

## 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/044M/00	<b>Course title:</b> Advertising
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 70% - continuous assessment through the course, active participation on seminary - development of a semester campaign project, its presentation and defence 30% - a written test	
<b>Learning outcomes:</b> On the base of knowledge obtained from the subjects of Marketing and Marketing Management, to deepen knowledge about integrated marketing communication within a marketing mix of a firm, develop competences to coordinate the marketing communication processes and make use of advertising for promotion activity of profitable and unprofitable organizations, advertisement making as a product of advertising agency.	
<b>Class syllabus:</b> 1. Introduction to Advertising. Marketing communication. System and process of marketing communication. Personal, impersonal, formal and informal marketing communication. 2. Integrated marketing communication. Advertising. Sales promotion. Personal selling. Public relations. Sponsoring. Direct marketing. Planning process model of marketing communication. Processes of co-ordination in marketing communication. 3. Communication Aspects of Advertising. Communication process. Advertising in marketing communication. Feature, goals, final recipients and required reactions. 4. Advertising Campaign. Advertising Strategy. Advertising process. "The 5 Ms" of Advertising. Analysing, planning, implementing and control in advertising. 5. Creating Advertisements and Commercials. Creative copywriting. Art direction. Creative production. 6. Advertising Business. Advertising expenditures. Types of advertising agencies, graphic studios, arrangement, advertising articles making. 7. Advertising Media.	

<p>Media planning. Intramedia and intermedia selection. Optimal media types for specific products. Shopping media plan. Media buyers and media representatives.</p> <p>8. Advertising and Law I.</p> <p>Advertising law. General requirements, celebrity protection, child protection. Unfair competition and advertising. Comparative advertising. Consumer protection law, foodstuffs law, animal protection law, national language law, medicament law, authoring law, economic competition law. Tax legislation. Comparison of advertisement law design in some states. Responsibility in advertisement.</p> <p>9. Ethical Aspects of Advertising.</p> <p>International code of advertising practiced. Ethic codes. Advertisement ethic protection association. Advertisement self-regulation. Advertisement Slovak board decision. Foreign self-regulation boards decision.</p> <p>10. Analysis of selected commercials.</p> <p>11. Semester project presentations.</p> <p>12. Final evaluation.</p>																							
<p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• ŠTARCHOŇ, P.: Vademecum reklamy. Vybrané teoretické aspekty. Bratislava: UK 2004.</li> <li>• VYSEKALOVÁ, J. – MIKEŠ, J.: Reklama. Jak dělat reklamu. Praha: Grada Publishing 2007.</li> <li>• HORŇÁK, P.: Reklama. teoreticko-historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2010.</li> <li>• ARENS, W. – WEIGOLD, M. – ARENS, CH.: Contemporary Advertising, 13e. McGraw-Hill 2010.</li> <li>• BOVEÉ, C. L.: Contemporary Advertising. McGraw-Hill 2006.</li> <li>• TELLIS, G. J.: Reklama a podpora prodeje. Praha: Grada Publishing 2000.</li> <li>• OGILVI, D.: O reklamě. Praha: Management Press 1996.</li> <li>• SCHULTZ, D.: Moderní reklama. Praha: Grada 1995.</li> <li>• ProQuest – database</li> <li>• Marketing Science and Inspirations, Marketing magazine, Stratégie</li> </ul>																							
<p><b>Languages necessary to complete the course:</b></p> <p>Slovak, English</p>																							
<p><b>Notes:</b></p>																							
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 325</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><th>M</th></tr> </thead> <tbody> <tr> <td>59,08</td><td>0,0</td><td>27,38</td><td>9,85</td><td>1,85</td><td>0,0</td><td>1,85</td><td>0,0</td></tr> </tbody> </table>								A	ABS	B	C	D	E	FX	M	59,08	0,0	27,38	9,85	1,85	0,0	1,85	0,0
A	ABS	B	C	D	E	FX	M																
59,08	0,0	27,38	9,85	1,85	0,0	1,85	0,0																
<p><b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.</p>																							
<p><b>Last change:</b> 02.06.2015</p>																							
<p><b>Approved by:</b></p>																							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/001M/00			<b>Course title:</b> Bank Marketing				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1., 3.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> 40 percent final test 60 percent activity during class							
<b>Learning outcomes:</b> Banks must, like other market players, the competitive environment of an open market economy guided by the application of modern business philosophy, and the use of marketing activities in their activities. Bank marketing objective of the course is to provide students with a comprehensive picture of the issues and focus primarily on defining the basic concepts, importance and specifics of bank marketing, marketing strategy specifics of banking entities, the importance of marketing research information, bank customers, the process of segmentation, extended marketing mix in the banking and characteristics of its individual elements.							
<b>Class syllabus:</b>							
<b>Recommended literature:</b> <ul style="list-style-type: none"><li>• Štarchoň, P.: Bankový marketing. Vybrané časti. Pracovný materiál.</li><li>• Korauš, A.: Marketing v bankovníctve a poisťovníctve. Bratislava: Sprint 2000.</li><li>• Belás, J.: Retail banking. Bratislava: Iura Edition 2008.</li><li>• Juřík, P. Platební karty. Praha: Grada Publishing 2006.</li><li>• Databáza ProQuest, Biatec, Trend, Profit, Marketing Science and Inspirations</li><li>• Vzhľadom na nové a dostupné zdroje bude priebežne aktualizovaná.</li></ul>							
<b>Languages necessary to complete the course:</b> Slovak, English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 283							
A	ABS	B	C	D	E	FX	M
61,48	0,0	29,33	6,71	1,06	0,35	1,06	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.							

<b>Last change:</b> 06.03.2018
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/067_M/14	<b>Course title:</b> Brand Management
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing	
<b>Course requirements:</b> During the semester, it is necessary to process the selected topic, present it and submit the presentation in electronic form. There are 2 variants. 1. one company that has several brands in its portfolio. It is necessary to map the hierarchical structure of brands in the company, identify the characteristics and goals of all (or selected) brands, examine their elements, image and positioning, evaluate their success (or failure) and name the reasons for success or failure of branding policy. Part of the work is the analysis of used or potential synergistic effects but also the real or potential threat of cannibalization of brands. In the end, it is necessary to evaluate how successfully or unsuccessfully the brand management works in the selected company. 2. Comparison of two competing companies, where it is necessary to identify characteristics and goals in relation to building brands, name the methods and tools used, deal with the image and personality characteristics of selected brands as well as their historical context. In the end, it is necessary to make a comparison of selected brands - brand elements, image, positioning and analyze the success of the method and means of building them and evaluate their perspectives. The semester project is individual and within it it is required to compare the success of positioning and management of the analyzed brands. During the semester, students have the opportunity to get 50% of the evaluation, in the examination period 50 points. Scale of assessment (preliminary/final): 50% during the semester, 50% during the probationary period	
<b>Learning outcomes:</b> Student will gain a set of knowledge in the field of brand building management, learn when it is necessary to build a brand and when not. They will get acquainted with how to build, position and manage a brand, they will know how it is possible to acquire a brand and use one that is owned by another entity. They will learn the typology of brands, they will be able to assess what models the company uses in the process of building a brand and grasp their advantages and disadvantages. The purpose is to acquaint students with the basic approaches, opportunities, strategic and marketing alternatives in the process of building or acquiring a brand or brands at the company level. They will be able to grasp the role and importance of the brand for the company, they will get acquainted with	

the possibilities of expanding the brand portfolio at the company level, or vice versa, slimming the company by selling brands from the portfolio. Part of the course is an outline of the issue of brand protection, issues of brand valuation methodologies, creating synergies between brands. brands and comparison of existing brand rankings.

**Class syllabus:**

1. Brand What is a brand, the genesis of brands, the current importance of the brand in the company. Creating a brand. Brand building. When to build a brand and when not. What brand to build.
2. Company and brand. The importance of the brand for the company. Brand building and brand management. Brand positioning. Brand loyalty.
3. Brand in the theory and practice of management. Definitions and terms. Typology of brands. Different approaches to building a brand. Conditions for building and functioning of the brand.
4. Brand values. Brand and its value. Brand as value and moral commitment.
5. Branding - advantages and disadvantages. Brand acquisition - advantages and disadvantages. Franchising, licensing, acquisition, network entry.
6. The effect of the brand. Local - national - continental - global brands. The process of creating a global brand. Successful and unsuccessful brand.
7. Monolithic strategy - one brand for all products. Corporate brand. The pros and cons. Synergies between products.
8. Strategy - many brands in the portfolio. The pros and cons. Synergistic effects between brands and possibilities of their use. Cannibalization of brands.
9. Private labels - brands of sellers. Reasons for origin. The pros and cons. Types of private labels.
10. Personality and brand image. Building brand personality characteristics and brand image - changing personality characteristics, rebranding and changing brand positioning.
11. Brand protection. Forms and types of protection, national and international trademark. What is possible and necessary to protect. Protection price.
12. Brand equity. The concept of brand equity, brand equity components. Brand as the most valuable intangible asset of the company. Brand as an investment. Growth of brand value and company value.
13. The most valuable and stable brands, the reasons for which they are and what process preceded their current position. Brand 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

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

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

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

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

**Languages necessary to complete the course:**

Slovak							
<b>Notes:</b>							
<b>Past grade distribution</b>							
Total number of evaluated students: 175							
A	ABS	B	C	D	E	FX	M
62,29	0,0	26,29	4,0	1,14	0,0	5,14	1,14
<b>Lecturers:</b> doc. PhDr. Eva Smolková, CSc.							
<b>Last change:</b> 17.09.2020							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/194FJM/15				<b>Course title:</b> Business Finance Case Studies			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 3.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 29							
A	ABS	B	C	D	E	FX	M
93,1	0,0	0,0	3,45	0,0	0,0	3,45	0,0
<b>Lecturers:</b> doc. Dr. Frédéric Delaneuville, PhD., Mgr. Anna Jurišová							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMn/066M/16			<b>Course title:</b> Career Orientation and Development				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Recommended prerequisites:</b> Prerequisites: Introduction to Personnel Management							
<b>Course requirements:</b> case study (50%), final exam (50%) Scale of assessment (preliminary/final): 50/50							
<b>Learning outcomes:</b> The aim of this course is to provide future graduates with an overview in the field of career planning, outline standard and alternative career paths and types, career anchors and most typical entry-level jobs and thus help them make initial decisions in the initial stages of their career preparation.							
<b>Class syllabus:</b> Career planning and development as integral parts of human resource management Job analysis, job descriptions and job specifications Typology of jobs / job modeling in organizations The process of employee sourcing – current trends Career anchors and their application in initial career stages Graduate profile							
<b>Recommended literature:</b> Carbery, R., Cross, C. 2013. Human Resource Management – A Concise Introduction. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan Selected case studies							
<b>Languages necessary to complete the course:</b> Slovak and English language							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 11							
A	ABS	B	C	D	E	FX	M
100,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0

<b>Lecturers:</b> doc. Mgr. Jana Fratričová, PhD.
<b>Last change:</b> 12.02.2020
<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/308M/18	<b>Course title:</b> Case studies on European economic integration
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> FM.KEF/095B/00 International Economic Law, FM.KEF/ 252M/16 European Economic Integration	
<b>Course requirements:</b> Conditions for completing the subject: Continuous examinations evaluated under the FM UK system, participation and activity in classes, presentations, professional translations.	
<b>Learning outcomes:</b> The introduction of the subject is assessed as an indispensable social need in view of the membership of the Slovak Republic in the European Union and the resulting consequences for society and individuals. Students will get a more practical look at this agenda through case studies on European economic integration and the application of EU legal acts in Slovakia and in German-speaking countries.	
<b>Class syllabus:</b> 1. Case studies Slovakia 2. Case studies Austria 3. Case studies Germany 4. Economic and business activities of Germany within the EU 5. Economic and business activities of Austria within the EU 6. European Neighborhood Policy 7. Migration Policy in the EU	
<b>Recommended literature:</b> 1. Treaty on European Union, Ú. v. EÚ C 83 z 30.3.2010 2. Treaty on the Functioning of the EU. v. EÚ C 83 z 30. 3. 2010 3. Borchhart. K-D &. The ABC of European Union law, Luxemburg, 2010, s. 131, ISBN 978-92-78-40525-0 4. Nováčková, D. : Základy európskeho práva pre manažérov, Bratislava: EPOS, 2012, 239 s. ISBN 978-80-8057-970-8	

5. Wefers, J., Länderstrukturen im deutschsprachigen Wirtschaftsraum, Wolters Kluwer 2018. ISBN 978-80-7598-079-3
6. Klump Rainer : Wirtschaftspolitik, Instrumente, Ziele und Institutionen, München, ISBN 978-3-8273-7238-3, 2006
7. Právne akty Únie článok 288 ZFEÚ
8. Lisabonská zmluva článok 289, 290, 291 ZFEÚ sekundárne právne akty: nariadenia, smernica, rozhodnutia, odporúčania a stanoviská.

**Languages necessary to complete the course:**

German (B1)

**Notes:**

**Past grade distribution**

Total number of evaluated students: 14

A	ABS	B	C	D	E	FX	M
57,14	0,0	14,29	28,57	0,0	0,0	0,0	0,0

**Lecturers:** doc. Ing. Jarmila Wefersová, PhD.

**Last change:** 28.08.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/052M/00	<b>Course title:</b> Conflict Solving
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Individual written paper (30%), Team presentation (40%), In-class activities (30%).	
<b>Learning outcomes:</b> Students are familiarized with different types and sources of conflicts at workplace and possible approaches how to deal with them. By taking part in various active excersices, using case studies, discussions and role plays, students acquire skills in identification, analysing and solving conflicts, and they improve their negotiation skills.	
<b>Class syllabus:</b> 1. Role of conflict at workplace. 2. Basic approaches to dealing with conflicts. 3. Nature and development of conflict. 4. Negotiation styles (competitive, cooperative, principial and virtual negotiation). 5. People in conflicts. 6. Motivational and interactive preferences in resolving conflict. 7. Negotiation - techniques, approaches and results. 8. Interests and power in conflicts. 9. Strategies of resolving conflicts. 10. Practical exercises aimed to identification of a conflict in a given situation. 11. Student presentations. Class involves a series of case studies, negotiation exercises, in-class debates, and a course project.	
<b>Recommended literature:</b> Plamínek, J. Konflikty a vyjednávání. Praha: Grada, 2009, 2. vyd. ISBN 978-80-247-2944-2 Negotiation. Boston: Harvard Business School Press, 2003. ISBN 978-1-59139-111-1 Journal of HRM. Comenius University in Bratislava, Faculty of Management, Slovakia	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>							
Total number of evaluated students: 298							
A	ABS	B	C	D	E	FX	M
78,52	0,0	10,4	4,03	2,68	1,01	3,36	0,0
<b>Lecturers:</b> Mgr. Zuzana Kirchmayer, PhD., doc. Mgr. Jana Fratričová, PhD.							
<b>Last change:</b> 13.02.2020							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/050M/00	<b>Course title:</b> Consumer Behavior
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b>	
<b>Learning outcomes:</b> # Familiarize students with the field of consumer behavior and with its relations to other marketing functions # Develop understanding of critical issues in managing consumer behavior # Combine theoretical framework with a real-world application	
<b>Class syllabus:</b> Week Topic Sept 21st – Sept 25th Week 1 Consumer behavior and consumer research # Why study consumer behavior? # Evolution of consumer behavior # How do you study consumers? # Underlying principles of consumer behavior (including B2B market) Sept 28th – Oct 2nd Week 2 Marketing strategies for customer-centric organizations # The century of the consumer # From market analysis to market strategy – where does CB fit? # Customer loyalty and retention strategies – CRM # Global marketing strategy Oct 5th – Oct 9th Week 3 The consumer decision process - intro # Introduction into CDP model # Variables that shape the decision process # Types of decision process # Factors influencing the extent of problem solving Case 11 – Creating brands that last Oct 12th – Oct 16th	

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

# Need recognition

# Search for information

# Pre-purchase evaluation of alternatives

Oct 19th – Oct 23rd

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

# Purchase

Case 5 – Crimson cup

Oct 26th – Oct 30th

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

# Consumption

# Post-consumption evaluation

# Divestment

Nov 2nd – Nov 6th

Week 7 Guest speaker

Nov 9th – Nov 13th

Week 8 Individual determinants of consumer behavior – part 1

# Demographics, psychographics and personality

# Consumer Motivation

Case 4 – Family furniture

Nov 16th – Nov 20th

Week 9 Individual determinants of consumer behavior – part 2

# Consumer knowledge

# Consumer beliefs, feelings, attitudes and intentions

Nov 23rd – Nov 27th

Week 10 Environmental influences on consumer behavior

# Culture, ethnicity and social class

# Family and household influences

# Group and personal influence

Case 6 - Aldi

Nov 30th – Dec 4th

Week 11 Influencing consumer behavior

# Making contact

# Shaping consumers opinions

# Helping consumer to remember

Dec 7th – Dec 11th

Week 12 Measuring consumer behavior – market research

# Managing customer insight

# Market research in practice

Case 7 – National Christmas tree association

Dec 14th - Dec 18th

Week 13 Guest speaker

### **Recommended literature:**

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

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

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

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

Periodicals on the internet

FMUK library (external information sources <a href="http://www.uniba.sk/?id=1867">http://www.uniba.sk/?id=1867</a> )							
<b>Languages necessary to complete the course:</b> Slovak, English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 117							
A	ABS	B	C	D	E	FX	M
47,01	0,0	39,32	11,11	1,71	0,85	0,0	0,0
<b>Lecturers:</b> Mgr. Igor Tóth, PhD.							
<b>Last change:</b> 02.06.2015							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/095M/10	<b>Course title:</b> Corporate Valuation (2)
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The prerequisite for this class is a passing grade in Introduction to Financial management and in Financial management. Another prerequisite for this class is in foundations of accounting and statistics. Therefore, it is expected that students will be comfortable with the following topics: Weighted Average Cost of Capital (WACC), Discounted cash flow model (DCF), Valuation Multiples, diversification, valuation of stocks - Dividend Discount Model (DDM), Capital Asset Pricing Model (CAPM), financial planning (AFN formula), financial ratios, Value Based Management, depreciation, standard deviation and correlation. Scale of assessment (preliminary/final): Grading: Problem and Cases Sets: 30%Project: 70%	
<b>Learning outcomes:</b> This is an advanced business valuation course. The course has three main objectives: 1. Develop an understanding of the tools used to prepare a complete DCF valuation model in MS Excel for a publicly tradable company. 2. Understand advanced issues related to how the evaluation process works in the real world. 3. Emphasis is placed on assessing the constraints and problems encountered by the analyst in applying the theoretical framework of company valuation	
<b>Class syllabus:</b> Class Syllabus: <ul style="list-style-type: none"> <li>• Introduction to financial modelling in MS Excel</li> <li>• How to analyze industry trends?</li> <li>• Financial analysis of a company</li> <li>• FCF calculation, CAPEX&amp;OPEX preparation</li> <li>• DCF model preparation (financial plan)</li> <li>• DCF model preparation (WACC, TV growth rates, FCF)</li> <li>• Preparation of valuation model with using Valuation Multiples approach (analyzing data for industry and for company)</li> <li>• Preparation of valuation model with using Valuation Multiples approach (calculation of values and interpreting results)</li> <li>• Dividend Discount Model preparation (DDM)</li> <li>• Case Study</li> </ul>	

- Case Study

**Recommended literature:**

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

**Languages necessary to complete the course:**

English

**Notes:**

Notes:

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

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

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

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

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

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

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

**Past grade distribution**

Total number of evaluated students: 73

A	ABS	B	C	D	E	FX	M
79,45	0,0	10,96	1,37	6,85	1,37	0,0	0,0

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

**Last change:** 14.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/003_M/15				<b>Course title:</b> Creation of online projects I			
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 114							
A	ABS	B	C	D	E	FX	M
85,96	0,0	2,63	1,75	0,0	0,0	9,65	0,0
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b> 16.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/099M/12	<b>Course title:</b> Current Trends in Practice Management
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100% Case study presentation Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim is to give the graduate CUFM students the opportunity to get the first-hand information about present trends in the practice of management as an example from Slovnaft, a.s.	
<b>Class syllabus:</b> 1. Introduction to the course. Entrepreneurship in the oil refinery industry – specific features and trends. 2. Slovnaft's response to the industry's and global challenges. 3. Refinery I – managerial challenges in production. 4. Refinery II – management of production processes. 5. Logistics and management of BOPZ (i.e. Slovak acronym for work safety and health preservation at the workplace). 6. Financial management of the company I. 7. Financial management of the company II. 8. Trade. 9. Retail trade management in the time of crisis. 10. Basic rules of economic competition. 11. What is easier – to talk to the employees or to people from newspaper? Similarities and differences of internal and external communication in the strategically important company. 12. Human resource management I – Personnel management vs. HRM. 13. Human resource management II – Talent management	
<b>Recommended literature:</b> Slovnaft a.s. company sources.	
<b>Languages necessary to complete the course:</b> Slovak and English	
<b>Notes:</b>	

<b>Past grade distribution</b>							
Total number of evaluated students: 533							
A	ABS	B	C	D	E	FX	M
85,74	0,0	6,94	2,25	1,69	0,75	2,44	0,19
<b>Lecturers:</b> prof. Ing. Ján Rudy, PhD., doc. Mgr. Jana Fratričová, PhD.							
<b>Last change:</b> 29.11.2017							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/025M/00	<b>Course title:</b> Customer Relationship Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> Process of creating customer value, measuring the cost of customer acquisition and retention, tracking customers and other processes as a part of CRM	
<b>Class syllabus:</b> 1 A systematic approach to the definition of relationship marketing . Theory of relationship marketing . Criticism of marketing relationships with customers. 2 Analytical CRM . Sources of data for CRM system . The process of data mining . Data Mining Techniques . Applications of data mining . Process of creating a customer database . 3 Operational CRM . Marketing processes , business processes and service delivery process . Call centers . 4 Implementation of CRM and the problems associated with it . Tactical measures of successful implementation . Rules for the success of the project and the preconditions for successful CRM implementation. Shortcomings in the implementation of CRM . 5 Innovation CRM . CRM innovation process and the process of evaluating opportunities . Activities related to innovation CRM . Risk management failure of CRM innovation . CRM innovation problems . 6 Identification of the various relationships within the organization . " Traditional market " relations between the customer , the organization and competitors . The "special market " relations . Mega relations . Nano relations .	
<b>Recommended literature:</b> Customer relationship management : a global perspective / Vyd. údaje Aldershot, Hampshire, England ; : Burlington, VT : : Gower,, c2008. <a href="http://site.ebrary.com/lib/uniba/Doc?id=10362159">http://site.ebrary.com/lib/uniba/Doc?id=10362159</a> 1. BUTTLE, Francis. 1996. Relationship Marketing: Theory and Practice. London : Paul Chapman Publishing Ltd, 1996. 202 s. ISBN 1-85396-313-5. 2. FREEMANTLE, David. 1996. Bezkonkurenční služby zákazníkům. Test kvality. Praha : Management Press, Ringier ČR, a. s., 1996. 162 s. ISBN 80-85943-26-3.	

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

**Languages necessary to complete the course:**

Slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 230

A	ABS	B	C	D	E	FX	M
66,09	0,0	27,39	3,04	0,43	0,43	2,61	0,0

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

**Last change:** 12.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/101M/13				<b>Course title:</b> Data Processing I - SQL			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 7							
A	ABS	B	C	D	E	FX	M
71,43	0,0	0,0	0,0	0,0	0,0	14,29	14,29
<b>Lecturers:</b> Ing. Miroslav Baláž, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/103M/13				<b>Course title:</b> Data Processing II - VBA			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 12							
A	ABS	B	C	D	E	FX	M
58,33	0,0	25,0	16,67	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Michal Greguš, PhD., prof. RNDr. Michal Greguš, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/053M/09				<b>Course title:</b> Data Processing for Management and Marketing (Data Mining I.)			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 48							
A	ABS	B	C	D	E	FX	M
39,58	0,0	41,67	10,42	4,17	0,0	4,17	0,0
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.							
<b>Last change:</b> 02.06.2015							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/054M/09				<b>Course title:</b> Data Processing for Management and Marketing (Data Mining II.)			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 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: 26							
A	ABS	B	C	D	E	FX	M
61,54	0,0	30,77	3,85	0,0	0,0	3,85	0,0
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.							
<b>Last change:</b> 02.06.2015							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/268M/16	<b>Course title:</b> Data Science and Big Data Analytics
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Although Data Science represents complex area, students become familiar with essential of this science in a proper way. In order to complete this course successfully and gain the maximum benefits from it, students should have basic quantitative background and understanding of basic statistics, and practical working with notebook. It is an advantage if they have some experience with a scripting language and some knowledge of database. All prerequisites will be reviewed during the Session 0 and available as the reference during the course.	
<b>Learning outcomes:</b> Upon the successful completion of this course, students will be able to immediately participate on a big data or other analytics projects and they will be able to explain how advanced analytics can be leveraged to create competitive advantage. They will be able to frame a business challenge as an analytics challenge, apply appropriate analytic techniques and tools to analyse data and create models to identify important insights. They will be able to design data visualizations to communicate insights to stakeholders.	
<b>Class syllabus:</b> 1. Introduction to Data Science and Big Data Analytics 2. Basic Data Analytic Methods Using R I. 3. Basic Data Analytic Methods Using R II. 4. Data Science Project 5. Predictive Analytics - Linear Regression 6. Association Rules 7. Clustering 8. Classification 9. Text Analytics 10. Sentiment Analytics 11. Deep Learning I. 12. Deep Learning II.	
<b>Recommended literature:</b> 1. EMC Education Services. Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data. John Wiley & Sons, 2015.	

2. Miller, Thomas W. Marketing Data Science, Modeling Techniques in Predictive Analytics with R and Python. Pearson Education, Inc. 2015
3. Lewis, Nigel Da Costa. Deep learning made easy with R: A gentle introduction for data science. AusCov, 2016.
4. Chinnamgari, Sunil Kumar. R Machine Learning Projects. Packt Publishing, 2019.
5. Menshawy, Ahmed. Deep Learning By Example: A hands-on guide to implementing advanced machine learning algorithms and neural networks. Packt Publishing, 2018.
6. Provost, Foster, and Tom Fawcett. Data Science for Business: What you need to know about data mining and data-analytic thinking. " O'Reilly Media, Inc.", 2013.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 19

A	ABS	B	C	D	E	FX	M
36,84	0,0	5,26	26,32	26,32	5,26	0,0	0,0

**Lecturers:** Ing. Eugen Molnár, PhD., Mgr. Rastislav Molnár

**Last change:** 08.10.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/093M/00	<b>Course title:</b> Defense and Safety Policy of EU
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectiv, complexity, team work, outputs).	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> Brief Syllabus: 1. Ratium Motivational and methodical introduction into the course. Explanation of complicated process of building the European security till the present state of ESDP and development of European security strategy, the change of geopolitical situation in Europe and the change of character of security risks and threats. The support for international cooperation in the security issues. 2. Common European foreign and security policy – second pillar of the EU Milestones in creation the Common foreign and security policy of the EU. The need of institutional and procedural precipitateness of decision making process. Petersburg's missions: Roma declaration, Hague platform, humanitarian and safety missions, peace keeping, military actions during the crisis management. Implementation of Petersburg's missions, the EU's capability to solve questions of crisis management, overview of operational tasks of WEU – reality. 3. West-European union The main characteristic of military-political bloc, analysis of main goals of WEU and its fundamentals. Participation states of WEU, member states, associated member countries, observers, associated partner countries. WEU structure, WEU council, Council of ministers, Permanent council, General secretariat, Parliamentary assembly, European security and defence assembly. Merging of functions of WEU and Common security and foreign policy of the EU. 4. Organization for security and cooperation in Europe Characteristic of important regional security organization OSCE. Expert negotiations, CSCE/ OSCE, Beograd, Madrid, Vienna, Paris, Helsinki, Budapest, Lisbon, Istanbul. Analysis of main goals of OSCE and characteristic of its main organs, Summit of supreme representatives of states and governments, Evaluating conference of OSCE, Parliamentary assembly, Council of ministers,	

<p>Council of mandatories, Permanent council, Forum OSCE for security cooperation, Operational organs and Affiliated organs. OSCE activities.</p> <p>5. NATO and European security</p> <p>Explanation of complicated NATO development at the end of 20th and beginning of 21st century. Administration structures, member states (26) and participation countries of Partnership for peace (46). Main goals and fundamental principle of NATO. NATO structure and its political and military elements. NATO functioning mechanisms. NATO and science. Euroatlantic partnership council, Partnership for peace, North Atlantic council for cooperation.</p> <p>6. Goals and components of SR's security as a member state of the EU</p> <p>Explanation of SR's task as a member state in Common foreign and security policy of the EU, its identification with CFSP goals expressing the basic concerns of Slovak foreign policy. Theoretical problems of European security and its solution in SR. SR's relation to NATO. Security interests and goals of SR, relevant threats and challenges for SR and tasks and instruments for realization of goals.</p>																							
<p><b>Recommended literature:</b></p> <p>Literature:</p> <p>PAWERA, R.: Manažment európskej bezpečnosti, Eurounion, Bratislava 2004, ISBN 80-88984-71-8.</p> <p>Recommended:</p> <p>PAWERA, R.: Výučba predmetov Spoločná zahraničná politika EÚ a obranná a bezpečnostná politika EÚ. In.: Európska integrácia v univerzitnom vzdelávaní, Eurounion, Bratislava 2004, ISBN 80-88984-61-0.</p>																							
<b>Languages necessary to complete the course:</b>																							
<b>Notes:</b>																							
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 213</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><th>M</th></tr> </thead> <tbody> <tr> <td>89,2</td><td>0,0</td><td>6,57</td><td>2,35</td><td>0,0</td><td>1,88</td><td>0,0</td><td>0,0</td></tr> </tbody> </table>								A	ABS	B	C	D	E	FX	M	89,2	0,0	6,57	2,35	0,0	1,88	0,0	0,0
A	ABS	B	C	D	E	FX	M																
89,2	0,0	6,57	2,35	0,0	1,88	0,0	0,0																
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD.																							
<b>Last change:</b> 15.02.2018																							
<b>Approved by:</b>																							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KSP/054M/13				<b>Course title:</b> Development of Entrepreneurial Skills in Interdisciplinary Teams			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 92							
A	ABS	B	C	D	E	FX	M
70,65	0,0	11,96	2,17	7,61	2,17	5,43	0,0
<b>Lecturers:</b> doc. PhDr. Marian Holienka, PhD., Mgr. Juraj Mikuš, 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/120M/18				<b>Course title:</b> Digitálny marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 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: 220							
A	ABS	B	C	D	E	FX	M
73,18	0,0	15,0	5,91	3,18	0,0	2,73	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/O5SJ/15	<b>Course title:</b> Diploma Thesis Defence
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 1., 2., 3., 4..	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/142M/16			<b>Course title:</b> Diploma Thesis Project				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 955							
A	ABS	B	C	D	E	FX	M
72,98	0,0	12,88	4,61	1,78	1,99	5,76	0,0
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Eva Brestovanská, PhD., PhDr. Gabriela Bérešová, PhD., Ing. Miloslav Chalupka, PhD., doc. Mgr. Emília Charfaoui, CSc., PhDr. Lukáš Copuš, PhD., doc. Dr. Frédéric Delaneuville, PhD., Mgr. Martina Drahošová, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Andrea Gažová, PhD., doc. RNDr. Michal Greguš, PhD., doc. JUDr. PhDr. Katarína Gubíniiová, PhD., doc. PhDr. Marian Holienka, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Ing. Jaroslav Hul'vej, PhD., doc. Ing. Jana Kajanová, PhD., Ing. Vincent Karovič, PhD., Mgr. Vincent Karovič, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Janka Kottulová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., prof. Mgr. Anna Lašáková, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Juraj Mikuš, PhD., Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Miloš Mrva, PhD., prof. JUDr. Daniela Nováčková, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD., doc. PhDr. René Pawera, PhD., Mgr. Lucia Paškrťová, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Michaela Poláková, PhD., Mgr. Katarína Rentková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., prof. RNDr. Darina Saxunová, PhD., Mgr. Ján Smoleň, PhD., doc. PhDr. Eva Smolková, CSc., doc. PhDr. Paulína Stachová, PhD., doc. Ing. Zuzana Stoličná, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Rita Szalai,							

PhD., Mgr. Lucia Vilčeková, PhD., Ing. Jaroslav Vojtechovský, PhD., doc. Ing. Jarmila Wefersová, PhD., Ing. Viera Ölvecká, PhD., doc. PhDr. Helena Šajgalíková, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., doc. Ing. Daniela Špírková, PhD., prof. Mgr. Peter Štarchoň, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., prof. Ing. Ján Rudy, PhD., Mgr. Michal Páleník, PhD., prof. Ing. Natalia Kryvinska, PhD., Mgr. Peter Gál, PhD., Mgr. Petronela Klačanská, PhD.

**Last change:**

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM/021M/19				<b>Course title:</b> Diploma Thesis Seminary I			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 2							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 57							
A	ABS	B	C	D	E	FX	M
64,91	0,0	12,28	8,77	0,0	3,51	10,53	0,0
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD., prof. JUDr. Daniela Nováčková, PhD., Ing. Viera Ölvecká, PhD., doc. Ing. Jarmila Wefersová, PhD., Mgr. Mário Papík, PhD., Mgr. Lenka Procházková, PhD., doc. Ing. Jana Kajanová, PhD., prof. RNDr. Darina Saxunová, PhD., doc. PhDr. Paulína Stachová, PhD., Mgr. Lucia Paškrťová, PhD., Mgr. Petra Milošovičová, PhD., Mgr. Janka Kottulová, PhD., PhDr. Daniela Majerčáková, PhD., MBA, doc. Dr. Frédéric Delaneuville, PhD., PhDr. Gabriela Bérešová, PhD., Mgr. Ján Smoleň, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Katarína Rentková, PhD., doc. Ing. Zuzana Stoličná, PhD., prof. Ing. Anna Pilková, PhD., MBA, doc. Mgr. Emília Charfaoui, CSc., prof. Mgr. Anna Lašáková, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. František Olšavský, PhD., Mgr. Lucia Vilčeková, PhD., doc. JUDr. PhDr. Katarína Gubíniiová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., doc. Ing. Andrej Miklošík, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KSP/047M/16			<b>Course title:</b> Diploma Thesis Seminary II				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 3.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 985							
A	ABS	B	C	D	E	FX	M
62,54	0,0	17,26	8,12	3,15	3,15	5,79	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., doc. PhDr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., prof. RNDr. Jozef Komorník, DrSc., doc. PhDr. Paulína Stachová, PhD., doc. Ing. Jana Kajanová, PhD., prof. Mgr. Tatiana Kluvánková, PhD., doc. Ing. Mgr. Urban Kováč, PhD., prof. JUDr. Daniela Nováčková, PhD., doc. PhDr. René Pawera, PhD., prof. RNDr. Darina Saxunová, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., PhDr. Gabriela Bérešová, PhD., Mgr. Eva Brestovanská, PhD., Mgr. Jan Janac, PhD., Mgr. Janka Kottulová, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., doc. Ing. Zuzana Stoličná, PhD., doc. Dr. Frédéric Delaneuville, PhD., Ing. Viera Ölvecká, PhD., Mgr. Lucia Paškrtová, PhD., Mgr. Katarína Rentková, PhD., Mgr. Ján Smoleň, PhD., Mgr. Martin Vozár, PhD., doc. Ing. Jarmila Wefersová, PhD., prof. Ing. Ľubica Bajzíková, PhD., prof. Mgr. Anna Lašáková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Mgr. Michaela Poláková, PhD., doc. Mgr. Emil Wojčák, PhD., PhDr. Lukáš Copuš, PhD., doc. PhDr. Helena Šajgalíková, PhD., Mgr. Peter Mrázik, PhD., doc. JUDr. PhDr. Katarína Gubíniová,							

PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Martina Drahošová, PhD., Mgr. Rita Szalai, PhD., Mgr. Eleonóra Beňová, PhD., Ing. Jaroslav Vojtechovský, PhD., doc. JUDr. Ján Matlák, CSc., doc. JUDr. PhDr. Silvia Treľová, PhD., Ing. Miloslav Chalupka, PhD., doc. RNDr. Michal Greguš, PhD., Mgr. Vincent Karovič, PhD., prof. Ing. Natalia Kryvinska, PhD., Mgr. Petronela Klačanská, PhD., doc. Mgr. Emília Charfaoui, CSc.

**Last change:**

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/041M/00	<b>Course title:</b> Direct Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 70 percent work during class 30 percent final test	
<b>Learning outcomes:</b> Deep knowledge of direct marketing and its techniques and principles	
<b>Class syllabus:</b> 1 Direct marketing - introduction to the topic Theoretical definition of direct marketing. The development of direct marketing. Climate for direct marketing. The concept of direct marketing. Relationship marketing and marketing mix - direct marketing. 2 Direct marketing - part of marketing communication Direct marketing as an element of marketing communication mix and its role in it. Objectives of direct marketing. Advantages and disadvantages of direct marketing. Integrated marketing communication. 3 19 rules of direct marketing 4 Database Creating and managing databases. Internal and external sources of information. Customer information. Database communication: the identification, communication, obtaining. 5 database management The strategic role of database marketing: competitive advantage, gain customer relations, development of new products. Integrated database marketing. 6 The importance of building relationships with customers Traditional and new approach to building relationships and to increase loyalty. Limits of building relationships with customers. Relationship profitability and customer satisfaction. Customer clubs. Types of customer clubs. Planning and management of customer clubs. 7 Tools of direct marketing - basic characteristics Direct mail. Telemarketing - active, passive. Faxmailing. Teleshopping. Direct response advertising. Catalog marketing. Customer clubs. 8 Direct marketing - strategic and tactical marketing tool. Planning and development of direct marketing strategies. Goals. Target group.	

9 Management of direct marketing campaigns  
Media selection. Creative design. Feedback. Evaluation.

10 Direct marketing and Society  
Environmental protection. Privacy Policy. Protection of information. Direct marketing and ethical aspects. Regulation of direct marketing.

11 Market Direct Marketing  
Direct marketing agency. Adim - Direct Marketing Association in Slovakia. Slovak Association of mail order. FEDMA.

12 new level of direct marketing  
"Permission" marketing. New communication and distribution media in direct marketing. Internet, SMSmarketing, m-marketing and interactive marketing - selected aspects and possibilities of their application.

**Recommended literature:**

- Štarchoň, P. – Faltys, J. – Dzugasová, J.: Priamy marketing alebo Priama cesta ako si získať a udržať zákazníka. Bratislava: Direct Marketing Beta, 2004.
- McCorkell, G.: Direct and Database Marketing. London: Kogan Page, 1998.
- Stone, B.: Successful Direct Marketing Methods. Chicago: NTC Business, 1997.
- Váňa, P. a kol.: Direct marketing v teorii a praxi. Praha: Management Press, 1994.
- Váňa, P. a kol.: Kedy a ako využiť priamu reklamu. Praha: Management Press, 1994.
- Wunderman, L.: Direct Marketing. Praha: Grada 2004.
- ProQuest - database
- Marketing Inspirations, Trend, Stratégie

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 424

A	ABS	B	C	D	E	FX	M
49,06	0,0	35,85	11,08	1,89	0,24	1,89	0,0

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

**Last change:** 02.06.2015

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/ECB/11				<b>Course title:</b> E-commerce			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 388							
A	ABS	B	C	D	E	FX	M
86,08	0,0	7,73	2,58	0,26	0,52	2,58	0,26
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b> 02.06.2015							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/121M/19	<b>Course title:</b> E-commerce
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 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> [1] AAKER, D. 2003. Brand building budování značky. Vydavatel'stvo Computer Press, 2003. ISBN 80-7226-885-6 [2] BASL, J. – BLAŽÍČEK, R. 2012. Podnikové informačné systémy. Vydavatel'stvo Grada, 2012. ISBN 978-80-247-4307-3 [3] CHANGSEN, Z. 2005. Third Party Logistics Management. Logos Verlag Berlin GmbH, 2005. ISBN 978-3832508869 [4] KOLEKTÍV AUTOROV 2019. Online Marketing Super Affiliate Academy – Tvorba zarábajúceho webu. Bratislava: Vydavatel'stvo Affiliate sieť Dognet, 2019. ISBN: 978-80-89969-02-9 [5] KRUPA, M. 2018. E-shop od nápadu po úspech. Bratislava: Vydavatel'stvo Wolters Kluwer, 2018. ISBN 978-80-8168-862-1 [6] KUNA, F. A KOLEKTÍV 2018. Obsah, ktorý ľudia milujú. Bratislava: Vydavatel'stvo Združenie pre internetovú reklamu IAB Slovakia, 2018. ISBN: 978-80-570-0271-0. [7] MALMROS, R. 2011. Supply Chain Handbook Consultants Executives. Createspace Independent Pub, 2011. ISBN 978-1463723651 [8] POLLOCK, P. 2013. Web Hosting For Dummies. John Wiley & Sons, 2013. ISBN 978-1118540572 [9] PULIZZI, J. 2013. Epic Content Marketing. New York: McGraw-Hill Education, 2013. ISBN: 978-0071819893. [10] SODOMKA, P. 2011. Informační systémy v podnikové praxi. Vydavatel'stvo Computer Press, 2011. ISBN 78-80-251-2878-7	
<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	M
0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b> 13.02.2021							
<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/22ECB/11				<b>Course title:</b> E-commerce			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 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: 51							
A	ABS	B	C	D	E	FX	M
90,2	0,0	3,92	0,0	1,96	0,0	3,92	0,0
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, PhD., 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/047_M/12	<b>Course title:</b> Enterprise Communication Systems
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> By completing the subject, the student will acquire skills in the field of corporate communication systems by using the program equipment available to the faculty and gaining deeper theoretical knowledge from the field of communication systems used in current and corporate practice. Education is divided into an alternative form to 4 phases AKVA - Analytical (2-4 weeks), Conceptual (2-4 weeks), Verification (1-3 weeks), Argumentative (1-3 weeks).	
<b>Class syllabus:</b> Topic 1: Introduction to Information Technologies Used to Transfer Information in Private Communication Networks Topic 2: Introduction to Telecommunications Topic 3: ISDN Topic 4: DSL Topic 5: Optical networks Topic 6: ATM Principles Topic 7: Transfer devices Topic 8: Mobile Telecommunications Topic 9: Satellite communications Topic 10: X.25 Topic 11: Frame Relay Topic 12: Voice over the Internet	
<b>Recommended literature:</b>	

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

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 224

A	ABS	B	C	D	E	FX	M
80,36	0,0	14,29	3,57	0,0	0,0	1,79	0,0

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

**Last change:** 09.02.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/123M/19				<b>Course title:</b> Enterprise IT Strategies			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 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: 46							
A	ABS	B	C	D	E	FX	M
71,74	0,0	26,09	0,0	0,0	0,0	2,17	0,0
<b>Lecturers:</b> PhDr. Peter Veselý, PhD., prof. RNDr. Michal Greguš, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/014M/15	<b>Course title:</b> Ethical hacking
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> Clarify the complexity and extent of the problem of securing systems for processing data and providing information with an emphasis on the role of the manager in the process of building and operating such systems. Upon successful completion of this course, students will master the basics of IT security and will be able to test IS / ICT security and business, apply IS / IT principles and information security in their management activities on IT and non-IT positions, and operate within the information management security in the company, at various stages of the life cycle of the information system in all managerial positions. Alternative activity in the four ACVA phases of the project solution – Analytical (2-4 weeks), Conceptual (2-4 weeks), Verifying (1-3 weeks) and Argumentative (1-3 weeks).	
<b>Class syllabus:</b> General safety bases and the definition of a "secure information system". Basic technical and program resources for IS protection. Network Security Specifications. Security and IS creation process. IS security and operation. The human factor and the security culture of the organization. Basic safety principles. IS audit. Lectures and seminars - thematic plan: 1. Introduction to Ethical Hacking	

2. Practical demonstration of hacker tools for Linux and Windows 3. Practical demonstration of IT security penetration test 4. Practical demonstrations of Viruses 5. Demonstration of network monitoring 6. Direct attack attacks on network devices 7. Demonstrate protection against hacker techniques 8. Personal security and security of biometric personal data 9. ISO 27001 - Safety Management System 10. Law 122-2013 - Personal Data Protection Act 11. OWASP - Open Web Application Security Project 13. Social engineering 14. Trends in safety management 15. Student battle in a sandbox							
<b>Recommended literature:</b> [1.] Engebretson P.: The Basics of Hacking and Penetration Testing: Ethical Hacking and Penetration Testing Made Easy (Syngress Basics Series), 2011, ISBN-13: 978-1597496551 [2.] Scambray J., Liu V., Sima C. Hacking Exposed Web Applications, Third Edition, 2010, ISBN-13: 978-0071740647 [3.] Tipton, H F. -- Krause, M. Information security management [elektronický zdroj]: handbook. [S.l.]: Auerbach Publications, 2007. 978-1-4200-6045-4 [4.] Stallings, W.; Brown, L.: Computer Security, Principle and Practise, 2nd Edition, Prentice Hall, 2011, ISBN-10: 0132775069; [4.] Stallings, W.: "Cryptography and Network Security: Principles and Practice", 5th Edition. Prentice Hall, 2010, ISBN-10: 0-13-609704-9							
<b>Languages necessary to complete the course:</b> slovak language, english language							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 261							
A	ABS	B	C	D	E	FX	M
86,59	0,0	9,2	1,53	0,38	0,77	1,53	0,0
<b>Lecturers:</b> Mgr. Vincent Karovič, PhD., PhDr. Peter Veselý, PhD.							
<b>Last change:</b> 13.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/317M/19				<b>Course title:</b> European Business Law			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 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: 10							
A	ABS	B	C	D	E	FX	M
60,0	0,0	30,0	0,0	0,0	0,0	0,0	10,0
<b>Lecturers:</b>							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/312M/19				<b>Course title:</b> European Economic Law			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<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: 78							
A	ABS	B	C	D	E	FX	M
42,31	0,0	24,36	19,23	7,69	2,56	1,28	2,56
<b>Lecturers:</b> prof. JUDr. Daniela Nováčková, PhD., doc. Ing. Jarmila Wefersová, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/183M/12			<b>Course title:</b> European law				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1., 3.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b> Brief Syllabus: 1. Historical development of the European integration. 2. Sources of the European law. 3. Institutional system of the European union. 4. Common market and internal market. 5. Free movement of goods. 6. Free movement of persons. 7. Free movement of services. 8. Free movement of capital. 9. Economic competition. 10. State aid. 11. Relation between SR and the EU.							
<b>Recommended literature:</b> Literature: Treaty establishing the European Community, OJ C 321, 29.12.2006 Relevant legal regulation within the EU (before EC)							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 187							
A	ABS	B	C	D	E	FX	M
49,2	0,0	26,74	12,3	5,35	2,67	3,74	0,0
<b>Lecturers:</b> prof. JUDr. Daniela Nováčková, PhD., doc. Dr. Frédéric Delaneuville, PhD., Mgr. Petra Milošovičová, PhD.							

<b>Last change:</b> 13.02.2018
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/310M/18			<b>Course title:</b> Financial Accounting and Control in the European Economic Area				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 75							
A	ABS	B	C	D	E	FX	M
14,67	0,0	24,0	29,33	24,0	4,0	1,33	2,67
<b>Lecturers:</b> prof. RNDr. Darina Saxunová, PhD., Mgr. Lenka Papíková, PhD.							
<b>Last change:</b> 19.01.2021							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/037M/00	<b>Course title:</b> Financial Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The conditions for completing the course are: - attendance of lectures - elaboration of a presentation in a team - topic from the area of investment possibilities (10%) - elaboration of home assignments assigned during the semester (20%) - continuous assessments during the semester (20%) - final exam (written test) (50%) The condition for passing the course is to obtain at least 60% of the total evaluation. The condition for completing the seminars is to obtain at least 25b from the evaluation of the seminars. Scale of assessment (preliminary/final): 50% seminar50% exam	
<b>Learning outcomes:</b> The course deepens knowledge of the basics of financial management. It emphasizes the role of the financial manager in deciding on the creation of the optimal capital structure of the company, the profitability and risk in capital budgeting, selected problems of management and control of individual sources of long-term financing, short-term financing or current assets management.	
<b>Class syllabus:</b> 1. Financial management, its role and use of financial ratio analysis. 2. Analysis of project cash flows. 3. Project risk. 4. Theory of capital structures. 5. Dividend policy. 6. Sources of long-term financing of the company. 7. Sources of short-term financing of the company. 8. Management of current assets.	
<b>Recommended literature:</b> Literature: Brigham, E. F., Ehrhardt, M. C.: Financial Management, 11th Edition, Thomson, South-Western, 2005 Brealey, R. A., Myers, S. C.: Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003	

<b>Languages necessary to complete the course:</b> English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 3460							
A	ABS	B	C	D	E	FX	M
18,96	0,0	25,87	18,38	13,18	14,68	8,73	0,2
<b>Lecturers:</b> Mgr. Martin Vozár, PhD., Mgr. Ján Smoleň, PhD., Mgr. Peter Pšenák							
<b>Last change:</b> 29.01.2021							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/145M/10	<b>Course title:</b> French Seminar II
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 50 % + 50%	
<b>Learning outcomes:</b> Aim of the Course: Take up again the knowledge from the subject Money and banking and set it to concrete environment of financial sectors within the EU with the adequate emphasis put on France.	
<b>Class syllabus:</b> Brief Syllabus: 1. Historical background of financial system in the EU and in France. 2. Development and importance of financial procurement. 3. Fundamental characteristics of EU's financial system. 4. Analysis of financial market through segments (banks, insurance companies, pension funds...). 5. Single European market and legislation. 6. Actual trends and risks in financial sector: France and the EU. 7. Financial system and monetary policy (banks and eurozone) 8. Financial stability.	
<b>Recommended literature:</b> Literature: • EU Banking Sector Stability, October 2007. Frankfurt am Main: European Central Bank, 2007 • EU Banking Structures, October 2007. Frankfurt am Main: European Central Bank, 2007 • Banking structures in the new EU member states January 2006. Frankfurt am Main: European Central Bank, 2005 • Správa o výsledkoch analýzy slovenského finančného sektora za rok 2006, NBS, 2007 • Financial Sectors in EU Accession Countries. 2002. European Central Bank. ISBN 92-9181-292-7 • Koskenkyla, Heikki et al. 2004. Financial Integration. Bank of Finland. ISBN 952-462-164-9 • Directive 2006/48/EC of the European Parliament and of the Council of 14 June 2006	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 49							
A	ABS	B	C	D	E	FX	M
79,59	0,0	10,2	6,12	2,04	0,0	2,04	0,0
<b>Lecturers:</b> doc. Dr. Frédéric Delaneuville, PhD., Anna Jurisová							
<b>Last change:</b> 14.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/152M/10				<b>Course title:</b> Globalization and Regionalization			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 77							
A	ABS	B	C	D	E	FX	M
50,65	0,0	27,27	11,69	1,3	1,3	7,79	0,0
<b>Lecturers:</b> doc. Dr. Frédéric Delaneuville, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/046M/13				<b>Course title:</b> IT Business			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 26							
A	ABS	B	C	D	E	FX	M
80,77	0,0	7,69	7,69	0,0	0,0	3,85	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.KIS/047M/13				<b>Course title:</b> IT Business			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 78							
A	ABS	B	C	D	E	FX	M
58,97	0,0	23,08	10,26	1,28	1,28	5,13	0,0
<b>Lecturers:</b> PhDr. Peter Veselý, PhD., Mgr. Martina Halás Vančová, PhD., prof. Ing. Natalia Kryvinska, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/103_M/12				<b>Course title:</b> Insurance Systems by Law View			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 137							
A	ABS	B	C	D	E	FX	M
90,51	0,0	7,3	2,19	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. JUDr. Ján Matlák, CSc., doc. JUDr. PhDr. Silvia Treľová, PhD.							
<b>Last change:</b> 07.11.2017							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/178M/11	<b>Course title:</b> Internal Market and Economic Policy of EU
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> European Economic Integration	
<b>Course requirements:</b> Necessary for the successful completion of this subject is a verbal examination in which a student fulfills the requirements of the study regulations of the FM of the UK. There are written tests during the semester. There are also necessary presence and active participation during lessons.	
<b>Learning outcomes:</b> The main objective is to inform students about the functioning of economic freedoms (free movement of goods, persons, services and capital) in the EU Internal Market as well as other aspects of internal EU policy. In this course, students acquire basic skills necessary for doing business activity in EU member countries.	
<b>Class syllabus:</b> The aim of the subject is to provide an overview of the theoretical and practical conditions for the application of the freedoms of the European Union market. <ol style="list-style-type: none"> <li>1. Free movement of goods</li> <li>2. Free movement of persons</li> <li>3. Social security</li> <li>4. Free movement of services</li> <li>5. Free movement of capital</li> <li>6. Free movement of financial services</li> <li>7. Consumer protection</li> <li>8. Budget policy</li> <li>9. Economic and monetary union</li> <li>10. Economic, social and geographical coherence</li> <li>11. Common commercial policy</li> </ol>	
<b>Recommended literature:</b> 1. Nováčková, D. a Kovalančíková, V.: Podnikanie v európskom hospodárskom priestore, 184 s. Palatia Nyomda & Kiadó, Bt. Győr, 2013, ISBN 978-963-7692-41-3	

2. Nováčková, D. Zemanovičová, D.: Vnútorné politiky a činnosti EÚ, A. Čeněk, Plzeň 2014, ISBN 978-800-7380-498-5  
3. Zmluva o fungovaní Európskej únie, Ú. v. EÚ C 83 z 30.3.2010

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 347

A	ABS	B	C	D	E	FX	M
38,9	0,0	31,7	17,87	7,49	3,17	0,86	0,0

**Lecturers:** prof. JUDr. Daniela Nováčková, PhD., Mgr. Janka Kottulová, PhD.

**Last change:** 18.01.2021

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/077M/00	<b>Course title:</b> International Finance
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The active attendance in subject's lectures, the participation in midterm test, the presentation about chosen topic and the participation the final exam is necessary to pass the subject successfully. Scale of assessment (preliminary/final): Criteria of the subject' s evaluation are following: The seminar assessment consists of 40% of the subject including the presentation about selected topic from the syllabus (20%) and midterm test (20% ). The result of the final written examination is 60%.	
<b>Learning outcomes:</b> Graduates of the course International Finance will gain a comprehensive view of the field of international finance with the definition of concepts, decisive phenomena, processes, as well as the directions of their further development. The course deals with practical issues related to international business, international financing and the application of exchange rates, financial institutions, markets and investment opportunities.	
<b>Class syllabus:</b> Brief Syllabus: nternational financial environment Balance of payments International monetary relations Exchange rate system International parity conditions and exchange rate prediction Foreign exchange markets and foreign exchange transactions International financial markets International capital movements European monetary integration International financial institutions International liquidity and foreign exchange reserves Foreign exchange exposure and foreign exchange risk International payments	
<b>Recommended literature:</b> 1. Musa H. a kol.: Medzinárodné financie, Wolters Kluwer, Bratislava, 2017	

2. Mandel M., Durčáková J.: Mezinárodní finance a devizový trh, Management press, Praha, 2016
3. Chovancová B. a kol.: Finančné trhy, nástroje a transakcie, Wolters Kluwer, Bratislava, 2016
4. Rejnuš, O.: Finanční trhy, Grada publishing, Praha, 2016
5. Eiteman, D., K., Stonehill, A., I., Moffett, M., H.: Multinational Business Finance. Addison Wesley, 2001
6. Komorník, J. a kol. : Medzinárodné a európske financie. FM UK Bratislava, 1998

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 240

A	ABS	B	C	D	E	FX	M
44,58	0,0	29,17	15,83	6,67	1,67	0,83	1,25

**Lecturers:** Mgr. Lucia Paškrťová, PhD.

**Last change:** 30.01.2021

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/022M/00	<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> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Preliminary Assessment: Team presentations (35%) In-class activities (15%) 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. – Böhm, 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 and English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 444							
A	ABS	B	C	D	E	FX	M
43,24	0,0	25,68	15,77	9,01	3,15	2,7	0,45
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., Mgr. Zuzana Kirchmayer, PhD.							
<b>Last change:</b> 11.02.2021							
<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/030M/00	<b>Course title:</b> International Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing	
<b>Course requirements:</b> 40 % interim evaluation: - active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%), - semester project – application of theoretical knowledge on selected organization – 20%, - semester work on selected and approved topic – 20%, 60 % final evaluation - exam – written, online test using the selected application (MS Forms) Electronic communication and method of distribution of study materials is carried out by MS Teams application. The semester project is elaborated continuously at individual seminars, namely the assignment is always given one week in advance at the seminar. Students can work on the semester project in groups or individually. Semester project is handed out without the possibility of additional adjustments and additional exchanges. Semester work is complexly evaluated in terms of its quality. Semester work must be prepared and submitted at least one week before the first final test date. Semester work is handed without the possibility of additional adjustments and additional exchanges. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After graduating students will have the opportunity to learn more about business and business subjects in the international and global market environment as well as the international market environment, to define suitable strategies for entering the given markets as well as to apply the marketing mix elements in the international context. The subject allows to estimate and analyze the international environment, to determine the appropriate strategy for entering the international market and to understand the application of the marketing mix elements in the context of the international environment.	
<b>Class syllabus:</b> 1. International Marketing – Introduction to the issue. 2. International environment.	

3. International markets and international marketing research.
4. Entry strategies for foreign markets.
5. Market segmentation, target market selection and positioning.
6. International marketing mix.
7. Product.
8. Brand.
9. Distribution.
10. Price.
11. Marketing communication.
12. Implementation of marketing strategies. Selected aspects of international marketing.
13. An overview of the content of the subject and a lecture on the current topic.

**Recommended literature:**

- [1] ŠTARCHOŇ, P. Medzinárodný marketing. Vybrané časti. Working material.
- [2] CZINKOTA, M. R. – RONKAINEN, I. A. – ZVOBGO, G. 2011. International Marketing. Hampshire: South-Western Cengage Learning, 2011. ISBN 9781408009239
- [3] CATEORA, P. R. – GRAHAM, J. L. 2007. International Marketing. McGraw-Hill: Irwin Professional, 2007. ISBN 978-0071105941
- [4] USUNIER, J. C. – LEE, J. A. 2005. Marketing Across Cultures. Harlow: Pearson Education Limited, 2005. ISBN 9780273685296
- [5] HOLLESEN, S. 2007. Global Marketing: A Decision-Orientated Approach. Harlow: Financial Times Press, 2007. ISBN 9780273706786
- [6] MACHKOVÁ, H. 2015. Mezinárodní marketing. (Strategické trendy a příklady z praxe – 4. vydání). Praha: Grada Publishing, 2015. ISBN 978-80-247-5366-9
- [7] SVĚTLÍK, J. 2003. Marketing pro evropský trh. Praha: Grada Publishing, 2003. ISBN 8024704226
- [8] Journals: Trend, Journal of International Marketing, Marketing Science and Inspirations. With regard to new and available resources, supplementary literature will be updated on a continuous basis.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1138

A	ABS	B	C	D	E	FX	M
18,98	0,0	25,13	22,06	17,57	14,41	1,49	0,35

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

**Last change:** 20.09.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/313M/19	<b>Course title:</b> International management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Economic policy in German speaking countries; International economic law; European integration	
<b>Course requirements:</b> Course evaluation: Continuous tests and final test, testing, rating according to the system of FM UK; presence and active participation in lessons; presentations	
<b>Learning outcomes:</b> Students acquire knowledge about the issue of international management, which will be widened by exercises to national specifics. The subject is focused on the development of creative managerial thinking.	
<b>Class syllabus:</b> 1. Introduction to international management and business, core and importance of international management. 2. International management and its specifics in individual areas and functions of management, organization in international enterprises, creation of international business networks and management of people in international companies. 3. Aspects of culture in international management, entrepreneurship in the context of national culture and intercultural communication in management. Globalization and its impact on international management. 4. International management and multinational companies, multinational companies and their importance in the world economy.	
<b>Recommended literature:</b> WEFERS, J. 2019 Kollaborative Wirtschaft, Wolters Kluwer, ISBN 978-80-7598-364-0 PICHANIČ, M. (2004), Mezinárodní management a globalizace. C.H.Beck, Praha 2004 UBREŽIOVÁ, I. (2006), Medzinárodný manažment a podnikanie, SPU, Nitra 2006 ZADRAŽILOVÁ, D. (2004), Medzinárodný manažment, CZU, Praha 2004 WEFERS, J.- Länderstrukturen im deutschsprachigen Wirtschaftsraum, Wolters Kluwer 2018, ISBN 978-80-7598-079-3 STRUNZ, H. 2005. Einführung in das Internationale Management. Niederle Media, 2005.	

WEFERS, J. 2019. Kollaborative Wirtschaft. Sharing Economy. Wolters Kluwer, ISBN 978-80-7988-364-0  
WELGE, M. K. – HOLTBRUGGE, D. 2010. Internationales Management. Stuttgart : Schaffel-Peschel Verlag, 2006. ISBN 978-3-7910-2465-3

**Languages necessary to complete the course:**

Slovak, English, German

**Notes:**

**Past grade distribution**

Total number of evaluated students: 66

A	ABS	B	C	D	E	FX	M
69,7	0,0	24,24	1,52	0,0	0,0	4,55	0,0

**Lecturers:** doc. PhDr. René Pawera, PhD., doc. Ing. Jarmila Wefersová, PhD.

**Last change:** 28.08.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/314M/19	<b>Course title:</b> International management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> International management I, Economic policy in German-speaking countries; International economic law; European integration	
<b>Course requirements:</b> Course evaluation: Continuous tests and final test, rating according to the system of FM UK; presence and active participation in lessons; presentations The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectiv, complexity, team work, outputs).	
<b>Learning outcomes:</b> Learning outcomes:. The aim of the course is to expand the theoretical knowledge about international management and business in the field of collaborative economics. Part of the education is also the acquisition of knowledge about the management of organizations within the platform economy in a global environment. Emphasis is placed on the development of critical thinking and pragmatic skills in the application of selected methods of international strategic decision-making of companies on national as well as on EU level. Students will gain the ability to solve real problems of international business, to formulate their own opinions based on theoretical knowledge and to defend them in discussions.	
<b>Class syllabus:</b> Course contents: 1. Essence and importance of international management and international business in the field of collaborative/platform economy. 2. Managers and the international work environment in the platform economy. 3. Platforms for transport services (Uber, lyft, Gett, ...) 4. Platforms for accommodation services (Airbnb, Xiaozhu, ...) 5. EU legal framework for a collaborative economy 6. Cultural, ethical and other aspects of the collaborative economy 7. International management in practice - case studies	

**Recommended literature:**

Odporúčaná literatúra:

- [1] Strunz, H. (2005). Einführung in das Internationale Management. Niederle Media.  
 [2] Wefers, J. (2019). Kollaborative Wirtschaft. Sharing Economy. Wolters Kluwer, ISBN 978-80-7988-364-0.  
 [3] Welge, M.K. & Holtbrugge, D. (2010). Internationales Management. Stuttgart: Schaffel-Peschel Verlag. ISBN 978-3-7910-2465-3.  
 [4] Zdražilová, D. (2004). Medzinárodný manažment. Praha: CZU.  
 [5] Roby Z. & Procházková K. (2012). Medzinárodný manažment a medzinárodné podnikanie – prípadové štúdie. Bratislava: Ekonóm.  
 [6] Webové sídlo Akademickej knižnice UK – externé informačné zdroje prístupné pre UK: <http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/>.

**Languages necessary to complete the course:**

Slovak, English, German

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

Total number of evaluated students: 52

A	ABS	B	C	D	E	FX	M
71,15	0,0	19,23	5,77	1,92	0,0	0,0	1,92

**Lecturers:** doc. PhDr. René Pawera, PhD., doc. Ing. Jarmila Wefersová, PhD.

**Last change:** 28.08.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/019M/00	<b>Course title:</b> Intranet
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim of the course is to prepare the student for effective orientation in the environment of the internal network and information infrastructure of enterprises and to become acquainted with its dependence on intranet information systems. This course provides an overview of the technical and software features of internal computer systems based on computer technologies. The focus is on the architecture of the internal enterprise network and its link to business processes using mobile platforms, desktop technologies and server systems. Discovered intranet technologies are at present indispensable and a key part of businesses, and proper organization and management are needed. Practical examples of selected businesses and technologies in the virtual environment will be presented on the subject. After completing the subject, the student will expand and gain new knowledge resulting from the development of intranet management and development in selected enterprises. Students will understand the new concept in this field, they can analyze and apply this knowledge in professional subjects and in practice.	
<b>Class syllabus:</b> 1. Introduction to the problem. (intranet history, information, data, technology) - Historical development of computing systems in intranet environments. Terminology and explanation of terms. 2. Hardware - Explaining the basic architectures of the computing devices in intranet environments. Technical specifications of intranet devices and their relationship to business processes. 3. Specifics of intranet operating systems - Windows, OSX, Linux, Mobile platforms 4. Intranet software applications - The cross-section of software used in enterprise intranets. File management. Internal education systems. Expert systems. Integrated production control systems. Remote access systems. Cloudy cloudy in enterprises, manager of mobile devices in the business.	

5. Intranet Network Architecture - Basic used network architectures for their principles and management. Monitoring network and access in intranet. VPN 6. Intranet Security - Physical security, software security, organizational security. 7. Modern trends in intranet and outsourcing of cloud computing and hybrid cloud systems.							
<b>Recommended literature:</b> [1.] Martin White. 2011. The Intranet Management Handbook. Publisher: Information Today. Inc. ISBN-13: 978-1573874267 [2.] Rolf Oppliger. 2007. Internet & Intranet Security (Artech House Computer Security Series) 2nd Edition, Kindle Edition. ISBN-13: 978-1580531665 Languages necessary to complete the course:							
<b>Languages necessary to complete the course:</b> slovak language, english language							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 451							
A	ABS	B	C	D	E	FX	M
94,46	0,0	2,88	1,11	0,44	0,0	1,11	0,0
<b>Lecturers:</b> Mgr. Vincent Karovič, PhD.							
<b>Last change:</b> 09.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/054M/00	<b>Course title:</b> Investment Banking
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Banking, Financial markets and institutions	
<b>Course requirements:</b> The student must prepare PowerPoint presentations to selected topics. Based on these presentations, discussion will take place during the lectures. Moreover, every student must work on investment strategies and investment portfolio as a member of a team. The final evaluation reflects activities of the student during the lectures. The required minimum is 55 points.	
<b>Learning outcomes:</b> By passing of this subject, the student should obtain various practical skills. He should also gain a basic knowledge of functioning of big investment banks and about their role on financial markets where they represent various investors, as well as support companies and entrepreneurs.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Investment banking – the basic terms, investment bank, investment banking</li> <li>2. The main and supplemental roles of investment services. Types of emission operations. The role of an investment bank in the emission process.</li> <li>3. Securities trading – on own account, on client's account</li> <li>4. Insider information and protection from insider trading</li> <li>5. Management of client's portfolio – creation, revision, performance measurement</li> <li>6. Creation of new structured products for clients</li> <li>7. Realities trading, other activities, international activities</li> <li>8. Capital raising options. Own capital investments. Venture Capital</li> <li>9. Asset securitization</li> <li>10. Project financing</li> <li>11. The role of investment banks in fusions and acquisitions. Speculative acquisitions, restructuralisation</li> <li>12. Analyses and enterprise valuations. The methods of enterprise valuations</li> <li>13. The actual problems of investment banking in the World</li> </ol>	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. Blake, D.: Analýza finančných trhov, Praha, 1995, Grada</li> </ol>	

2. Chovancová a kol.: Investičné bankovníctvo, Ekonóm, Bratislava 2005 3. Chovancová a kol.: Investičné bankovníctvo, IURA Edition, Bratislava 2009 4. Musílek, P. Finanční trhy a investiční bankovníctvo, Grada 2009 5. Smernice EÚ v oblasti investičného bankovníctva							
<b>Languages necessary to complete the course:</b> english							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 212							
A	ABS	B	C	D	E	FX	M
65,57	0,0	25,0	6,13	0,94	0,0	2,36	0,0
<b>Lecturers:</b> prof. Ing. Božena Chovancová, PhD.							
<b>Last change:</b> 07.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/104_M/12				<b>Course title:</b> Labour Code - Case Studies			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 285							
A	ABS	B	C	D	E	FX	M
84,21	0,0	10,88	3,51	0,0	0,35	1,05	0,0
<b>Lecturers:</b> doc. JUDr. Ján Matlák, CSc., doc. JUDr. PhDr. Silvia Treľová, PhD.							
<b>Last change:</b> 07.11.2017							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/011M/00	<b>Course title:</b> Leadership
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100 % evaluation during semester entails: active in-class participation. in-class written tasks (short quizzes, test in the middle of semester), research project and its presentation at the end of semester. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim of this course is to provide students with new and up-to-date knowledge from the sphere of leadership. The course derives from Organizational behaviour and HRM. Students will gain deeper understanding of the nature of leadership as one of managerial functions and will develop competencies that are tied to the effective leading of subordinates. They will adopt practical manuals of how to effectively lead subordinates. They will internalize new knowledge through case studies analysis and active self-reflection and self-evaluation.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the leadership studies.</li> <li>2. Followers of the leader. How to become an effective member of the team.</li> <li>3. Personality traits of effective leaders.</li> <li>4. Charismatic (values oriented) and transformational leadership.</li> <li>5. Participative and directive style of leadership. People-oriented and task-oriented leaders.</li> <li>6. Situational approaches to leadership. Leader and leadership in the times of crisis.</li> <li>7. The ethical leader.</li> <li>8. Politics-related tactics in leadership.</li> <li>9. The process of influencing of subordinates.</li> <li>10. The team-oriented leader.</li> <li>11. Virtual leadership.</li> <li>12. Presentations of in-class tasks. Summary.</li> </ol>	
<b>Recommended literature:</b> Lašáková, A. (2013). Vedenie ľudí. In Rudy, J. et al.: Organizačné správanie. Bratislava: UK v Bratislave, s. 126 - 146. DuBrin, Andrew (2013). Principles of Leadership. 7th ed. Mason, South-Western Cengage Learning. Yukl, Gary (2013). Leadership in Organizations. 8th ed. Essex, Pearson Education Limited.	

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

**Languages necessary to complete the course:**

Slovak and English language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 411

A	ABS	B	C	D	E	FX	M
63,02	0,0	23,36	9,73	1,95	0,73	1,22	0,0

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

**Last change:** 16.09.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KSP/025M/00				<b>Course title:</b> Logistics Strategy			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1., 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: 206							
A	ABS	B	C	D	E	FX	M
71,84	0,0	19,9	3,4	1,94	0,97	1,46	0,49
<b>Lecturers:</b> Ing. Jaroslav Hul'vej, PhD.							
<b>Last change:</b> 24.09.2020							
<b>Approved by:</b>							

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/S06SJ/16	<b>Course title:</b> Management - Theory, Methods, Applications
<b>Number of credits:</b> 1	
<b>Recommended semester:</b> 1., 2., 3., 4..	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/029M/00				<b>Course title:</b> Management Information Systems			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 3052							
A	ABS	B	C	D	E	FX	M
29,52	0,0	27,26	17,37	11,37	10,09	4,39	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., doc. Ing. Jaroslava Kniežová, PhD., Mgr. Július Selecký, 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/030AM/16	<b>Course title:</b> Management Information Systems
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b> FM.KIS/003AB/16 - Databases	
<b>Recommended prerequisites:</b> EXPECTED KNOWLEDGE THE STUDENT IS REQUIRED TO HAVE Familiarity with the basic hardware and software components of a computer and an ability to use the computer for word processing and e-mail are required. VISUAL AIDS Students should use PowerPoint presentations tools. For the project data flow diagrams they should use Visio and also if they wish MindManager software.	
<b>Course requirements:</b> COURSE REQUIREMENTS Students are required to prepare for each class by: <ul style="list-style-type: none"> <li>• reading the recommended literature;</li> <li>• verifying their understanding by doing the multiple choice tests available for the recommended literature;</li> <li>• preparing themselves for group and class discussion of the case problems assigned and about their project work;</li> </ul> MISSED CLASSES, PARTICIPATION AND THEIR EFFECTS ON YOUR GRADE I know that absences are sometimes unavoidable due to sickness, business travel etc. However, we have only a few hours of class time, so my policy dictates that each class-hour missed without pre-arrangement make-up work will cost you percent, i.e. you will lose 1 point of your grade for each class-hour missed unless you arrange make-up work with me beforehand. Furthermore, my policy on attendance stipulates that any student missing more hours of classes will not be able to make the grade in the given semester. Although you will not be able to make up completely for any absence, since you will have missed all discussion and interaction in the class itself, you can nevertheless make up for some of the loss by completing various assignments. I therefore urge you to contact me in advance if you are forced to miss a class and arrange how you can make up for the absence. Failure to do so will result in an unexcused absence. Normally the make-up assignment will involve submitting by e-mail, not later than 2 weeks after the absence, written answers to: <ul style="list-style-type: none"> <li>• a list of questions related to missed lectures</li> <li>• Case Problems assigned for the missed class and any other assignments for that class</li> </ul>	

Your grade for Participation will be based on how well you involve and express yourself in the class. Your grade for Case Problems will be based on how well you involve and express yourself in the class and group discussion of these case studies.

#### FINAL GRADES

Midterm exam papers will be given at the second half of the semester. Semester projects can be presented not later than end of examination period of the semester.

#### COURSE FORMAT

The general format of each class will be:

# review of assigned reading and discussion

# lectures interspersed with group and class discussion of relevant case studies

# class review of term projects

#### CASE STUDIES

Case Studies, labelled Case Problems, are described at the end of each chapter of the text. Students should analyze those listed in the schedule and be prepared to discuss them. Students may be asked to present the results of their analysis.

#### TERM PROJECT

1 Each student is required, as a member of a team of not more than four or five, to identify and then analyze a non-trivial, unresolved problem or opportunity which has the potential to be solved or improved by a computerized information system.

2 The problem/opportunity may exist in a business with which the students are familiar, or in Society at large. An example in these days of electronic commerce could be the design of a web site. Another might be a sales reporting system for the local grocer. Of course, the most important example is the development of information system

3 The team should prepare a term paper in the form of a consulting report to top management recommending how to solve the problem or take advantage of the opportunity. Apart from an analysis of the problem/opportunity, the report should include an outline design of the proposed solution, illustrating necessary hardware and software components, as well as a proposal on how the system is to be developed.

4 The report should be not less than 7 pages typed single spaced per person in the team and should be handed in by the last Class (the end of the semester). Late submissions will be penalized.

5 You are also required to summarize your results in a twenty minute group presentation. You will earn extra marks for doing an executive summary of not more than one page and providing copies of it to your fellow students at the time of your class presentation.

6 As this course is about information systems in a business orientation, you should put emphasis on managerial and business issues rather than technical aspects; although systems and data analysis should be carried out using the modelling tools you will learn during the course. It is very important that you include references to the sources of your data, in order that I can verify these.

7 The 40% of the course grade assigned to the Term Project will be graded according to the following criteria, i.e. how well you have:

i defined the problem or opportunity and determined the user requirements for solving the problem or exploiting the opportunity

ii analyzed the current situation, the problem/opportunity and the users' requirements

iii considered alternative solutions, examined the technical, economic and organizational feasibility of each and selected the most appropriate

iv illustrated how the chosen solution will work [i.e. how the system's hardware, software, data, people components will interact]

v identified and designed in outline the databases and processes involved in the system

vi identified input and output screens, forms and reports and specified the purpose of each

vii identified and planned any hardware and software procurement needed by the system and scheduled the system's subsequent development and implementation

Specific deliverables to be included in the semester paper are as follows:

#### SYSTEM PHASE PROJECT DELIVERABLES % of GRADE

##### PROBLEM STUDY PROBLEM DEFINITION

- o BACKGROUND SITUATION DESCRIPTION
- o PROBLEMS, OPPORTUNITIES & DIRECTIVES
- o RECOMMENDATIONS FOR IMPROVEMENT 5%

##### FEASIBILITY STUDY FEASIBILITY REPORT

- o CURRENT SYSTEM DESCRIPTION
- o NEW USER/SYSTEM REQUIREMENTS
- o IDENTIFICATION OF ALTERNATIVE SOLUTIONS
- o ANALYSIS OF EACH ALTERNATIVE SOLUTION
- o S/W, H/W & P/W RESOURCES NEEDED
- o TECHNICAL FEASIBILITY
- o ECONOMIC FEASIBILITY
- o ORGANIZATIONAL FEASIBILITY
- o OPERATION FEASIBILITY
- o RECOMMENDATIONS 10%

##### SYSTEMS ANALYSIS SYSTEM PROPOSAL

- o SYSTEM ENVIRONMENT DIAGRAM (a sketch of the following :)
- o HARDWARE COMPONENTS
- o SOFTWARE COMPONENTS
- o PEOPLE COMPONENTS
- o COMMUNICATIONS COMPONENTS
- o LOGICAL DATA MODEL
- o ENTITY RELATIONSHIP DIAGRAM
- o TABLE DATA STRUCTURES
- o LOGICAL PROCESS MODEL
- o CONTEXT DIAGRAM
- o 1ST LEVEL DATA FLOW DIAGRAM
- o USER INTERFACES
- o LIST OF PROPOSED INPUT FORMS/SCREENS, INCL. DESCRIPTION OF PURPOSE OF EACH
- o PROPOSED PROCUREMENT PLAN
- o PROPOSED DEVELOPMENT SCHEDULE 15%

8 All the above must be written in electronic form and, of course, if you prefer in printed version, too. You are not expected to implement any part of the system, although in some parts, e.g. design of screens, it may well be easier to draft them on the computer.

9 It is necessary to get my agreement of your choice of term project by the first quarter of the semester (from the beginning of the semester), at which time you should submit a brief description of the problem you are attempting to solve and what likely solutions you are considering.

10 A brief progress report should be made to the class in the middle of the semester classes, when each team should report:

- what has been achieved so far
- what major problems have been encountered
- what schedule of activities is planned for the rest of the course

Although the term project as described above may seem large, it is entirely manageable, especially as you will be learning all you need to know during the course. And since you will be developing a real information system it can also be extremely rewarding.

Scale of assessment (preliminary/final): Grading % of grade  
Mid-Term Exam 40  
Term Project 40  
Class Presentation of Term Project and Discussion 20  
Course grade: A is 91-100%, B is 81-90%, C is 73-80, D is 66-72, E is 61-65, and F is  $\leq 60$ .

**Learning outcomes:**

The course concentrates on analysis and development of information systems in business organizations. This course will develop the framework for an information system and explore how systems that support the business functions of the organization are integrated and aid the manager with decision-making responsibilities within the operational, tactical, and strategic hierarchy of the company. Underlying the examination of various types of organizational information systems will be an exploration of emerging technologies that drive these systems. This course provides the student with the knowledge and skills necessary to understand and use information technology effectively and shows how information technology provides organizations with a strategic competitive advantage.

**Class syllabus:****SCHEDULE**

Lecture 1 MANAGING INFORMATION SYSTEMS

Lecture 2 SYSTEMS THEORY

Lecture 3 SYSTEM DEVELOPMENT LIFE CYCLE

Lecture 4 THE IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS, E-BUSINESS

Lecture 5 CLOUD COMPUTING

Lecture 6 DATABASES, DATA MINING, DATA and BUSINESS ANALYTICS

Lecture 7 NETWORKS & DATA COMMUNICATIONS

**MID-TERM EXAM**

Lecture 8 SERVICE ORIENTED ARCHITECTURE, E-SERVICE MANAGEMENT

Lecture 9 INFORMATION SYSTEMS FOR DECISION SUPPORT, INFORMATION TECHNOLOGY ISSUES FOR MANAGEMENT

Lecture 10 EXPERT SYSTEMS, ARTIFICIAL INTELLIGENCE & NEURAL NETWORKS

Lecture 11 INFORMATION SYSTEMS FOR THE ENTERPRISE, BUSINESS INTELLIGENCE

Lecture 12 SECURITY & ETHICAL CHALLENGES

**FINAL EXAM****Recommended literature:**

To be able to benefit fully from each class, it is really very important to read the scheduled chapters and prepare the assigned Case Problems before class. We will cover a great deal of material in the course and even if you are knowledgeable about Business Information Systems, you will be wasting your time and money, as well as your chances of a good grade, if you do not read the text.

**TEXT USED**

James A. O'Brien, Northern Arizona University, George M. Marakas, University of Kansas: Management Information Systems, 10/e, ISBN: 0073376817, Copyright year: 2011, [http://highered.mcgraw-hill.com/sites/0073376817/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073376817/information_center_view0/)

Ken Laudon, Jane Laudon: Management Information Systems, 12th Edition, ISBN-10: 0-13-214285-6, ISBN-13: 978-0-13-214285-4, Published by Prentice Hall, © 2012, Pub. Date: Jan 4, 2011, <http://www.pearsonhighered.com/laudon/>

Natalia Kryvinska, Michal Greguš: SOA and its Business Value in Requirements, Features, Practices and Methodologies, Univerzita Komenského v Bratislave, 2014, ISBN 978-80223-3764-9

Michal Greguš, Natalia Kryvinska: Service Orientation of Enterprises – Aspects, Dimensions, Technologies, Bratislava: Comenius University, 2015. ISBN: 978-80-223-3978-0

Other REFERENCES

Kathy Schwalbe: Information Technology Project Management, Course Technology, Fifth edition, 2008, ISBN 978-0324665215

FACULTY SHAREPOINT ("STUDY MATERIALS"):  
<https://fmuniba.sharepoint.com/materialy/SitePages/Domov.aspx>  
 MIS4 folder:  
<https://fmuniba.sharepoint.com/materialy/MIS%204%20ronk/Forms/AllItems.aspx>

**Languages necessary to complete the course:**

English language

**Notes:**

**STATEMENT OF COURSE OBJECTIVES**

- a) To assist the student in understanding the issues and problems facing the manager or business user of computer-based information systems, and what solutions are available.
- b) To enable the student to learn how to make intelligent decisions about computer based information systems, and as a user, to attain their effective application.
- c) To prepare the student for participation as a user or a manager in the development of business information system.
- d) To assist the student in appreciating the problems of management in attempting to direct and control corporate information technology.

**Past grade distribution**

Total number of evaluated students: 100

A	ABS	B	C	D	E	FX	M
74,0	0,0	18,0	5,0	1,0	2,0	0,0	0,0

**Lecturers:** doc. RNDr. Michal Greguš, PhD., prof. RNDr. Michal Greguš, PhD., prof. Ing. Natalia Kryvinska, PhD.

**Last change:** 12.04.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/304M/19	<b>Course title:</b> Management of EU Projects and Programs
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectivity, complexity, team work, outputs).	
<b>Learning outcomes:</b> Students acquire knowledge about the management of EU projects and programs, which will be widened by exercises to national specifics. The subject is focused on the development of creative managerial thinking.	
<b>Class syllabus:</b> 1. Management of EU Cohesion Policy, actors and processes 2. Institutions REP 3. Structural and investment funds 4. Specific financing instruments, other EU financial instruments 5. Management of projects funded by the SF in the Slovak Republic 6. Specifics of project financial management (how to get funding)	
<b>Recommended literature:</b> PAWERA, R. a kol. (2014) Regionálna politika a politika súdržnosti EÚ. UK, Bratislava 2014, ISBN 978-80-223-3549-2, 306p. DOLEŽAL, J., KRÁTKY, J. (2017) Projektový manažment v praxi, Grada, Praha 2017, ISBN 978-80-247-5693-6, 172p.	
<b>Languages necessary to complete the course:</b>	
<b>Notes:</b>	

<b>Past grade distribution</b>							
Total number of evaluated students: 51							
A	ABS	B	C	D	E	FX	M
41,18	0,0	35,29	9,8	5,88	1,96	0,0	5,88
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD.							
<b>Last change:</b> 10.10.2019							
<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/078M/14				<b>Course title:</b> Management of online games			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 256							
A	ABS	B	C	D	E	FX	M
91,02	0,0	0,0	1,17	0,0	0,0	7,81	0,0
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b> 16.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/009M/00	<b>Course title:</b> Managerial Decision-Making
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Finished bachelor degree.	
<b>Course requirements:</b> The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59%. Scale of assessment (preliminary/final): Ongoing: 40% / Exam: 60%. The exam consists of the written mid-term exam during the semester 30% and of the final exam during the examination period 30%.	
<b>Learning outcomes:</b> Decision-making belongs to main responsibilities and functions of the managers and managers are regarded and evaluated in terms of success in making decisions. The goal of the course is to improve the decision-making skills of students and to contribute to their ability to effectively and creatively solve problems both individually and within the teams. The course graduates would learn to perceive decision-making as a systematic process in the context of problem solving. They would be able to use rational methods of decision-making under conditions of certainty, risk and uncertainty as well as to solve the sequence of successive decisions. They would sense the psychological perspective of the decision-making. They would be familiar with the techniques of decision-making in groups and teams. They would practice the gained theoretical knowledge practically by means of the various simulations and case studies.	
<b>Class syllabus:</b> 1. Introduction into the subject. Decision-making in management. The nature of managerial decision-making. The decision-making process. 2. The rational approaches in the managerial decision-making. Methods and approaches of the decision-making under certainty, uncertainty and risk. The sequence of decisions and decision trees. 3. The psychological aspect of managerial decision-making. The two systems in us. The heuristics of anchoring, availability and representativeness. The prospect theory. The irrational types of choices. The limits of the human mind. 4. The group decision making. Defining the group's assignment, planning and organizing the overall group effort and staffing the decision group. Directing and controlling the group meeting. The creative methods and techniques of group decision-making.	

**Recommended literature:**

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

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

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

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

GÁL, Peter – HOLIENKA, Marian – HOLIENKOVÁ, Jana – Decision-making of student entrepreneurs: positive, creative, fast, and simultaneously wise. In: International conference on Decision making for small and medium-sized enterprises : Conference proceedings. Karvina : Slezska univerzita v Opave, 2019. s. 88-95 [online]. ISBN 978-80-7510-339-0.

GÁL, Peter: Marketing Implications of Framing in the Decision#Making, In: Acta Univ. Agric. Silvic. Mendel. Brun, 2018, 66(5): 1267 – 1273, doi: 10.11118/actaun201866051267.

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

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

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

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

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

**Languages necessary to complete the course:**

Slovak / English

**Notes:**

Subject is provided only in the summer semester.

**Past grade distribution**

Total number of evaluated students: 3061

A	ABS	B	C	D	E	FX	M
21,99	0,0	28,23	23,13	13,43	9,96	3,27	0,0

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

**Last change:** 03.03.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/254M/16	<b>Course title:</b> Managerial accounting
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Principles of Accounting, Cost Accounting	
<b>Course requirements:</b> test 1- 15% test 2- 25% final test - 60% Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> The objective of the Course: This course aims to present the different costing systems and methods which are used in determining the cost of products and services in the organization. It aims also to show the role of costing accounting as a managerial tool for business strategy, planning and controlling. In addition, this course will introduce the “different costs for different purposes” theme, and indicates how cost accounting helps managers make better decisions.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Managerial accounting – its role and comparison with cost and financial accounting</li> <li>2. Cost – Cost categories, cost behavior, relevant and irrelevant costs from decision making perspective</li> <li>3. Cost behavior - Estimate cost functions using several methods and subsequent evaluation of the functions. Curves of Learning.</li> <li>4. CVP analysis- BEpoint, Margin of Safety, operating and financial leverage, apply cost-volume-profit analysis and sensitivity analysis.</li> <li>5. Absorption costing and Variable costing.</li> <li>6. Job costing – cost drivers, cost pools, cost-allocation base, traditional costing, Kaizen Costing</li> <li>7. Job Costing, Activity-Based Costing – apply job cost accounting under actual and normal costing, comprehend the activity-based costing approach in a cost system.</li> <li>8. Master Budget, Flexible Budgets - Construct operating and financial budgets, static and flexible budget and analyze variances. Explain the financial and nonfinancial measures of quality and time.</li> <li>9. Responsibility accounting, Strategic Profitability Analysis, Customer Profitability Analysis-</li> </ol>	

Perform customer-profitability analysis and sales variance analysis. 10. Traditional methods of pricing, target costing, life-cycle-costing 11. Transfer pricing, International transfer pricing 12. Apply process-costing methods using the weighted average method and FIFO method. 13. Balanced Scorecard							
<b>Recommended literature:</b> 1. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business Decision Making, WileyPLUS, 7th Edition, 2013 2. Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and Managerial Accounting, WileyPLUS, 2nd Edition, 2015 3. Drury, Colin: Management Accounting for Business, South-Western, Cengage Learning, 2013, 5th edition or 7th edition, 4. Charles T. Horngren, Srikant M. Datar, Madhav V.Rajan: Cost accounting 15/E. Prentice Hall, 2015, 15th edition2. Horngren, Datar, Foster: Cost accounting 15th, 14 th ed. , Prenhall							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 1223							
A	ABS	B	C	D	E	FX	M
25,67	0,0	20,69	19,87	12,43	14,55	6,7	0,08
<b>Lecturers:</b> prof. RNDr. Darina Saxunová, PhD., doc. Ing. Jana Kajanová, PhD., Mgr. Lenka Papíková, PhD., Mgr. Rita Szalai, PhD., Ing. Vladimír Valach, PhD., MBA							
<b>Last change:</b> 21.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/004M/00	<b>Course title:</b> Market Risk Analysis of Financial Portfolios
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The student is expected to attend regular seminars (10point) and to prepare a case study (40point). At the end of the semester, the student will pass a test, which will include a theoretical and practical part of 2x25 points. In total, a student can earn 100 points; Student needs min 60 points. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> Students will learn about the methodology of measurement of market risks. Based on practical examples, they will learn to do risk analysis of financial portfolios using classical and modern VaR methods. Students will solve practical examples using appropriate software.	
<b>Class syllabus:</b> 1. Introduction into risk measurement 2. Risk measurement before VaR – Markovitz model 3. Single-factor model - CAPM 4. VaR Metodology 5. Non-parametric Approaches VaR 6. Parametric Approaches VaR 7. Monte Carlo Simulation Methods 8. Risk Factor Analysis based on PCA – Principal component analysis 9. Expected tail losses 10. Stress Testing 11. Backtesting Market Risk Models	
<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: 34							
A	ABS	B	C	D	E	FX	M
91,18	0,0	8,82	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. RNDr. Mária Bohdalová, PhD., Mgr. Martin Pažický, PhD.							
<b>Last change:</b> 11.06.2020							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/005M/10	<b>Course title:</b> Market Risk Analysis of Financial Portfolios
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The student is expected to attend regular seminars (10point) and to prepare a case study (40point). At the end of the semester, the student will pass a test, which will include a theoretical and practical part of 2x25 points. In total, a student can earn 100 points; Student needs min 60 points. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> Students will learn about the methodology of measurement of market risks. Based on practical examples, they will learn to do risk analysis of financial portfolios using classical and modern VaR methods. Students will solve practical examples using appropriate software.	
<b>Class syllabus:</b> 1. Introduction into risk measurement 2. Risk measurement before VaR – Markovitz model 3. Single-factor model - CAPM 4. VaR Metodology 5. Non-parametric Approaches VaR 6. Parametric Approaches VaR 7. Monte Carlo Simulation Methods 8. Risk Factor Analysis based on PCA – Principal component analysis 9. Expected tail losses 10. Stress Testing 11. Backtesting Market Risk Models	
<b>Recommended literature:</b> 1. Alexander C.: Market Risk Analysis. John Wiley & Sons, Inc., 2008 2. Allen, L., Boudoukh, J., Saunders, A.: Understanding Market, Credit and Operational Risk. The Value at Risk approach. Blackwell Publishing Ltd. 2004 3. Bohdalová, M., Greguš, M.: Stochastické analýzy finančných trhov, UK, Bratislava, 2012 4. Dowd, K. : Measuring Market Risk. John Wiley & Sons, Inc., 2002 5. Jorion, P. : Financial Risk Manager Handbook, John Wiley & Sons, Inc., 2009	

6. Jorion, P. : Value at Risk, The New Benchmark for Managing Financial Risk, McGraw-Hill, 2007
7. McNeil, A., J. R. Frey, R., P. Embrechts, P. : Quantitative Risk Management, Princeton University Press, Princeton and Oxford, 2005

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

**Notes:**

**Past grade distribution**

Total number of evaluated students: 18

A	ABS	B	C	D	E	FX	M
66,67	0,0	5,56	5,56	5,56	5,56	11,11	0,0

**Lecturers:** doc. RNDr. Mária Bohdalová, PhD., Mgr. Martin Pažický, PhD.

**Last change:** 20.01.2021

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/026M/00	<b>Course title:</b> Marketing Analytics
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Grading: 30 % SAS models <ul style="list-style-type: none"> <li>• Association analysis model: 10%</li> <li>• Cross sell model: 10%</li> <li>• Segmentation model: 10%</li> </ul> 70 % final oral exam The overall student rating consists of the sum of the percentages for the analyzed analytical models, the active participation and the percentage obtained for the oral exam. The individual analytical models are developed continuously on individual seminars, in particular the procedures are always explained and demonstrated at the seminar. The oral exam is comprehensively evaluated with regard to the quality of the model processing and the solving of the given task. Each student gets the job to use the selected model that was taken during the semester. The evaluation will be based on model quality and explanation of its use for marketing purposes. The individual grades of the grading scale are awarded on the basis of the total number of points / points that reflects the degree of completion of the subject. The ratio of continuous and final evaluation is 30: 70. Grading scale: 100 –91=A/ 90-81=B/ 80-73=C/ 72-66=D/ 65-60=E/ 59-0=Fx Scale of assessment (preliminary/final): 30:70	
<b>Learning outcomes:</b> After completing the course students will be able to work with the program SAS Enterprise Miner and will be able to perform and interpret basic analysis like cross sell, up sell, association analysis and segmentation.	
<b>Class syllabus:</b> 1. Basic characteristics of marketing analytics Marketing Research and its components. Role and status of marketing analytics in the organization. Customer Life Cycle. 2. Statistical Software Enterprise Miner Strana: 2	

Introduction to SAS Enterprise Miner software. Basic terms. Data retrieval, fault finding and missing data records, impute and replacement, data cleansing, data standardization.

### 3. Types of analysis used in marketing analytics

Customer segmentation. Cross Sell, Up Sell, Customer Retention and Customer lifetime value.

### 4. Customer segmentation

Definitions, basic types of segmentation. Business rules - Profit ranking, RFM (Recency, Frequency, Monetary), Supervised clustering - Decision tree, Unsupervised clustering - K-means clustering. Creating customer segments.

### 5. Profiling customer segments

Segmentation strategies. A detailed description of each customer group in terms of their sociodemographic

profile, purchasing behavior, experience and needs.

### 6. Cross Sell and Up Sell.

Definition of terms. Basic components of Cross Sell Modeling. Next Best Offer. Analysis of customer potential for sales of products and services. The analysis provides valuable patterns of buying behavior in the form of transparent outputs. Its conclusions are used in referral systems, when compiling promotional packages, determining the content of promotional catalogs, and especially targeting marketing campaigns to existing customers.

### 7. Association analysis

Using association analysis (shopping cart analysis) to identify the Next Best Offer. Model results in managing campaigns.

### 8. Sequence analysis

Using sequential analysis to identify Next Best Offer. Sequence analysis also uses a variable to capture information about the order of product purchase by individual customers. The result is two to multi-element rules that show the sequence of purchases. Using modeling results in managing campaigns.

### 9. Propensity to Buy

Basic principles of predictive modeling. Practical example of modeling propensity to purchase and interpretation of results. Utilizing modeling results in managing campaigns.

### 10. Customer Retention

Definitions. Customer retention and profitability of the organization. Fundamental retention strategy for the organization. Analysis of the retention factors. Modeling propensity to leave.

### 11. Modelling customer retention and fraud detection

Which customers will leave next month? Using modeling results to manage the campaigns. Fraud processing. Detection and prevention of fraud in various areas of business (insurance fraud, tax cuts, employee fraud).

### 12. Customer lifetime value (CLV).

Definition of terms. Basic approaches to calculating the lifetime value of the customer: a) Coverage (sales minus variable costs). b) Marketing and other costs not included in the coverage. c)

Probability of purchase over a given time period. Each of these indicators needs to be modeled on the basis of historical trends and predictive indicators.

### 13. Utilizing CLV in marketing

The CLV expresses true financial value of customers, enables customer segmentation and segmentation according to their financial potential and the subsequent prioritization of customers and resources. The data will help in deciding: To which existing and potential customers do we invest more and into which less? How to redirect resources? What steps to take to maintain a customer who wants leave our company and go to competition? How to increase customers' profitability?

### 14. Final class

**Recommended literature:**

- [1] PARR RUD, O. 2013. Data mining. Praha: Computer Press, 2013. 370 s. ISBN 8072265776
- [2] KEE HO, W. - LUAN, X. 2003. Data mining. North Carolina: University of North Carolina at Chapel Hill [online]. Dostupné z: <http://www.unc.edu/~xluan/258/datamining.html#history>
- [3] GHANI, R. 2010. Data mining for business applications. Amsterdam: IOS Press, 2010. [online]. Dostupné z: <http://site.ebrary.com/lib/uniba/Doc?id=10440450>
- [4] SAS. 2017. Enterprise Miner Tutorial. 2017. [online]. Dostupné z: [http://video.sas.com/#category/videos/sas-enterprise-miner\\_](http://video.sas.com/#category/videos/sas-enterprise-miner_)
- [5] SAS. 2017. Analytics in action. 2017. [online]. Dostupné z: <http://video.sas.com/#category/videos/analytics-in-action>
- [6] SAS. 2017. Customer intelligence. 2017. [online]. Dostupné z: [http://video.sas.com/detail/videos/trending/video/4059012552001/sas®-enterprise-miner™---pattern-recognition-demo?autoStart=true#category/videos/customer-intelligence\\_](http://video.sas.com/detail/videos/trending/video/4059012552001/sas®-enterprise-miner™---pattern-recognition-demo?autoStart=true#category/videos/customer-intelligence_)

**Languages necessary to complete the course:**

English

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

Total number of evaluated students: 204

A	ABS	B	C	D	E	FX	M
91,67	0,0	6,37	0,98	0,0	0,49	0,49	0,0

**Lecturers:** Mgr. Lucia Vilčeková, PhD.

**Last change:** 18.02.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/016M/09				<b>Course title:</b> Marketing Management			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Recommended prerequisites:</b> -							
<b>Course requirements:</b> - Scale of assessment (preliminary/final): -							
<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: 3634							
A	ABS	B	C	D	E	FX	M
19,04	0,0	20,69	17,75	16,02	19,62	6,71	0,17
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniiová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
<b>Last change:</b> 20.09.2020							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/023M/00			<b>Course title:</b> Marketing in Small Enterprises				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> Prerequisites and co-requisites Presentation and submission of the seminar paper on a pre-selected topic at the end of the semester and writing the final written test.							
<b>Learning outcomes:</b> Students will gain knowledge about the importance of this kind of business as well as the establishment of the micro business.							
<b>Class syllabus:</b> 1. The definition of entrepreneurship 2. The establishment of micro/small business 3. The application of marketing to micro enterprise 4. Advantages/disadvantages of the use of marketing theory in the trades. 5. The positives and negatives of the micro enterprise							
<b>Recommended literature:</b> 1) Strážovská, Ľ. Malé a stredné podnikanie a rodinné podnikanie. Nové Zámky: Secos, s.r.o.2007. 138 s. ISBN 80-969389-5-7 2) Strážovská, Ľ.: Rodinné podnikanie ako osobitná činnosť podnikania. In: Náuka o obchodnom podnikaní. - Bratislava : Sprint 2, 2014. - S. 153-172. - ISBN 978-80-89393-98-5 3) Strážovská, Ľ.: Malé a stredné podniky. In: Ekonomické procesy v obchodnom podnikaní. - Bratislava: Sprint 2, 2015. - S. 133-172. - ISBN 978-80-89710-15-7 4) Zákon č. 455/1991 Zb. Zákon o živnostenskom podnikaní (živnostenský zákon)							
<b>Languages necessary to complete the course:</b> Slovak							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 149							
A	ABS	B	C	D	E	FX	M
87,92	0,0	4,7	4,7	0,0	0,0	2,68	0,0

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

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/020M/00	<b>Course title:</b> Marketing in Trade
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Student rating is the sum of: - 40% preparation of a seminar work on a predetermined topic of the teacher + presentation of the topic and subsequent professional discussion directed by the teacher - 60% final written test.	
<b>Learning outcomes:</b> The goal is to make students familiar with practise of trade and trading and how to use marketing in this fiels	
<b>Class syllabus:</b> 1) Business as a sector of the national economy 2) Retail and wholesale 3) Management in business 4) Marketing in business 5) Marketing in retail 6) Marketing retail units 7) Wholesale Marketing 8) The main economic activities of a business 9) Purchase of goods 10) Implementation Strategy buying customer to suppliers 11) The management of the sales process in the enterprise 12) Business Staff 13) Management of business operations, sales activities, behavior management business operation	
<b>Recommended literature:</b> 1. STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, Ľ. – VESZPRÉMI SIROTKOVÁ, A. – HORBULÁK, Z. 2017. Obchodné podnikanie na prahu 21. storočia. Bratislava: Sprint, 2017. 283 s. ISBN 978-80-89710-35-5 2. STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, Ľ. - PAVLÍK, A. 2007: Malé a stredné podniky, obchodné podnikanie. Bratislava: Sprint, 2007. 327 s. ISBN 978-80-89085-64-4 3. STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, Ľ. – KROŠLÁKOVÁ, M. – BAŽÓ, L. 2014: Náuka o obchodnom podnikaní. Bratislava: Sprint, 2014. 334 s. ISBN 978-80-89393-98-5	

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

**Languages necessary to complete the course:**

slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 126

A	ABS	B	C	D	E	FX	M
84,92	0,0	7,94	0,79	1,59	0,0	4,76	0,0

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

**Last change:** 24.02.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/345M/19				<b>Course title:</b> Mindfulness for managers			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 2							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> 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: 62							
A	ABS	B	C	D	E	FX	M
93,55	0,0	3,23	0,0	0,0	1,61	1,61	0,0
<b>Lecturers:</b> Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/371M/19	<b>Course title:</b> Monetary Policy
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Economy (1), Economy (2), Economy (3), Monetary Economics	
<b>Course requirements:</b> Semestral project (40%), Exam Requirements: Written and oral verification of theoretical knowledge from the subject (60%)	
<b>Learning outcomes:</b> Explain monetary policy decisions of the central bank, Forecast the stance of monetary policy, Asses the implications of monetary policy decisions for financial markets and banking sector, interpret academic research on monetary policy.	
<b>Class syllabus:</b> Monetary policy in the worlds of rational expectations – rational vs. adaptive expectations, theories of expectations, New Classical model (flexible prices), Lucas island model, Lucas critique, time inconsistency problem 2. New Keynesian model – rigid prices and monetary policy 3. Monetary transmission mechanism – traditional channels of monetary transmission, cost and credit transmission channels of monetary policy 4. Conventional vs unconventional monetary policy – quantitative easing, effectiveness of unconventional monetary policy – empirical evidence 5. DSGE model and optimal monetary policy – Taylor rule and DSGE model (monetary policy)	
<b>Recommended literature:</b> MISHKIN, F.S.: The economics of Money, banking, and financial markets. Fourth edition. Pearson Canada (2011) CASU, B. – GIRALDONE, C. – MOLYNEUX, P.: Introduction to Banking, latest edition, Pearson (2006)	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>							
Total number of evaluated students: 1							
A	ABS	B	C	D	E	FX	M
0,0	0,0	100,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Martin Pažický, PhD.							
<b>Last change:</b> 20.02.2020							
<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/072M/00				<b>Course title:</b> Multidimensional Methods in Management (SAS)			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 84							
A	ABS	B	C	D	E	FX	M
44,05	0,0	33,33	19,05	1,19	0,0	2,38	0,0
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.							
<b>Last change:</b> 02.06.2015							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/034M/00	<b>Course title:</b> New Technologies and Communication Media in Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 80 percent during semester, 20 percent at the end of the semester For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> The goal is to introduce unconventional forms of marketing, This course gives a general overview of issues such as e-commerce, e-marketing, contextual advertising, m-commerce, mobile marketing, business intelligence, virtual reality, electronic payment systems, the power of communities etc.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Brief insight into the use of new technologies in marketing</li> <li>- Search and localization of contact to the customer</li> <li>- Social networking (Facebook, Twitter, chat, ...) and using these tools for marketing purposes</li> <li>- Online PR and its principles + contextual advertising</li> <li>- Marketing on the Internet in practice (guest speaker)</li> <li>- Electronic shopping and electronic payment systems</li> <li>- Product placement (guest speaker)</li> <li>- Interactive advertising - TV link with other media (interactive storefronts, Internet TV, interactive promotional web pages and microsites ...)</li> <li>- Games and Virtual Reality in Marketing</li> <li>- Mobile Marketing (SMS Marketing, Bluetooth Marketing, Mobile contextual advertising, ...)</li> <li>- M-commerce (mobile shopping, mobile payments)</li> <li>- Augmented Reality, Object Recognition</li> <li>- SO-LO-MO concept</li> </ul>	
<b>Recommended literature:</b> HOFlich J, KIRCHER G., LINKE CH., SCHLOTE I.: Mobile media and the change of everyday life, Wien: Peter Lang,, 2010. AHONEN, T., BARRETT, J. Services for UMTS: creating killer applications in 3G. Chichester: Wiley, 2002, ISBN 0471 485500	

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

**Languages necessary to complete the course:**

slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 301

A	ABS	B	C	D	E	FX	M
68,44	0,0	21,93	7,97	1,33	0,0	0,33	0,0

**Lecturers:** Mgr. Jozef Metke, PhD.

**Last change:** 02.06.2015

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/035M/00	<b>Course title:</b> New Trends in Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 40 percent during semester, 60 percent final work	
<b>Learning outcomes:</b> following recent trends in marketing	
<b>Class syllabus:</b> Theme . 1 Holistic marketing Four basic pillars of marketing : relationship marketing ( relationship marketing) , integrated marketing , internal marketing and social marketing Theme . 2 Event Marketing Event marketing as a marketing communication tool , do event marketing campaigns , event marketing and sponsorship, event marketing types Theme . 3 Brand Marketing New trends in brand marketing, brand strategy ( expansion of product line , brand extension , multi-brand strategy , new brand strategy , brand strategy Merger - dualbranding ) Theme . 4 Word of Mouth Marketing Buzz marketing - its nature and use . Viral marketing - the essence of viral marketing, phenomenal form and its use in communication strategies Theme . 5 Guerrilla Marketing Essence of guerrilla marketing, rules , tactics , effective media support within guerrilla marketing, direct marketing and guerrilla marketing, Theme . 6 Ambush Marketing Essence , forms of ambush marketing, the basic strategy of ambush marketing and examples of its use . Theme . 7 Product placement The nature and history of product placement , types of product placement , product placement and legislation . Theme . 8 Internet Marketing Internet Vs . Traditional media , the essence of internet marketing , internet marketing as part of the company 's communication strategy , marketing mix and internet , basic types of internet ads, image ads , text ads , Internet and support sales .	

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

#### **Recommended literature:**

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

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

slovak

#### **Notes:**

#### **Past grade distribution**

Total number of evaluated students: 135

A	ABS	B	C	D	E	FX	M
57,04	0,0	24,44	8,15	1,48	2,22	6,67	0,0

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

<b>Last change:</b> 02.06.2015
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/033M/00	<b>Course title:</b> Non-profit Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Terms of credit: <ul style="list-style-type: none"> <li>• Active participation in seminars - each student prepares examples of a non profit marketing and organizations and uses his marketing theory and presents it - 50%</li> <li>• Final short test of acquired knowledge - 50%</li> </ul>	
<b>Learning outcomes:</b> Students will extend their knowledge in the private non-profit sector, and also the use of marketing in the nonprofit sector.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. A nonprofit organization in market economy, the factors influencing the formation and development of the third sector, past and present of the non-profit sector in Slovakia</li> <li>2. The characters and functions of the voluntary sector, the typology of nonprofit organizations, nonprofit organizations and their relationships with society</li> <li>3. Organizational forms of nonprofit organizations, nonprofit organizations, foundations, law, a nonprofit organization providing generally beneficial services, and other</li> <li>4. Staff and volunteer management, nonprofit organizations, the nature of personnel management, personnel management</li> <li>5. Fundraising plan – the content filling</li> <li>6. Marketing in non-profit organizations, the particularities of the marketing communication, the specifics of nonprofit organizations, marketing planning, marketing research</li> <li>7. Marketing mix – product, price, place and travel, communication, human resources, sales processes, customer service, follow-up marketing plan</li> </ol>	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. BARTÁKOVÁ, G. – CIBÁKOVÁ, V. – ŠTARCHOŇ, P. a kol. 2007: Základy marketingu. Bratislava: 228 s.r.o., 2007. ISBN 978-80-969588-3-2</li> <li>2. BLOOM P.N. – GUNDLACH, G.T. 2013: Handbook of Marketing and Society. New York: Hill and Wang, 2013. ISBN 0-7619-1626-1</li> <li>3. MAJDÚCHOVÁ, H. a kol. 2007: Neziskové organizácie. Bratislava: Sprint, 2007. ISBN 80-88848-59-8</li> </ol>	

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

**Languages necessary to complete the course:**

Slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 103

A	ABS	B	C	D	E	FX	M
87,38	0,0	7,77	0,97	0,0	0,0	3,88	0,0

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

**Last change:** 24.02.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/OSS/11			<b>Course title:</b> Open Source Software				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b> slovak language, english language							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 100							
A	ABS	B	C	D	E	FX	M
100,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Vincent Karovič, PhD., Ing. Vincent Karovič, PhD.							
<b>Last change:</b> 09.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/270M/16				<b>Course title:</b> Organisation and Functioning of the EU Institutions			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 8							
A	ABS	B	C	D	E	FX	M
12,5	0,0	0,0	12,5	25,0	12,5	37,5	0,0
<b>Lecturers:</b> PhDr. Gabriela Bérešová, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/039M/00	<b>Course title:</b> Organizational Behavior
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 20 % – case study preparation and presentation, 30 % - midterm written exam, 50 % – oral exam. Grade A requires 91 % (minimum), B 81 %, C 73 %, D 66 % , and grade E requires 60% at minimum. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> The course covers specific content areas of Organizational Behavior (OB) and is designed for graduate students in the field of Management. OB as a contemporary approach to management is a course designed to introduce graduate students to the theories, concepts, and practical applications of research in the field. The course helps to develop the skills necessary to solve specific problems of OB faced by organizations.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>• Introduction, The Nature of Organizations, Trends in the New Workplace, The Nature of Managerial Work, Managerial Skills, Management Lessons from Abroad – Japanese Management.</li> <li>• Individual Behavior and Performance, Basic Attributes of Individuals, Values, Attitudes, and the Perceptual Process.</li> <li>• Motivation Theories, Learning, Reinforcement, Self-Management, Job Design</li> <li>• Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork.</li> <li>• Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options).</li> <li>• Management and Chaos Theory, The New Organization</li> <li>• Managing Change in Organizations, Managers as Change Agents, Change Strategies, Resistance to Change, Crisis of Change, Dynamics of Stress. Power. Leadership and followership. Managerial decision-making.</li> </ul>	
<b>Recommended literature:</b> Rudy, J. – Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008 Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015.	
<b>Languages necessary to complete the course:</b> English	

<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 3546							
A	ABS	B	C	D	E	FX	M
21,66	0,0	25,72	22,19	12,92	12,86	4,46	0,2
<b>Lecturers:</b> doc. PhDr. Rozália Sulíková, PhD., prof. Mgr. Anna Lašáková, PhD., prof. Ing. Ján Rudy, PhD., Mgr. Alexandra Bohinská							
<b>Last change:</b> 16.09.2020							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/192AM/17			<b>Course title:</b> Practical Financial Markets I				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> I., II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> 1/ Continuous testing -each second week an MSTeams quiz (15 min.), consisting of aprx. 5 questions (choice from 3-4 answers). Weight 50%. 2/ Final test. Weight 50%							
<b>Learning outcomes:</b> The subject introduces practical aspects of handling key financial market’s products, reflecting the curriculum of the certificate/diploma of ACI-Financial Markets Association ACIFMA. At the end of the semester, students will understand main tools, techniques and strategies used by the market makers (banks, dealers) and market users (corporates, institutional investors, traders... ) in trading, hedging and arbitraging on the global financial markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.							
<b>Class syllabus:</b> 1/ Intro 2/ Interest rates and returns 3/ Money markets 4/ FX spot 5/ FX forward, FX swap 6-7/ Applications 8/ Bonds 9/ Long term swaps 10/ Futures 11/ Options 12/ Recap							
<b>Recommended literature:</b> Non obligatory: 1. „FINANCIAL INSTRUMENTS, THE HANDBOOK“. LEX VAN DER WIELEN, ISBN 978-90-816351-3-, THE FINANCIAL MARKETS ACADEMY, LONDON 2011 2. „TREASURER’S HANDBOOK”.HANNES ENTHOFFER, PATRICK HAAS, ISBN-10 3714302387, LINDE VERLAG, FRANKFURT 2013 3. “CFA LEVEL I, II, III”. CFA INSTITUTE, ISBN 978-1-939515, WILLEY, NEW YORK 2015							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 64							
A	ABS	B	C	D	E	FX	M
48,44	0,0	17,19	17,19	6,25	10,94	0,0	0,0

<b>Lecturers:</b> Ing. Vladimír Valach, PhD., MBA
<b>Last change:</b> 21.01.2021
<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/193AM/17	<b>Course title:</b> Practical Financial Markets II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Exam Period 100%	
<b>Learning outcomes:</b> The subject introduces the interest rate markets, reflecting the curriculum of the certificate/diploma of ACI-the Financial Markets Association (the ACI certificate/diploma is required in several countries for positions in bank dealing rooms). The course focuses on the practical applications of the key concepts with numerous examples/case studies. At the end of the semester, students will understand main tools, techniques and strategies used by the market makers (banks) and market users (corporates, institutional investors, traders..) in trading, hedging and arbitraging on the global interest rate markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.	
<b>Class syllabus:</b> Return calculations: Expected vs required yield. Short term and long term yields, spot and forward rates, spot and forward yield curves. Basic types of returns in money markets and fixed income markets: holding period yield, discount rates, effective annual yields, yield to maturity, yield to call, yield to put. Institutions active in the interest rate markets: Banks, corporates, insurance companies, pension funds, fund managers, hedge funds, endowments and their interest rate related business. O-T-C markets vs exchanges, systematic internalization, trading platforms, market makers, market users, brokers, market users, clearing centres. Key activities in the interest rate markets: investing, hedging, trading, arbitraging, asset and liabilities management. Cash market's products: money markets and instruments (deposits, T-bills, certificates of deposits, repos, commercial papers), fixed income markets (treasuries, corporate and bank bonds, mortgage backed securities, collateral debt obligations, callable and putable bonds). Derivatives: FRA, short term interest rate futures, bond futures, interest rate swaps, basis swaps, overnight index swaps, cross ccy interest rate swaps, interest rate guarantees, caps, floors, collars, swaptions. Structured products: various combinations of cash and derivative products.	

Asset and liabilities management (ALM): interest rate risk, ALM in banks, insurances and investment managers.							
<b>Recommended literature:</b> 1. „FINANCIAL INSTRUMENTS, THE HANDBOOK“. LEX VAN DER WIELEN, ISBN 978-90-816351-3-4, THE FINANCIAL MARKETS ACADEMY, LONDON 2011 2. „TREASURER’S HANDBOOK”. HANNES ENTHOFFER, PATRICK HAAS, ISBN-10 3714302387, LINDE VERLAG, FRANKFURT 2013 3. “CFA LEVEL I, II, III”. CFA INSTITUTE, ISBN 978-1-939515, WILEY, NEW YORK 2015,							
<b>Languages necessary to complete the course:</b> English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 56							
A	ABS	B	C	D	E	FX	M
1,79	0,0	46,43	10,71	10,71	28,57	1,79	0,0
<b>Lecturers:</b> Ing. Vladimír Valach, PhD., MBA							
<b>Last change:</b> 25.01.2021							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/160M/16				<b>Course title:</b> Practise			
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 977							
A	ABS	B	C	D	E	FX	M
78,2	0,0	16,17	2,87	0,1	0,31	2,05	0,31
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., Mgr. Andrea Studeničová, prof. Mgr. Peter Štarchoň, PhD., prof. Ing. Anna Pilková, PhD., MBA, doc. Ing. Jana Kajanová, PhD., doc. PhDr. René Pawera, PhD., prof. Ing. Ľubica Bajžíková, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/040M/00				<b>Course title:</b> Protection of Information			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 291							
A	ABS	B	C	D	E	FX	M
41,24	0,0	14,09	19,24	10,31	8,93	6,19	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., Mgr. Ivan Osvald, Mgr. Vincent Karovič, PhD., PhDr. Peter Veselý, 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.KSP/066M/17				<b>Course title:</b> Quality Management			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 102							
A	ABS	B	C	D	E	FX	M
67,65	0,0	30,39	1,96	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. Ing. Milan Fekete, PhD.							
<b>Last change:</b> 17.09.2019							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/115M/16			<b>Course title:</b> Regional and Economic Policy of EU				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 3.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> The evaluation of the subject is in accordance with the Internal Regulation no. 20/2017 (Study Regulations UK) and aims to evaluate the acquired abilities and habits of the graduates of the subject in the possible use of AKVA assessment methods (analysis, concept, verification, argumentation) / CÚSP (objectivity, complexity, team work, outputs).							
<b>Learning outcomes:</b> The student will gain basic knowledge of the issues of the REP EU, verified in practical cases. The subject is focused on the development of creative managerial thinking.							
<b>Class syllabus:</b> Regional and Regional Policy Priorities 2014-2020, Regional Development Resources for EU Member States, Institutions and Bodies Responsible for Regional Economy and EU Policy, Institutions and Bodies Responsible for Regional Economy and Policy, Regional Development Indicators. Principles and instruments for regional policy in the EU.							
<b>Recommended literature:</b> PAWERA, R. a col. (2014) Regionálna politika a politika súdržnosti EÚ. UK, Bratislava 2014, ISBN 978-80-223-3549-2, 306p.							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 172							
A	ABS	B	C	D	E	FX	M
61,63	0,0	18,02	12,79	4,65	0,0	0,58	2,33
<b>Lecturers:</b> doc. PhDr. René Pawera, PhD.							
<b>Last change:</b> 15.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/331M/16	<b>Course title:</b> Research Methods in Information Technologies
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Attendance, literature research, field research, and writing a semestral paper. Scale of assessment (preliminary/final): 100	
<b>Learning outcomes:</b> Learning Outcomes Upon successful completion of this subject, students should: <ul style="list-style-type: none"> <li>• be able to identify and justify an appropriate research methodology for a research problem;</li> <li>• be able to determine and evaluate philosophical assumptions, underpinning research approaches and strategies;</li> <li>• be able to design a quantitative and/or qualitative research study for the chosen research problem;</li> <li>• be able to evaluate research design approaches to data collection.</li> <li>• review and critique research literature, research design and reported findings in a sub-discipline of IT;</li> <li>• communicate research findings, orally and in writing, in research and industry settings;</li> <li>• explain the ethical and professional issues that may arise in IT research and demonstrate them in practice;</li> <li>• identify, explain and critique major research philosophies and paradigms;</li> <li>• evaluate, select and justify research methods and techniques of data collection and analysis appropriate to particular research designs, projects and disciplines;</li> <li>• analyse and describe the technical, professional and socio-economic contexts that motivate research, and the implications of research outcomes;</li> <li>• design and carry out a rigorous and ethical research project and produce a report explaining the project, its design and interpretation of the results.</li> <li>• apply research skills to operate effectively as a member of a research project team.</li> </ul>	
<b>Class syllabus:</b> Learning Outcomes Upon successful completion of this subject, students should: <ul style="list-style-type: none"> <li>• be able to identify and justify an appropriate research methodology for a research problem;</li> <li>• be able to determine and evaluate philosophical assumptions, underpinning research approaches and strategies;</li> </ul>	

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

### **Recommended literature:**

Sources to Read:

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

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

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

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

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

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

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

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

English language

### **Notes:**

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

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

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

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

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

**Past grade distribution**

Total number of evaluated students: 40

A	ABS	B	C	D	E	FX	M
90,0	0,0	2,5	0,0	0,0	0,0	7,5	0,0

**Lecturers:** prof. Ing. Natalia Kryvinska, PhD., Mgr. Martina Halás Vančová, PhD.

**Last change:** 12.04.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/018M/00	<b>Course title:</b> Services Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 30 percent during semester 70 percent final exam	
<b>Learning outcomes:</b> knowledge in service marketing	
<b>Class syllabus:</b> 1 A systematic approach to defining services (Economics, statistics, enterprise-economic and legislative perspective). New approaches to the categorization of services. Characteristics of services and their impact on service delivery process. 2 The extended marketing mix in services (4P + processes, personnel, physical environment). 3 Mapping the service delivery process (flowcharts, process maps). Management of supply and demand in services. 4 System of customer care services and building relationships in marketing services. 5 Relationship management with dissatisfied customers, complaints and claims in the business services as part of customer care. 6 Quality of service. Problems with quality control services. Models of service quality. 7 Customer service and satisfaction measurement with them. Concept of customer satisfaction. Ensuring customer satisfaction .	
<b>Recommended literature:</b> 1. CIBÁKOVÁ, Viera – RÓZSA, Zoltán – CIBÁK, Ľuboš. 2008. Marketing služieb. Bratislava : Iura Edition, spol. s r. o., 2008. ISBN 978-80-8078-210-8. 2. MATEIDES, Alexander – ĎAĎO, Jaroslav. 2002. Služby. Teória služieb. Marketing služieb. Kvalita v službách. Služby zákazníkom a meranie spokojnosti s nimi. Bratislava : Ing. Miroslav Mračko, Epos, 2002. ISBN 80-8057-452-9. 3. GRÖNROOS, Christian. 2007. Service Management and Marketing: Customer Management in Service Competition. West Sussex : John Wiley & Sons, Ltd, 2007. ISBN 978-0-470-02862-9.	
<b>Languages necessary to complete the course:</b> Slovak, English	
<b>Notes:</b>	

<b>Past grade distribution</b>							
Total number of evaluated students: 465							
A	ABS	B	C	D	E	FX	M
60,0	0,0	24,3	8,82	1,29	1,29	4,3	0,0
<b>Lecturers:</b> doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
<b>Last change:</b> 02.06.2015							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/302AM/17	<b>Course title:</b> Skills for Success – From University to Workplace
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1., 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> in-class presence and active participation (student can miss max 1x180 min) – 40 % Continuous evaluation: partial assignments handed-in for each of the 6 topics – 30 % Final evaluation: group presentation on selected topic from the course syllabus taking place in the last class and feedback giving to the teammates – 30 % Scale of assessment (preliminary/final): 70% / 30%	
<b>Learning outcomes:</b> The aim of the soft skills course needed for proper navigation on the job market of shared service centers is to acknowledge students with the portfolio of highly effective communication tools. Companies associated within the Business Service Center Forum and the under the auspices of the American Chamber of Commerce in Slovakia currently employ more than 29 000 full-time employees. They have identified soft communication skills as the most crucial, but also one of the least developed, skills fresh graduates possess when entering the job market. Upon successful completion of the course in English language, the students would be capable of more effective team work in international environment, managing their work time properly and efficiently and of communicating with higher portion of assertiveness. They will also increase their capabilities in providing and receiving constructive feedback, conflict resolution at a workplace and captivating their audience while presenting or applying design principles into daily communication routine.	
<b>Class syllabus:</b> Module 1 – Team Work – predominantly covered by the company Lenovo. The aim of this module is to raise awareness about the importance of team work at every work place. It would help the participants to understand behavioral forms supportive of team work, confidence and engagement building as well as team work for better and quicker results. Students will have an opportunity to role play those behavioral patterns hindering the quality of work and relations at a workplace. Furthermore, they would learn what kind of roles can they play in a team, how to use their strengths and how to eradicate their weaknesses in team work. The instructor would use the following education methods: role play, analysis, discussion and feedback. The module would last 180 minutes and would be delivered in English language. Module 2 – Time Management - predominantly covered by the company Siemens. This module aims to address the following topics:	

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Literature:

Module 1 - Team work

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

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

Price Pritchett: Teamwork – the team member handbook

Module 2 – Time management

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

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

Module 3 – Verbal and non-verbal communication

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

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

Module 4 – Conflict Resolution & Mindset

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

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

<p>Roger Fisher, William L. Ury, Bruce Patton: Getting to Yes - Negotiating Agreement Without Giving</p> <p>Module 5 –Presentation Skills</p> <p>Garr Reynolds, Presentation Zen: Simple Ideas on Presentation Design and Delivery</p> <p>Jerry Weissman, Presenting to Win: The Art of Telling Your Story</p>																							
<p><b>Recommended literature:</b></p> <p>Module 1 - Team work</p> <p><a href="http://smallbusiness.chron.com/target-behaviors-lead-good-teamwork-63669.html">http://smallbusiness.chron.com/target-behaviors-lead-good-teamwork-63669.html</a></p> <p><a href="http://academics.boisestate.edu/fsp/files/2013/04/ULO-4-Teamwork.pdf">http://academics.boisestate.edu/fsp/files/2013/04/ULO-4-Teamwork.pdf</a></p> <p>Price Pritchett: Teamwork – the team member handbook</p> <p>Module 2 – Time management</p> <p>Stephen R. Covey: The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change</p> <p>Dan S. Kennedy: No B.S. Time Management for Entrepreneurs</p> <p>Module 3 – Verbal and non-verbal communication</p> <p>Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler; McGraw-Hill: Crucial Confrontations - Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior</p> <p>Cheryl Hamilton: Communication for Results – A Guide for Business and the Professions</p> <p>Module 4 – Conflict Resolution &amp; Mindset</p> <p>The Arbinger Institute: The Anatomy of Peace: Resolving the Heart of Conflict</p> <p>Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler: Crucial Conversations Tools for Talking When Stakes Are High</p> <p>Roger Fisher, William L. Ury, Bruce Patton: Getting to Yes - Negotiating Agreement Without Giving</p> <p>Module 5 –Presentation Skills</p> <p>Garr Reynolds, Presentation Zen: Simple Ideas on Presentation Design and Delivery</p> <p>Jerry Weissman, Presenting to Win: The Art of Telling Your Story</p> <p>Module 6 – Feedback</p> <p>Dianna Booher: Confrontational Communication: Delivering Negative Feedback, Bad News, and Other Straight Talk</p> <p>Douglas Stone, Sheila Heen: Thanks for the Feedback – The Science and Art of Receiving Feedback Well.</p> <p>Note: literature will be complimented by the internal corporate education materials used for in-house trainings at respective companies associated within the Business Service Center Forum.</p>																							
<p><b>Languages necessary to complete the course:</b></p> <p>English</p>																							
<p><b>Notes:</b></p> <p>The course is headed by soft skills experts of companies associated within the AmCham's Business Service Center Forum (BSCF).</p>																							
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 33</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><th>M</th></tr> </thead> <tbody> <tr> <td>51,52</td><td>0,0</td><td>30,3</td><td>0,0</td><td>3,03</td><td>0,0</td><td>15,15</td><td>0,0</td></tr> </tbody> </table>								A	ABS	B	C	D	E	FX	M	51,52	0,0	30,3	0,0	3,03	0,0	15,15	0,0
A	ABS	B	C	D	E	FX	M																
51,52	0,0	30,3	0,0	3,03	0,0	15,15	0,0																
<p><b>Lecturers:</b> Mgr. Lucia Kočíšová</p>																							
<p><b>Last change:</b> 13.02.2018</p>																							

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/111M/18			<b>Course title:</b> Social Media and Content Marketing				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 60							
A	ABS	B	C	D	E	FX	M
75,0	0,0	3,33	5,0	1,67	0,0	15,0	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/110M/00	<b>Course title:</b> Social Policy of EU
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 1. Participation 2. Case study (practical examples of coordination of social security systems in the European Union)	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> 1. Actors shaping the European social agenda (EU Institutions, European trade unions and employers' associations ...) 2. What is the social policy and what are its objectives? Social models in the European Union (Scandinavian, Anglo-Saxon, Continental, Mediterranean), the European Social Model and its underlying principles. 3. EU social policy. What is the position of EU social policy in wider context of EU policies? EU social policy and Europe 2020. 4. The European labor market. Basic characteristics of national labor markets. Reform of the labor markets. Labor market and training. 5. Protection of labor rights and labor market regulation. Should there be a European minimum wage? 6. Coordination of social security systems and its importance for the European single market I. 7. Coordination of social security systems and its importance for the European single market II. 8. Gender equality and antidiscrimination in the labor market. 9. Structural Funds and EU Social Policy: European Social Fund, EASI and others 10. Does Europe need closer integration in the field of social policy?	
<b>Recommended literature:</b> 1. John McCormick: Understanding European Union, Palgrave Macmillan, 2014 2. Official websites of EU institution ( <a href="http://www.europa.eu">www.europa.eu</a> ) 3. Websites informing about the coordination of social security systems ( <a href="http://ec.europa.eu/social/main.jsp?catId=815&amp;langId=sk">http://ec.europa.eu/social/main.jsp?catId=815&amp;langId=sk</a> ) 4. Media informing about the EU policies: ( <a href="http://www.euractiv.sk">www.euractiv.sk</a> , <a href="http://www.euractiv.com">www.euractiv.com</a> , <a href="http://www.euobserver.com">www.euobserver.com</a> ) 5. Partners of EU Social Dialogue partners: ( <a href="http://www.buinessurope.eu">www.buinessurope.eu</a> , <a href="http://www.etuc.org">www.etuc.org</a> )	

<b>Languages necessary to complete the course:</b> anglický							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 83							
A	ABS	B	C	D	E	FX	M
75,9	0,0	14,46	4,82	1,2	2,41	1,2	0,0
<b>Lecturers:</b> Mgr. Janka Kottulová, PhD.							
<b>Last change:</b> 09.03.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/048M/00			<b>Course title:</b> Societal Marketing				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> 1. Continuous work on seminars - active engagement of the student, the student has to prepare 5 case studies on the actual course of the subject about 70% 2. Continuous test during the semester, number of test questions - 3 - approx. 30%							
<b>Learning outcomes:</b> Students can extend their knowledge about knowledge in the field of social marketing significantly or social marketing, which is a sub-division of l marketing.							
<b>Class syllabus:</b> a. The definition of social marketing – the theoretical use of knowledge from a variety of authors. b. Examples of business practice, the statement of reasons. c. The way forward the use of social marketing. d. Socially responsible business – definition, the application of the economic practice e. The reasons for the profit and non-profit organizations cooperation							
<b>Recommended literature:</b> 1. Bartáková, G. - Cibáková, V. 2007. Základy marketingu. Bratislava: Iura Edition, 2007. 224 s.ISBN 978-80-8078-156-9 2. Majdúchová, H. a kolektív :Neziskové organizácie. Bratislava: Sprint 2007 3. Rektořík, J. a kolektív:Organizace neziskového sektoru. Praha: Ekopress 2007 4. aktuálna legislatíva, ktorá sa týka neziskových organizácií a diania okolo nich							
<b>Languages necessary to complete the course:</b> Slovak							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 188							
A	ABS	B	C	D	E	FX	M
89,36	0,0	4,79	2,66	1,06	1,06	1,06	0,0
<b>Lecturers:</b> doc. Ing. Mgr. Ľubomíra Strážovská, PhD.							

<b>Last change:</b> 06.03.2018
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/032M/00	<b>Course title:</b> Strategic Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Evaluation during the the semester (60 percent), final exam in the exam period (40 percent). 60 percent of evaluation during the semester can be obtained for the elaboration and presentation of solutions to assigned case studies, leading discussions on a given topic and testing of knowledge during the semester. The final exam in the exam period is written.	
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>• Understanding the essence of the strategy and its importance as a critical factor in the success of the company.</li> <li>• Perception of the importance of applying strategic thinking in management and knowledge of the possibilities of its improvement.</li> <li>• Knowledge of the context of the origin and directions of development of the theory of strategic management. Current trends in strategic management.</li> <li>• Distinguishing the basic phases of the strategic management process, their focus, importance and interconnectedness and conditionality.</li> <li>• Knowledge of analytical and analytical-synthetic methods and techniques of strategic management and skills acquired with their application.</li> <li>• The importance and significance of implementation and control in strategic management. Current trends, methods and practices that support the effectiveness of strategic management in today's ever-changing and unpredictable environment.</li> </ul>	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the subject</li> <li>2. Strategy as a critical factor in the success of organizations.</li> <li>3. Support and development of strategic thinking of managers</li> <li>4. Development of strategy theory, basic approaches and directions of theory development.</li> <li>5. Strategic management as a process</li> <li>6. Exploring factors from the macro environment as a basis for strategy development.</li> <li>7. Investigation of microenvironment subjects and their effects.</li> <li>8. Exploring the internal environment and our position in the external environment.</li> <li>9. Analytical-synthetic techniques and creation of a competitive SBU strategy.</li> <li>10. General company strategy and portfolio analysis.</li> </ol>	

11. Strategy implementation and strategic control.
12. Summary and conclusion of the subject.

**Recommended literature:**

- [1] PAPULA, J., PAPULOVÁ, Z., PAPULA, J. : Strategický manažment, aktuálny koncept pre rýchlo sa približujúcu budúcnosť. Praha: Wolters Kluwer 2019
- [2] HITT, M. A. – IRELAND, R. D. – HOSKISSON, R. E. 2005. Strategic Management. Competitiveness and Globalization. Thompson : South-Western, 2005.
- [3] PAPULA, J. – PAPULOVÁ, Z. 2015. Stratégia a strategický manažment ako nástroje, ktoré umožňujú súperenie i spolužitie Dávida s Goliášom. Tretie, upravené vydanie. Bratislava : Wolters Kluwer 2015, 277 s.
- [4] PAPULA, J. – PAPULOVÁ, Z. – PAPULA, J. 2014. Konkurenčné stratégie. Tradičné prístupy vs. nové pohľady a techniky. Bratislava : Wolters Kluwer, 2014, 175 s.
- [5] PAPULOVÁ, Z. 2012. Strategické analýzy s podporou strategického myslenia. Aktuálny trend v strategickom manažmente. Bratislava : Kartprint 2012, 230 s.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 3200

A	ABS	B	C	D	E	FX	M
22,72	0,0	25,16	20,72	15,78	14,53	0,84	0,25

**Lecturers:** prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.

**Last change:** 18.09.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/026M/00	<b>Course title:</b> Strategy of Non-profit Organizations
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b>	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Bachelor diploma in management or economist	
<b>Course requirements:</b> During the semester, on exercises, present the selected topic and upload it as a case study. The project is individual, it is a comparison of two non-governmental organizations that have a similar focus but other ways of enforcing certain ideas or principles. NGOs should be more, at least nationally, or internationally integrated into international structures, in particular to assess the strategy and success of such an organization from a variety of perspectives. This can be a classic NGO with a different focus but also a corporate NGO. The goal is to compare the marketing strategies of selected NGOs and evaluate the success or failure of selected NGOs and make a comparison - your own opinion. Scale of assessment (preliminary/final): Continuous evaluation 100%	
<b>Learning outcomes:</b> To provide students an overview of the strategic options and approaches that can be applied in a non-profit sector. The purpose is to introduce specific types of strategic approaches and strategies are formed for the non-profit organizations and are used within them and provide for the new organization-specific options and opportunities. The subject is also specific management approaches and management of non-profit organizations.	
<b>Class syllabus:</b> 1. Non-profit organization - non-governmental NGO sector. Characteristics, definition, international status, functioning .. Specification for the non-profit and public-law sector. 2. Types of non-governmental organizations in the Slovak Republic. Foundations, Non-Investment Funds, Civil Associations, Non-Profit Organization. The place of NGOs in EU legislation. Characteristics, differences and common features. Significance and impact, impact on the EU economy 3. No profit-making organization. Theoretical views and practical experience, specifics. Establishment, functioning and disappearance of a non-profit organization. Performance criteria, growth sources. Possible categorization. Different and common characters.	

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

**Recommended literature:**

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

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

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

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

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

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

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

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

Zákonné normy uvedené v prednáškach  
o neziskových organizáciách poskytujúcich všeobecne prospešné služby.

**Languages necessary to complete the course:**

Slovak

**Notes:**

<b>Past grade distribution</b>							
Total number of evaluated students: 105							
A	ABS	B	C	D	E	FX	M
80,95	0,0	11,43	2,86	1,9	1,9	0,95	0,0
<b>Lecturers:</b> doc. PhDr. Eva Smolková, CSc.							
<b>Last change:</b> 09.03.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/181M/19	<b>Course title:</b> Sustainable Energy Economics
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 85% / 15% (final presentation)	
<b>Learning outcomes:</b> Smart cities face new business cases as they react to the changes in lifestyle We live differently, commute differently, use space differently and plan our lives differently than 10 years ago. Shared economy use cases are increasingly mainstream and the corresponding business cases as well. People have need to be more engaged and informed, barriers to market are low, information are omnipresent. This course attempts to reveal how do cities and citizens manage to harness the technological innovations and scrape the value they enable. If you are interested in new business cases around smart cities and smart energy, embark with us on a series of 10 lectures with experienced consultants who have run technology start-ups and worked in the energy industry. In the introductory lectures of the course you will learn about the smart city landscape in Europe and in the US. The emerging new technologies, such as IoT, AI, and smart energy solutions will be examined from the perspective of cities and citizens needs, demand and deployment. You will discuss new business models and case studies in renewable energy project finance, electric and autonomous mobility, civic engagement and much more. Blocks of topics will be summarised with an engaging in-class group projects, which you will prepare and present under the guidance of the lecturer, or a guest speaker, who worked on and pitched similar projects in real life. We want students to understand how the business world around smart cities and new energy solutions evolves, how are new technologies perceived and implemented.	
<b>Class syllabus:</b> Topics: Introduction to smart cities, urbanization and shared economy Energy value chain and smart grids in modern cities and homes Selected IoT use cases and business models in transport and energy management Machine learning potential in the built world Summary of the block, team research based on MIT best practice in entrepreneurship - research the market for your innovative solution	

Clean electricity based on gas, business models and project financing: urban combined heat and power  
 Energy storage, its methods and economic importance. Battery storage, development of battery prices and growing range of applications.  
 Electric mobility and a new lifestyle in the mobility of urban population, new economic models and trends in personal mobility and connectivity to electromobility.  
 Summary of the block, group pitch - sell your smart city solution to a municipality  
 Electricity markets and the importance of flexibility: wholesale, Day ahead market, Intra-day market, Demand Response, markets, Support services, quasi-markets and distribution companies flexibility aggregation.  
 Price formation on various energy markets. Trading / investing on the markets with electricity, oil and gas. Commonalities and differences between these commodities. Spot prices and futures contracts for energy commodities.  
 The role and importance of information technology and social media in smart cities. Artificial intelligence, optimization, virtual reality, infrastructure planning and investment modeling.  
 Summary of the block, group proposal and pitch - tender on an RfP specification.

### **Recommended literature:**

Supporting literature excerpt:

1. KIRSCHEN Daniel, STRBAC Goran: Fundamentals of Power System Economics. DS Kirschen, 2004.
2. STRBAC Goran: Demand Side Management Benefits and Challenges. Elsevier, 2008.
3. Sloomweg, J.G.; van der Meijden, M.A.M.M.; Knigge, J.D.; Veldman, E. Demystifying smart grids - Different concepts and the connection with smart metering, Proceedings 21st International Conference and Exhibition on Electricity Distribution (CIRED 2011), 6-9 June 2011, Frankfurt, Germany
4. E. Veldman, M. Gibescu, A. Postma, J.G. Sloomweg, Kling, W.L., 2009, "Unlocking the hidden potential of electricity distribution grids", Proc. 20th International Conference on Electricity Distribution (CIRED 2009), Prague, June 8-11, paper no. 467.
5. PELGRUM E, van der Meijden, M.A.M.M. A market-based investigation of large-scale renewable energy integration in northwestern Europe. IEEE, 2012
6. Gibbs, J., Pesaran, A. A., Sklad, P. S. & Marlino, L. D. in Fundamentals of Materials for Energy and Environmental Sustainability (eds Ginley, D. S. & Cahen D.) Ch. 31, 426–444 (Cambridge Univ. Press, 2012).
7. Schafer, A., Heywood, J. B. & Weiss, M. A. Future fuel cell and internal combustion engine automobile technologies: a 25-year life cycle and fleet impact assessment. Energy 31, 2064–2087 (2006).
8. M Dijk, RJ Orsato, R Kemp. The emergence of an electric mobility trajectory, 2013 – Elsevier
9. Perez-Arriaga, Ignacio J., Hugh Rudnick, and Michel Rivier. "Electric Energy Systems—An Overview." Chapter 1 in Electric Energy Systems: Analysis and Operation. Gomez-Exposito, Antonio, Antonio J. Conejo, and Claudio Canizares, eds. Boca Raton, FL: CRC Press, 2009.
10. Perez-Arriaga, Ignacio J., et al. "Traditional Regulation of the Electricity Industry." Regulation of Energy Utilities Training Course. Florence, Italy: Florence School of Regulation, 1985.
11. Joskow, Paul. "The Difficult Transition to Competitive Electricity Markets in the U.S." Prepared for the Conference "Electricity Deregulation: Where From Here?" Texas A&M University, April 4, 2003.
12. Scheepers, Martin, et. al. "Regulatory Improvements for Effective Integration of Distributed Generation into Electricity Distribution Networks." Summary of the DG-GRID Project Results. Petten, Netherlands: Energy Research Center of the Netherlands, 2007.

13. Energy, Transport, and Water Department. "Building Regional Power Pools: A Toolkit." Washington DC: The World Bank Group, 2005
14. Ellerman, Denny A. "Lessons for the United States from the European Union's CO2 Emissions Trading Scheme." Chapter 1 in Cap-and-Trade: Contributions to the Design of a U.S. Greenhouse Gas Program. A. Denny Ellerman, Mort Webster, et al. Cambridge, MA: MIT Center for Energy and Environmental Policy Research, 2008
15. EPRI Energy Technology Assessment Center. "The Power to Reduce CO2 Emissions." Discussion paper prepared for Electric Power Research Institute (EPRI) Summer Seminar, Palo Alto, CA, August 2007.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1

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

**Lecturers:** Mgr. Martin Rapoš

**Last change:** 19.09.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/099M/19				<b>Course title:</b> Topics in Business Intelligence			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 0							
A	ABS	B	C	D	E	FX	M
0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> RNDr. Zuzana Kovačičová, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/076M/15	<b>Course title:</b> Tourist Industry
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The overall evaluation of students consists of the sum of percentages for the developed semester project, semester work, continuous assessment and active participation and the percentages obtained for the exam. Semester project: During the semester it is necessary to process the selected topic, present it and submit the presentation in electronic form. The topic of the project must be practically focused on: marketing activities and promotion of a selected tourist destination in the Slovak Republic and will concern the analysis of the competitiveness of a selected destination in the Slovak Republic or neighboring Slovakia. During the semester, students have the opportunity to get 100% of the evaluation, 50% for active participation, discussion of projects and project presentation and 50% for the final semester project. Scale of assessment (preliminary/final): During the semester, students have the opportunity to get 100% of the evaluation, 50% for active participation, discussion of projects and project presentation and 50% for the final semester project.	
<b>Learning outcomes:</b> After completing the course, the student should be able to assess whether and what marketing strategies are suitable for the development of tourism for specific entities and destinations, get acquainted with how tourism entities should cooperate in the context of tourism development and which marketing strategies to choose. The aim of the course is to gain a set of knowledge in the field of tourism, to get acquainted with the basic concepts, to get acquainted with the terminology and issues of tourism. The purpose is to analyze the factors of competitiveness of tourism entities, to outline a strategy for the development of tourism destinations and tourism management in the Slovak Republic and EU countries. Students will get acquainted with the basic unit of tourism, the functioning of tourism entities, the product portfolio and the need to offer product packages, use synergy effects and strategic partnerships. The course draws attention to the importance of an effective marketing strategy of the destination, both internally - to attract domestic tourists, and externally - in relation to foreign tourists. In the course we will also deal with the situation after the pandemic and the new problems facing tourism.	
<b>Class syllabus:</b> 1. Topic Introduction to the issue.	

Basic concepts and terminology. Tourism concept. International definition. Selected concepts of international classification, interpretations and interpretations. Reasons and causes of CR development. World Tourism Organization.

2. Topic - The concept of tourism and the tourism industry.

Who is a tourist? Development of tourism - conditions and causes. Development of tourism in the last decade, specifics of CR. Trends in tourism - trends in service providers, customer trends, destination trends. Pandemic and its consequences for the CR industry.

Topic 3 - Competitiveness of the country

The importance of tourism for the economies of countries. The competitiveness of the country, the factors that affect it and the need to coordinate regions and destinations. The impact of tourism on the country's GDP. Successful and unsuccessful countries in the field of tourism.

4. Topic - Forms of CR

Development of tourism in the EU, policy of sustainable tourism. Mass tourism, individual tourism. Global tourism. Modern travel options, IT entry into CR.

5. Topic - Tourism providers, tourism entities.

Travel agencies, travel agencies, business entities in the Czech Republic. The role of local and regional authorities in creating CR products. CR development and product packages.

6. Topic - Definition of service providers - accommodation, catering services - categorization, typology, quality standards, selected trends. Attractions and events - the main products of CR. Marketing mix in CR.

7. Topic - Strategies in the field of tourism, analysis of the industry - the effects of various environmental factors, driving forces in the industry, strategic groups in the industry, replicable and inimitable competitive advantages in tourism.

8. Topic - Marketing in CR

Specifics of the marketing mix. Successful marketing in CR. Marketing intermediaries and their role. Destination marketing - creating a destination strategy and its implementation. Human resources in tourism. Substitutes of tourism.

9. Topic - Strategic partnerships in tourism

The need for partnerships in tourism, the design of partnerships and the functioning of partnerships. Clustering of tourism entities, the role of regional tourism organizations. Modern trends - networking of companies, hotel networks, franchising, licenses, management contracts.

10. Topic - Tourism in the Slovak Republic

Tourism development strategies, tourism development, national and regional strategies. Objectives of tourism according to the priorities of the government, the Slovak Agency for Tourism, activities of the Ministry of Foreign Affairs for building the Slovakia brand. The role of regional organizations of the CR and the Ministry of Transport. Aftermath opportunities.

11. Topic - Business conditions in tourism.

Tourism in Europe - support for the development of tourism, financing of tourism from EU funds. Doing business in CR. Analytical techniques, planning in tourism - benefits and risks, human resources.

12. Topic - Destination management

Destination as the basic unit of CR. The concept of destination - primary offer, communication accessibility, destination amenities. Destination competitiveness - on a local, national and international scale. Successful and unsuccessful CR destinations. Attraction of the destination. OOCR and their role in destination management.

13. Topic - Brand in tourism

Country and destination marker. Fashionable and stable brands. Brand communication - methods and means. Brands of CR entities. Destination marker. Principles of sustainability in tourism.

**Recommended literature:**

**Odporúčaná literatúra:**

Goeldner, Charles R. a Brent Ritchie, J. R. Cestovní ruch: principy, příklady, trendy. Brno: BizBooks, 2014. ISBN 978-80-251-2595-3.

Gajdošík, T., Gajdošíková, Z., Marčeková, R.: Informačné technológie v cestovnom ruchu. Bratislava, Wolters Kluwer 2017, ISBN – 978-8081685-973

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

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

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

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

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

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

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

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

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

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

WTTC, 2011: Travel & Tourism 2011 [online]. Dostupné na internete: <[wttc.org/site\\_media/uploads/downloads/traveltourism2011.pdf](http://wttc.org/site_media/uploads/downloads/traveltourism2011.pdf)>

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

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

Total number of evaluated students: 100

A	ABS	B	C	D	E	FX	M
61,0	0,0	33,0	1,0	0,0	0,0	4,0	1,0

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

**Last change:** 17.09.2020

**Approved by:**