Course title:</b> Diploma Thesis Project				
<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> 3						
<b>Recommended semester:</b> 6.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 1						
A	ABS	B	C	D	E	FX
0,0	0,0	100,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> 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., PhDr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Peter Marcin, PhD., Mgr. Miloš Mrva, PhD., Mgr. Martina Drahošová, PhD., prof. Ing. Ľubica Bajžíková, PhD., PhDr. Lukáš Copuš, PhD., Mgr. Jana Fratričová, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Emília Charfaoui, CSc., Mgr. Zuzana Kirchmayer, PhD., doc. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. PhDr. Helena Šajgalíková, PhD., doc. Ing. Daniela Špírková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. Ing. Daniela Zemanovičová, CSc., prof. Mgr. Peter Štarchoň, PhD., Ing. Viera Ölvecká, PhD., Mgr. Katarína Rentková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., Ing. Miloslav Chalupka, PhD., doc. PhDr. René Pawera, PhD., doc. Ing. Jana Kajanová, PhD., prof. RNDr. Jozef Komorník, DrSc., Mgr. Janka Kottulová, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., prof. JUDr. Daniela Nováčková, PhD., Mgr. Lucia Paškrťová, PhD., doc. RNDr. Darina Saxunová, PhD., Mgr. Ján Smoleň, PhD., doc. PhDr. Paulína Stachová, PhD., doc. Ing. Zuzana Stoličná, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Martin Vozár, PhD., Mgr. Rita Szalai, 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/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.						
<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: 306						
A	ABS	B	C	D	E	FX
14,05	0,0	26,8	29,41	10,46	3,27	16,01
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. Vincent Karovič, 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/140ME/18		<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> 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
50,0	0,0	50,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. Vincent Karovič, PhD., Mgr. Rita Szalai, 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/141ME/16		<b>Course title:</b> Diploma Thesis Seminary II				
<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> 3						
<b>Recommended semester:</b> 5.						
<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: 124						
A	ABS	B	C	D	E	FX
44,35	0,0	14,52	7,26	2,42	3,23	28,23
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., Mgr. Jana Fratričová, PhD., Mgr. Zuzana Kirchmayer, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. Ing. Daniela Zemanovičová, CSc., 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., PhDr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Peter Marcin, PhD., Mgr. Miloš Mrva, PhD., Mgr. Peter Mrázik, PhD., PhDr. Lukáš Copuš, PhD., doc. PhDr. Helena Šajgalíková, PhD., Mgr. Július Selecký, PhD., Mgr. Martin Vozár, PhD., doc. RNDr. Darina Saxunová, PhD., prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD., Ing. Viera Ölvecká, PhD., Mgr. Lucia Paškrtová, PhD., Mgr. Katarína Rentková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., Mgr. Samuel Smolka, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. Eleonóra Beňová, PhD., Mgr. Janka Kottulová, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Ing. Miloslav Chalupka, PhD., JUDr. Silvia Treľová, PhD., doc. JUDr.						

Ján Matlák, CSc., doc. PhDr. Paulína Stachová, PhD., Mgr. Vincent Karovič, PhD., doc. PhDr. René Pawera, PhD., doc. Ing. Jana Kajanová, 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/041ME/00		<b>Course title:</b> Direct Marketing				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 475						
A	ABS	B	C	D	E	FX
50,11	0,0	26,74	16,42	4,21	1,26	1,26
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/096ME/17		<b>Course title:</b> E-business and E-marketing				
<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 / 24t <b>Form of the course:</b> combined						
<b>Number of credits:</b> 6						
<b>Recommended semester:</b> 5.						
<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: 134						
A	ABS	B	C	D	E	FX
41,04	0,0	33,58	17,91	3,73	2,99	0,75
<b>Lecturers:</b> Mgr. Andrea Studeničová, prof. RNDr. Michal Greguš, PhD.						
<b>Last change:</b> 15.11.2018						
<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/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: 187						
A	ABS	B	C	D	E	FX
32,62	0,0	12,3	19,25	21,39	9,63	4,81
<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: 316						
A	ABS	B	C	D	E	FX
2,53	0,0	8,23	11,08	24,05	31,65	22,47
<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: 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., Kráľovič, 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: 319</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>31,97</td><td>0,0</td><td>27,9</td><td>23,2</td><td>5,96</td><td>3,76</td><td>7,21</td></tr> </tbody> </table>							A	ABS	B	C	D	E	FX	31,97	0,0	27,9	23,2	5,96	3,76	7,21
A	ABS	B	C	D	E	FX														
31,97	0,0	27,9	23,2	5,96	3,76	7,21														
<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.KSP/056ME/14		<b>Course title:</b> Intellectual Capital and Innovations in the Dynamic Business				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 31						
A	ABS	B	C	D	E	FX
83,87	0,0	6,45	0,0	0,0	0,0	9,68
<b>Lecturers:</b> Ing. Jaroslav Hul'vej, PhD.						
<b>Last change:</b> 16.02.2016						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.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: 127						
A	ABS	B	C	D	E	FX
20,47	0,0	16,54	22,83	16,54	19,69	3,94
<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.KMk/031ME/17		<b>Course title:</b> International Marketing				
<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> 5.						
<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: 136						
A	ABS	B	C	D	E	FX
11,03	0,0	23,53	25,74	20,59	16,18	2,94
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.						
<b>Last change:</b> 12.11.2018						
<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: 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.Blahá, 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: 148

A	ABS	B	C	D	E	FX
85,81	0,0	5,41	7,43	0,0	0,0	1,35

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

**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.KMn/011ME/10	<b>Course title:</b> Leadership
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100 % evaluation during semester entails: active in-class participation. in-class written tasks (short quizzes, test), research project. Scale of assessment (preliminary/final): 100/0 Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim of this course is to provide students with new and up-to-date knowledge from the sphere of leadership. The course derives from Organizational behaviour as well as HRM. Students will gain deeper understanding of the nature of leadership as one of managerial functions and will develop competencies that are tied to the effective leading of subordinates. They will adopt practical manuals of how to effectively lead subordinates. They will internalize new knowledge through case studies analysis and active self-reflection and self-evaluation.	
<b>Class syllabus:</b> 1. Introduction to the leadership studies. 2. Followers of the leader. How to become an effective member of the team. 3. Personality traits of effective leaders. 4. Charismatic (values oriented) and transformational leadership. 5. Participative and directive style of leadership. People-oriented and task-oriented leaders. 6. Situational approaches to leadership. Leader and leadership in the times of crisis. 7. The ethical leader. 8. Politics-related tactics in leadership. 9. The process of influencing of subordinates. 10. The team-oriented leader. 11. Creative and innovative style of leadership. 12. Presentations of in-class tasks. Summary.	
<b>Recommended literature:</b> Lašáková, A. (2013). Vedenie ľudí. In Rudy, J. et al.: Organizačné správanie. Bratislava: UK v Bratislave, s. 126 - 146. Remišová, A., Lašáková, A., Rudy, J., Sulíková, R., Kirchmayer, Z., Fratričová, J. (2015). Etické vedenie ľudí v slovenskom podnikateľskom prostredí. Bratislava: Wolters Kluwer.	

DuBrin, Andrew (2013). Principles of Leadership. 7th ed. Mason, South-Western Cengage Learning.  
Yukl, Gary (2013). Leadership in Organizations. 8th ed. Essex, Pearson Education Limited.

**Languages necessary to complete the course:**

Slovak and English language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 399

A	ABS	B	C	D	E	FX
37,59	0,0	32,33	17,79	6,02	5,76	0,5

**Lecturers:** doc. Mgr. Anna Lašáková, PhD.

**Last change:** 01.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/030ME/10		<b>Course title:</b> MIS - Special Topics				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 85						
A	ABS	B	C	D	E	FX
83,53	0,0	8,24	2,35	3,53	1,18	1,18
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. Ing. Jaroslava Kniežová, PhD.						
<b>Last change:</b> 08.03.2019						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/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: 231						
A	ABS	B	C	D	E	FX
35,5	0,0	11,26	6,06	2,16	44,59	0,43
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., Ing. Miloslav Chalupka, PhD., doc. Ing. Jaroslava Kniežová, PhD., Ing. Vincent Karovič, PhD., Mgr. Vincent Karovič, PhD.						
<b>Last change:</b> 27.03.2019						
<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: 208						
A	ABS	B	C	D	E	FX
14,9	0,0	13,46	19,71	16,83	21,15	13,94
<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: 220

A	ABS	B	C	D	E	FX
7,27	0,0	16,36	20,45	24,09	16,82	15,0

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

**Last change:** 12.03.2018

**Approved by:**

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/S07ME/18	<b>Course title:</b> Manažment, teórie, metódy, aplikácie
<b>Number of credits:</b> 1	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/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: 317						
A	ABS	B	C	D	E	FX
6,62	0,0	14,51	23,66	18,61	22,4	14,2
<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: 178

A	ABS	B	C	D	E	FX
19,66	0,0	21,35	11,8	17,98	11,8	17,42

**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.KIS/316ME/18		<b>Course title:</b> Organisation Strategy in ICT				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 5						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Jaroslava Kniežová, PhD., doc. RNDr. Michal Greguš, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.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.</li> <li>• Motivation Theories, Learning, Reinforcement, Self-Management, Job Design</li> <li>• Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork.</li> <li>• Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options).</li> <li>• Management and Chaos Theory, The New Organization</li> <li>• Managing Change in Organizations, Managers as Change Agents, Change Strategies, Resistance to Change, Crisis of Change, Dynamics of Stress. Power. Leadership and followership. Managerial decision-making.</li> </ul>	
<b>Recommended literature:</b> 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: 321

A	ABS	B	C	D	E	FX
2,8	0,0	5,61	15,26	19,63	42,68	14,02

**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.KMn/037ME/00		<b>Course title:</b> Organizational Cultures - Theory				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 190						
A	ABS	B	C	D	E	FX
58,95	0,0	26,84	6,84	2,63	1,05	3,68
<b>Lecturers:</b> doc. PhDr. Helena Šajgalíková, PhD., prof. Ing. Ľubica Bajžíková, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/060ME/10	<b>Course title:</b> Portfolio Management and Collective Investment
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Banking, Financial Markets and Institutions	
<b>Course requirements:</b> The students solve various problems as a part of a team. The outcomes of the teamwork are presented and discussed. Moreover, they create and manage their own portfolios. The minimal requirement is to obtain 55 points.	
<b>Learning outcomes:</b> The absolvent of this subject will obtain knowledge about the collective investment and portfolio management. He will also become acquainted with the mechanisms of some specific types of funds. The knowledge can be utilised at various positions in asset management institutions.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. The portfolio theory – Markowitz and Sharpe models. The efficient and optimal portfolio. Hedging of a stock portfolio.</li> <li>2. Management of a bond portfolio. Hedging of a bond portfolio.</li> <li>3. The fund industry and its typology.</li> <li>4. The quantitative and qualitative indicators. Rating and scoring.</li> <li>5. Special funds. ETFs, hedge funds, commodity funds, realties funds.</li> <li>6. An investment plan and its phases. Types of investment strategies.</li> <li>7. The types of investors based on the risk aversion and modelling a suitable portfolio.</li> <li>8. Investment strategies based on the frequency of investing.</li> <li>9. The comparison of the U.S. and European fund industry.</li> <li>10. Pension funds on capital markets and their specifics.</li> <li>11. Pension funds in Slovakia and their performance.</li> <li>12. Sovereign funds and their specifics.</li> <li>13. The actual problems of collective investment in World.</li> </ol>	
<b>Recommended literature:</b> Chovancová, B., Žofčák, S.: Kolektívne investovanie, IURA Publishing, Bratislava 2012 ÁRENDÁŠ, Peter - CHOVANCOVÁ, Božena - GVOZDJÁK, Vladimír - HUDCOVSKÝ, Jaroslav - DOROCÁKOVÁ, Michaela - SLOBODNÍK, Patrik. Dôchodkové fondy vo svete a na	

<p>Slovensku.Bratislava : Wolters Kluwer, 2017. 212 s. ISBN 978-80-8168-663-4.  Siegel, J.: Investice do akcií, Běh na dlouhou trať, Grada 2011,  Graham, B.: Inteligentní investor, Grada. Praha 2007  Strana: 2  Smernice EÚ z oblasti kolektívneho investovania.</p>						
<p><b>Languages necessary to complete the course:</b>  English</p>						
<p><b>Notes:</b></p>						
<p><b>Past grade distribution</b>  Total number of evaluated students: 124</p>						
A	ABS	B	C	D	E	FX
36,29	0,0	20,97	17,74	11,29	11,29	2,42
<p><b>Lecturers:</b> Mgr. Martin Vozár, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., prof. RNDr. Jozef Komorník, DrSc.</p>						
<p><b>Last change:</b> 13.03.2018</p>						
<p><b>Approved by:</b></p>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/160ME/16		<b>Course title:</b> Practise				
<b>Educational activities:</b> <b>Type of activities:</b> practice <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 9t <b>Form of the course:</b> combined						
<b>Number of credits:</b> 6						
<b>Recommended semester:</b> 6.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, 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/023ME/18		<b>Course title:</b> Process Management				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.						
<b>Last change:</b> 23.12.2018						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/039ME/17		<b>Course title:</b> Project Management				
<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> 5.						
<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: 136						
A	ABS	B	C	D	E	FX
38,24	0,0	19,12	23,53	16,18	2,21	0,74
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., PhDr. Peter Veselý, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KMk/007ME/11		<b>Course title:</b> Public Relations				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 158						
A	ABS	B	C	D	E	FX
42,41	0,0	24,68	17,09	4,43	1,9	9,49
<b>Lecturers:</b> doc. PhDr. Magdaléna Samuhelová, CSc.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b>						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.KIS/312ME/18		<b>Course title:</b> Security Management				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 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> PhDr. Peter Veselý, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Management						
<b>Course ID:</b> FM.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: 159						
A	ABS	B	C	D	E	FX
6,29	0,0	5,66	20,13	22,01	40,25	5,66
<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: 313						
A	ABS	B	C	D	E	FX
13,74	0,0	15,65	17,89	21,73	18,21	12,78
<b>Lecturers:</b> prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.						
<b>Last change:</b>						
<b>Approved by:</b>						