

Course descriptions

TABLE OF CONTENTS

1. 044ME/00 Advertising.....	2
2. 001ME/00 Bank Marketing.....	3
3. 068_ME/14 Brand Management.....	4
4. 008ME/00 Communication in Management.....	7
5. 003ME/00 Competitive Analyses and Strategies.....	9
6. 025ME/00 Customer Relationship Marketing.....	10
7. 02/09 Diploma Thesis Defence (state exam).....	11
8. 003ME/10 Diploma Thesis Seminary (1).....	12
9. 004ME/10 Diploma Thesis Seminary (2).....	13
10. 005ME/10 Diploma Thesis Seminary (3).....	15
11. 006ME/10 Diploma Thesis Seminary (4).....	17
12. 041ME/00 Direct Marketing.....	19
13. 086ME/00 Economy Processes Modelling.....	20
14. 037ME/00 Financial Management.....	21
15. 189ME/12 Financial management - Seminar.....	24
16. 056ME/14 Intellectual Capital and Innovations in the Dynamic Business.....	25
17. 030ME/00 International Marketing.....	27
18. S03/09 Management - Theory, Methods, Applications (state exam).....	28
19. 029ME/00 Management Information Systems.....	29
20. 009ME/00 Managerial Decision-Making.....	30
21. 023ME/11 Managerial Statistics.....	31
22. 038ME/00 Marketing Applications.....	32
23. S02/09 Marketing Management (state exam).....	33
24. 016ME/10 Marketing Management.....	34
25. 028ME/00 Marketing Research.....	35
26. 020ME/10 Marketing in Trade.....	37
27. 039ME/00 Organizational Behavior.....	38
28. 023ME/00 Process Management.....	40
29. 032ME/00 Project Management.....	41
30. 007ME/11 Public Relations.....	42
31. 049ME/13 Risk Management I.....	43
32. 018ME/00 Services Marketing.....	44
33. 031ME/00 Strategic Controlling.....	45
34. S04/09 Strategic Management (state exam).....	46
35. 032ME/00 Strategic Management.....	47
36. 038ME/13 Strategic Management and Financing of New Ventures.....	48
37. 028ME/00 Strategic Partnerships.....	49
38. 047ME/10 Strategic Planning - Methods and Techniques.....	50
39. 027ME/09 Strategic Thinking and Strategy.....	51
40. 002ME/00 Value Based Management.....	52

COURSE DESCRIPTION

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

COURSE DESCRIPTION

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

COURSE DESCRIPTION

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

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

Recommended literature:

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

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

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

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

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

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

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

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

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution							
Total number of evaluated students: 176							
A	ABS	B	C	D	E	FX	M
57,95	0,0	18,18	10,8	3,41	1,14	8,52	0,0
Lecturers: doc. PhDr. Eva Smolková, CSc.							
Last change: 09.03.2018							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMn/008ME/00			Course title: Communication in Management				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined							
Number of credits: 3							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements: A - at least 91% , B - at least 81%, C - at least 73%, D - at least 66% , E - at least 60%. Scale of assessment (preliminary/final): 20/80							
Learning outcomes: The business world needs competent communicators. This course will teach students how to understand the fundamentals of successful business communication, how to make good presentations; and to deal with cross-cultural communication issues and problems, how to prepare effective meetings.							
Class syllabus: Introduction Communication in organizations - type, tools.. Barriers of effective communication in organizations Interpersonal communication and active listening Interview Assertiveness in interpersonal interaction Intercultural differences Presentation skills Effective negotiations and meetings.							
Recommended literature: Sulíková, R.: Psychológia pre manažérov.Kartprint. Bratislava, 2012. Thill, J. V., Boveé, C. L.: Business Communication Essentials. Pearson. New Yersey, 2012. Novák, T., Capponi, V: Asertivně do života. Grada , 2004. Khelerová, V.: Komunikační a obchodní dovednosti manažera. Grada. Praha, 1999. Whetten, D. A., Cameron, K. S.: Developing management skills. Adison -Wesley Educational Publishers Inc. New York, 1998.							
Languages necessary to complete the course: Slovak and English							
Notes:							
Past grade distribution Total number of evaluated students: 2308							
A	ABS	B	C	D	E	FX	M
26,08	0,0	20,06	21,1	14,95	16,51	1,3	0,0

Lecturers: doc. PhDr. Rozália Sulíková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc.
Last change: 25.09.2020
Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/003ME/00				Course title: Competitive Analyses and Strategies			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2083							
A	ABS	B	C	D	E	FX	M
8,16	0,0	12,53	16,85	18,63	28,04	15,79	0,0
Lecturers: doc. Mgr. Zuzana Papulová, PhD., doc. Ing. Emília Papulová, PhD., prof. Ing. Jozef Papula, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

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

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM/O2/09	Course title: Diploma Thesis Defence
Number of credits: 0	
Educational level: II.	
State exam syllabus:	
Last change:	
Approved by:	

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/003ME/10				Course title: Diploma Thesis Seminary (1)			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 3							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2325							
A	ABS	B	C	D	E	FX	M
39,1	0,0	31,78	13,38	3,01	2,11	10,62	0,0
Lecturers: doc. JUDr. PhDr. Katarína Gubíniová, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/004ME/10			Course title: Diploma Thesis Seminary (2)				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 3							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2658							
A	ABS	B	C	D	E	FX	M
48,46	0,0	12,72	8,77	3,5	3,46	23,1	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD., Ing. Miroslav Baláž, PhD., Ing. Mgr. Peter Baláži, PhD., PhDr. Jana Barátová, Ing. Silvia Behanová, PhD., Mgr. Eleonóra Beňová, PhD., doc. RNDr. Mária Bohdalová, PhD., PaedDr. Jarmila Brtková, PhD., Mgr. Zuzana Kirchmayer, PhD., Ing. Miloslav Chalupka, PhD., doc. Mgr. Emília Charfaoui, CSc., prof. Ing. Božena Chovancová, PhD., Ing. Ľudovít Czírja, PhD., Mgr. Lucia Dobrucká, PhD., Ing. Peter Drábik, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Jana Fratričová, PhD., doc. RNDr. Michal Greguš, PhD., prof. RNDr. Michal Greguš, PhD., doc. JUDr. Daniela Gregušová, CSc., doc. JUDr. PhDr. Katarína Gubíniiová, PhD., Ing. Mária Hasprová, PhD., doc. Ing. Marie Hesková, CSc., doc. PhDr. Marian Holienka, PhD., Mgr. Tomáš Hollý, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Jan Janac, PhD., doc. Ing. Jana Kajanová, PhD., Ing. Vincent Karovič, PhD., Mgr. Petronela Klačanská, PhD., doc. Ing. Jaroslava Kniežová, PhD., prof. RNDr. Jozef Komorník, DrSc., prof. RNDr. Magda Komorníková, CSc., Mgr. Janka Kottulová, PhD., RNDr. Zuzana Kovačičová, PhD., Mgr. Karolína Kubelová, PhD., Ing. Viera Kubičková, PhD., Mgr. Katarína Lacková, PhD., prof. Mgr. Anna Lašáková, PhD., PhDr. Daniela Majerčáková, PhD., MBA, doc. JUDr. Ján Matlák, CSc., Mgr. Miloš Mrva, PhD., Mgr. Trung Nguyen Kien, PhD., prof. JUDr. Daniela Nováčková, PhD., Mgr. František Olšovský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Ing.							

Emília Papulová, PhD., doc. Mgr. Zuzana Papulová, PhD., doc. PhDr. René Pawera, PhD., Mgr. Lucia Paškrťová, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Michaela Poláková, PhD., Ing. Vladimír Pčolinský, PhD., Ing. Andrea Rakytová Valentová, PhD., Ing. Katarína Remeňová, PhD., prof. PhDr. Anna Remišová, CSc., Mgr. Katarína Rentková, PhD., prof. Ing. Ján Rudy, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., prof. RNDr. Darina Saxunová, PhD., Ing. Ľubica Sipková, PhD., doc. PhDr. Eva Smolková, CSc., doc. PhDr. Paulína Stachová, PhD., doc. Ing. Iveta Stankovičová, PhD., doc. Ing. Zuzana Stoličná, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. Ing. Viera Sysáková, CSc., Ing. Roland Takács, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., Mgr. Magdaléna Tvarožková, PhD., Mgr. Igor Tóth, PhD., Ing. Branislav Vančo, PhD., Mgr. Branislav Vargic, PhD., PhDr. Peter Veselý, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. Martin Vozár, PhD., doc. PhDr. Dagmar Weberová, PhD., doc. Mgr. Stanislava Weidlichová Luptáková, PhD., doc. Mgr. Emil Wojčák, PhD., RNDr. Dušan Wunder, PhD., doc. Ing. Daniela Zemanovičová, CSc., doc. Dkfm. Hugo Zsolnai, Ing. Peter Árendáš, 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. Ing. Antónia Štensová, CSc., Ing. Boris Šturc, CSc., Ing. Viola Šuterová, PhD., RNDr. Peter Švaňa, CSc., Mgr. Ján Rehák, PhD., Mgr. Andrea Gažová, PhD., Mgr. Peter Gál, PhD., doc. Ing. Mgr. Urban Kováč, PhD., Ing. Jaroslav Vojtechovský, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/005ME/10			Course title: Diploma Thesis Seminary (3)				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 3							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2443							
A	ABS	B	C	D	E	FX	M
55,06	0,0	19,69	10,72	4,71	4,71	5,12	0,0
Lecturers: doc. Mgr. Emília Charfaoui, CSc., Mgr. Katarína Rentková, PhD., PhDr. Daniela Majerčáková, PhD., MBA, doc. Ing. Jana Kajanová, PhD., RNDr. Dušan Wunder, PhD., Mgr. Martin Vozár, PhD., PhDr. Gabriela Bérešová, PhD., doc. PhDr. René Pawera, PhD., prof. Ing. Božena Chovancová, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., doc. Ing. Viera Sysáková, CSc., doc. Ing. Zuzana Stoličná, PhD., doc. PhDr. Paulína Stachová, PhD., prof. RNDr. Darina Saxunová, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Lucia Paškrtová, PhD., Ing. Viera Ŏlvecká, PhD., prof. JUDr. Daniela Nováčková, PhD., prof. RNDr. Magda Komorníková, CSc., prof. RNDr. Jozef Komorník, DrSc., PhDr. Peter Veselý, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., Ing. Roland Takács, PhD., doc. Ing. Jaroslava Kniežová, PhD., Ing. Vincent Karovič, PhD., prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., Ing. Miloslav Chalupka, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Eleonóra Beňová, PhD., Ing. Miroslav Baláž, PhD., doc. Ing. Daniela Špírková, PhD., doc. PhDr. Helena Šajgalíková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. PhDr. Rozália Sulíková, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., prof. Ing. Ján Rudy, PhD., prof. PhDr. Anna Remišová, CSc., Mgr. Michaela Poláková, PhD., prof. Mgr. Anna Lašáková, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Zuzana Kirchmayer, PhD., prof. Ing. Ľubica Bajžíková, PhD., doc. PhDr. Eva Smolková, CSc., doc. Mgr. Zuzana Papulová, PhD., doc. Ing. Emília Papulová, PhD., prof. Ing. Jozef Papula, PhD., doc. Ing. Ján							

Papula, PhD., Mgr. Miloš Mrva, PhD., Mgr. Peter Gál, PhD., doc. Ing. Milan Fekete, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Dagmar Weberová, PhD., Mgr. Ing. Michal Šefara, PhD., doc. Ing. Iveta Stankovičová, PhD., doc. JUDr. Ján Matlák, CSc., Mgr. Janka Kottulová, PhD., Ing. Jaroslav Hul'vej, PhD., Ing. Viera Kubičková, PhD., Ing. Štefan Žák, PhD., MUDr. Dušan Drábik, Ing. Mária Hasprová, PhD., Ing. Boris Štunc, CSc., Mgr. Pavel Komorník, doc. RNDr. Ľudmila Gregušová, CSc., Mgr. Katarína Lacková, PhD., Mgr. Branislav Vargic, PhD., Ing. Andrea Rakytová Valentová, PhD., Mgr. Trung Nguyen Kien, PhD., prof. Ing. Kajetana Hontyová, PhD., prof. Ing. Felicita Chromjaková, PhD., doc. Ing. Antónia Štensová, CSc., Ing. Branislav Vančo, PhD., Ing. Peter Drábik, PhD., Ing. Mgr. Peter Baláži, PhD., Ing. Silvia Behanová, PhD., doc. Ing. Marie Hesková, CSc., Ing. Vladimír Pčolinský, PhD., Ing. Viola Šuterová, PhD., Mgr. Igor Tóth, PhD., Mgr. Tomáš Hollý, PhD., Ing. Katarína Remeňová, PhD., Ing. Martina Maňáková, PhD., doc. Ing. Michal Oláh, PhD., Ing. Ľubica Sipková, PhD., Mgr. Jan Janac, PhD., Ing. Peter Árendáš, PhD., doc. Ing. Daniela Zemanovičová, CSc., Mgr. Juraj Buchta, Mgr. Simona Kissová, PhD., Mgr. Petronela Klačanská, PhD., doc. PhDr. Marian Holienka, PhD., doc. Olga Jurášková, PhD., doc. Ing. Jana Kotlebová, PhD., RNDr. Zuzana Kovačičová, PhD., Mgr. Jozef Metke, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., Mgr. Veronika Plavčanová, PhD., MUDr. Edward Radzo, PhD., Mgr. Juraj Récky, PhD., PhDr. František Rácz, PhD., Mgr. Július Selecký, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Peter Mrázik, PhD., doc. Ing. Mgr. Urban Kováč, PhD., Mgr. Petra Milošovičová, PhD., Daniela Majerčáková

Last change: 02.06.2015

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/006ME/10			Course title: Diploma Thesis Seminary (4)				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2460							
A	ABS	B	C	D	E	FX	M
57,11	0,0	20,85	9,19	3,82	2,32	6,71	0,0
Lecturers: Mgr. Janka Kottulová, PhD., Mgr. Jan Janac, PhD., Ing. Viera Ölvecká, PhD., PhDr. Daniela Majerčáková, PhD., MBA, doc. JUDr. PhDr. Silvia Treľová, PhD., prof. Ing. Jozef Papula, PhD., prof. RNDr. Magda Komorníková, CSc., RNDr. Dušan Wunder, PhD., doc. PhDr. Paulína Stachová, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., prof. Ing. Ľubica Bajžíková, PhD., prof. RNDr. Jozef Komorník, DrSc., doc. RNDr. Michal Greguš, PhD., prof. RNDr. Darina Saxunová, PhD., PhDr. Peter Veselý, PhD., doc. PhDr. Helena Šajgalíková, PhD., Mgr. Peter Gál, PhD., Mgr. Miloš Mrva, PhD., Mgr. Martin Vozár, PhD., Mgr. Lucia Paškrtová, PhD., Mgr. Lucia Vilčeková, PhD., doc. JUDr. PhDr. Katarína Gubíniiová, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Michaela Poláková, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Jana Fratričová, PhD., doc. Mgr. Emil Wojčák, PhD., prof. Mgr. Anna Lašáková, PhD., Mgr. Eleonóra Beňová, PhD., doc. Mgr. Zuzana Papulová, PhD., Ing. Jaroslav Hul'vej, PhD., doc. Ing. Ján Papula, PhD., Ing. Vincent Karovič, PhD., Ing. Roland Takács, PhD., Ing. Miloslav Chalupka, PhD., Ing. Miroslav Baláž, PhD., doc. Ing. Jaroslava Kniežová, PhD., doc. Ing. Zuzana Stoličná, PhD., doc. Ing. Milan Fekete, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Emília Papulová, PhD., doc. Ing. Jana Kajanová, PhD., prof. JUDr. Daniela Nováčková, PhD., doc. Ing. Viera Sysáková, CSc., prof. Ing. Anna Pilková, PhD., MBA, doc. PhDr. Rozália Sulíková, PhD., doc. Ing. Daniela Špírková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc.,							

prof. RNDr. Michal Greguš, PhD., prof. Mgr. Peter Štarchoň, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. RNDr. Mária Bohdalová, PhD., doc. Mgr. Emília Charfaoui, CSc., doc. Mgr. Stanislava Weidlichová Luptáková, PhD., PaedDr. Jarmila Brtková, PhD., Ing. Ľudovít Czírja, PhD., doc. PhDr. Dagmar Weberová, PhD., Mgr. Ing. Michal Šefara, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., doc. JUDr. Ján Matlák, CSc., prof. Ing. Božena Chovancová, PhD., doc. PhDr. René Pawera, PhD., Mgr. Petronela Klačanská, PhD., Mgr. Igor Tóth, PhD., prof. Ing. Kajetana Hontyová, PhD., Mgr. Pavel Komorník, Mgr. Trung Nguyen Kien, PhD., Mgr. Branislav Vargic, PhD., Ing. Viola Šuterová, PhD., Ing. Andrea Rakytová Valentová, PhD., Ing. Štefan Žák, PhD., Ing. Silvia Behanová, PhD., Ing. Mária Hasprová, PhD., Ing. Branislav Vančo, PhD., Ing. Mgr. Peter Baláži, PhD., Ing. Peter Drábik, PhD., Ing. Viera Kubičková, PhD., Ing. Vladimír Pčolinský, PhD., doc. RNDr. Ľudmila Gregušová, CSc., doc. Ing. Marie Hesková, CSc., prof. Ing. Felicita Chromjaková, PhD., doc. Dkfm. Hugo Zsolnai, PhDr. Jana Barátová, Mgr. Karolína Kubelová, PhD., Mgr. Magdaléna Tvarožková, PhD., Mgr. Katarína Lacková, PhD., Mgr. Tomáš Hollý, PhD., Ing. Katarína Remeňová, PhD., Ing. Martina Maňáková, PhD., Ing. Ľubica Sipková, PhD., Ing. Boris Štunc, CSc., doc. Olga Jurášková, PhD., doc. Ing. Iveta Stankovičová, PhD., Ing. Peter Árendáš, PhD., Mgr. Juraj Buchta, Mgr. Simona Kissová, PhD., doc. PhDr. Marian Holienka, PhD., doc. Ing. Jana Kotlebová, PhD., RNDr. Zuzana Kovačičová, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Jozef Metke, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., Mgr. Veronika Plavčanová, PhD., MUDr. Edward Radzo, PhD., Mgr. Juraj Récky, PhD., PhDr. František Rác, PhD., doc. Ing. Daniela Zemanovičová, CSc., Mgr. Július Selecký, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Katarína Rentková, PhD., doc. Ing. Mgr. Urban Kováč, PhD.

Last change: 02.06.2015

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/041ME/00				Course title: Direct Marketing			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 475							
A	ABS	B	C	D	E	FX	M
50,11	0,0	26,74	16,42	4,21	1,26	1,26	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KEF/086ME/00				Course title: Economy Processes Modelling			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2357							
A	ABS	B	C	D	E	FX	M
32,41	0,0	21,6	18,75	9,67	8,02	9,55	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD., doc. RNDr. Ján Pekár, PhD., doc. RNDr. Mária Bohdalová, PhD.							
Last change: 26.09.2019							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/037ME/00	Course title: Financial Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: The prerequisite for this class is a passing grade in Introduction to Financial Management. Therefore, it is expected that students will be comfortable with the following topics: Capital asset pricing model (CAPM), calculation of present/future value, value of bond, security market line (SML), comparative analysis and trend analysis, Du Pont system, Dividend Discount Model, Weighted average cost of capital (WACC) and evaluation of capital investments (NPV, IRR, MIRR, PP). Scale of assessment (preliminary/final): 50/50	
Learning outcomes: This is an advanced course in financial management and in corporate finance. The course has three main objectives: 1) Develop an understanding of the tools that are used to analyze firm's risk and how to calculate and determine fundamental value of a company. 2) Understand the advanced issues involved in how to use concepts of Effective Capital Structures in corporate finance, how to use concepts of the Working Capital Management. 3). Understand the advanced issues involved in why the financial markets are very important and integral part of global economy, and why H. Markowitz's Modern Portfolio Theory (MPT) is still actual. Emphasis will be placed on appreciating the limitations and challenges that are faced when applying the theoretical framework of corporate finance to real world problems.	
Class syllabus: Class Syllabus: Ch 2 – Financial statements + Ch 3 - Analysis of financial statements (Introduction to Financial management, repeating): ratio indicators, indicators of liquidity, liability, turnover, profitability, market value, analysis of cash flows, comparative analysis and trend analysis, some problems of financial statements analysis, Altman model, Taffler model, economic added value, Liquidity ratios, Asset management ratios, Profitability ratios, Market value ratios, Trend analysis, Du Pont system, Horizontal and Vertical financial analysis, Benchmarking. Ch 4 - Time value of money + Ch 5 - Bonds, Bond Valuation, and Interest Rates (Introduction to Financial management, repeating): future value, present value, annuity, perpetuity, effective annual	

rate (EAR), short time periods, continuous interest, continuous discount, general pricing model, types and basic attributes of securities, present value of bond, yield to maturity (YTM), yield to call (YTC), interest and reinvestment risk of bonds, bond duration.

Ch 6 - Risk and return + Ch 7 - Stocks, Stock Valuation (Introduction to Financial management, repeating): financial assets and their risks, desired yield, expected yield, realized yield, measurement of isolated risk, portfolio's risk, diversification and volatility of investment portfolios, diversified and non-diversified risk, beta coefficient, security market line (SML), effective set, indifferent curves, optimal portfolio, capital asset pricing model (CAPM), capital market line (CML), arbitrage pricing theory (APT), hypothesis of effective markets, intrinsic value of a share of stock, present value of the stream of dividends, expected rate of return on a constant growth stock, supernormal growth stock, horizon (terminal) value, value of a share of perpetual preferred stock, Efficient Markets Hypothesis (EMH), Equilibrium.

Ch 9 – Cost of Capital + Ch 10 - Evaluation of capital investments (Introduction to Financial management, repeating): Weighted average cost of capital (WACC), component cost of debt, marginal costs of capital, cost of common equity, CAPM approach, DCF approach, risk-free rate, various factors affect a firm's cost of capital, market or Beta risk, risk-adjusted cost of capital, project's classification, methods of project's evaluation, maturity of projects, Net present value of project (NPV), Internal rate of return of project (IRR), Profitability index of project, Modified IRR of project (MIRR), present value of future costs, project's financing.

Ch 11 – Cash Flow Estimation and Risk Analysis: Stand-alone risk, Sensitivity analysis, scenario analysis, Monte Carlo simulation, risk-adjusted discount rate or project cost of capital, growth option, staged decision-tree analysis.

Ch 12 – Financial Planning and Forecasting Financial Statements: Forecasted financial statements (FFS) method, Additional funds needed (AFN) equation, sales growth rate, economies of scale.

Ch 13 – Corporate Valuation, Value-Based Management and Corporate Governance: Corporate assets, operating assets, Growth options, Financial or non-operating assets, value of operations, terminal or horizon value, corporate valuation model, value of equity, Value-based management, value drivers, Expected return on invested capital (EROIC), Corporate governance, Managerial entrenchment, Nonpecuniary benefits.

Ch 15 – Capital Structure Decisions: optimal capital structure, target capital structure, Business risk, Financial leverage, Financial risk, Operating leverage.

Ch 16 – Working Capital Management: Net working capital, Net operating working capital, relaxed working capital policy, restricted working capital policy, inventory conversion period, average collection period, payables deferral period, cash conversion cycle (CCC), inventory management, account receivable, aging schedule, days sales outstanding (DSO).

Ch 24 – Portfolio Theory, Asset Pricing Models, and Behavioral Finance: Modern Portfolio Theory (MPT), feasible set, efficient portfolio, optimal portfolio, indifference curve, efficient set, Capital Asset Pricing Model (CAPM), Capital Market Line (CML), Security Market Line (SML), beta coefficient, market risk, variability, Arbitrage Pricing Theory (APT), Fama-French three-factor model, Behavioral finance.

Recommended 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
 Vlachynský, K., Král'ovič, J.: Finančný manažment, Elita, 2004

Languages necessary to complete the course:

English

Notes:

Past grade distribution							
Total number of evaluated students: 2366							
A	ABS	B	C	D	E	FX	M
35,97	0,0	24,26	13,02	6,55	13,27	6,93	0,0
Lecturers: prof. RNDr. Jozef Komorník, DrSc., Mgr. Martin Vozár, PhD., prof. RNDr. Ing. Eudomír Šlahor, CSc.							
Last change: 30.10.2019							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KEF/189ME/12				Course title: Financial management - Seminar			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: combined							
Number of credits: 3							
Recommended semester:							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 302							
A	ABS	B	C	D	E	FX	M
47,68	0,0	33,44	9,6	3,97	3,31	1,99	0,0
Lecturers: PhDr. Daniela Majerčáková, PhD., MBA							
Last change:							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/056ME/14	Course title: Intellectual Capital and Innovations in the Dynamic Business
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: The evaluation consists of three parts: (1) active participation in seminars 20%, (2) seminary work – analysis of selected example of innovation 30%, (3) written test 50%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%, excellent; B = 81-90%, very good; C = 73-80%, good; D = 66-72%, sufficient; E = 65-60%, enough; F = 0-59%, not enough.	
Learning outcomes: The course deals with the question of how to turn knowledge into innovation and then get it into the market. Effective knowledge and innovation management are essential for successful business growth. Students will gain knowledge about methods of building and using intellectual capital and efficient creation and commercialization of products and services. Upon completion of the course, students will be able to prepare a statement of intellectual capital and apply the acquired knowledge in business practice.	
Class syllabus: 1. Intellectual capital 2. Types and importance of innovation 3. Strategic innovation management 4. Open innovation strategy 5. Organisation and methods of innovation 6. Knowledge management	
Recommended literature: [1] Teaching materials sent to students during the semester. [2] TIDD, J., BESSANT, J., PAVITT, K. Řízení inovací: zavádění technologických tržních a organizačních změn. Brno: Computer Press, 2007. [3] BOROVSÝ, J., GÁL, P. Inovácie a transfer technológií. Bratislava: Eurounion, 2005. [4] ADAMS, M., OLEKSAK, M. Intangible Capital: Putting Knowledge to Work in the 21st-Century Organization. Praeger: Santa Barbara, 2010. [5] BUREŠ, V. Znalostní management a proces jeho zavádění. Grada: Praha, 2007. [6] OSTERWALDER, A., PIGNEUR, Y. Tvorba business modelů. Bizbooks: Brno, 2012. [7] KUBIČKOVÁ, V., BENEŠOVÁ, D., KROŠLÁKOVÁ, M., MICHÁLKOVÁ, A. Dynamické podniky služieb – gazely. Praha: Wolters Kluwer, 2016.	

[8] INCAS CONSORTIUM. InCas: Intellectual Capital Statement: European ICS Guideline. Available on the internet: http://wissenskapital.info/wp-content/uploads/2014/10/european_ics_guideline.pdf

Languages necessary to complete the course:
Slovak

Notes:

Past grade distribution

Total number of evaluated students: 55

A	ABS	B	C	D	E	FX	M
74,55	0,0	16,36	1,82	0,0	0,0	7,27	0,0

Lecturers: Ing. Jaroslav Hul'vej, PhD.

Last change: 06.03.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/030ME/00				Course title: International Marketing			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2036							
A	ABS	B	C	D	E	FX	M
10,36	0,0	27,8	26,13	18,27	15,32	2,11	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD.							
Last change: 02.06.2015							
Approved by:							

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/S03/09	Course title: Management - Theory, Methods, Applications
Number of credits: 0	
Educational level: II.	
State exam syllabus:	
Last change:	
Approved by:	

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/029ME/00				Course title: Management Information Systems			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2514							
A	ABS	B	C	D	E	FX	M
37,19	0,0	22,04	16,95	8,75	10,86	4,22	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD., doc. Ing. Jaroslava Kniežová, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/009ME/00				Course title: Managerial Decision-Making			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2743							
A	ABS	B	C	D	E	FX	M
13,31	0,0	19,39	18,37	16,48	18,56	13,89	0,0
Lecturers: Mgr. Peter Gál, PhD., Mgr. Miloš Mrva, PhD., prof. Ing. Jozef Papula, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/023ME/11				Course title: Managerial Statistics			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 2s Form of the course: combined							
Number of credits: 3							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 911							
A	ABS	B	C	D	E	FX	M
33,37	0,0	13,94	13,39	11,75	18,55	9,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.							
Last change: 18.09.2020							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/038ME/00				Course title: Marketing Applications			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 1595							
A	ABS	B	C	D	E	FX	M
37,37	0,0	26,14	15,55	8,71	4,33	7,9	0,0
Lecturers: doc. Ing. Mgr. Ľubomíra Strážovská, PhD.							
Last change: 11.03.2018							
Approved by:							

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/S02/09	Course title: Marketing Management
Number of credits: 0	
Educational level: II.	
State exam syllabus:	
Last change:	
Approved by:	

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/016ME/10				Course title: Marketing Management			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2348							
A	ABS	B	C	D	E	FX	M
19,34	0,0	27,68	23,3	12,61	10,73	6,35	0,0
Lecturers: doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/028ME/00	Course title: Marketing Research
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined	
Number of credits: 6	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Recommended prerequisites: Marketing management	
Course requirements: 40 % research project. Evaluation will be based on the quality level of the research project. 60 % final test. Final test will be composed as combination of open and closed questions from lectures and project. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After completing the course students will be able to analyze and interpret data that are used in marketing practice. They will obtain the ability and skills required to work in managerial and professional positions using the information in the context of marketing management. Students will be eligible to solve complex problems related to research and they will be able to analyze the market and customers.	
Class syllabus: The role of research in marketing - trends, definitions and scope. Sampling - advantages and disadvantages of using samples in research, process and methods of sampling, sample size calculation. Basic research methods - observation, survey, experiment, primary and secondary research. Qualitative vs. quantitative research – differences, fields of use, methods of evaluation. Data processing - Descriptive analysis, Univariate analysis and multivariate analysis, Static and dynamic analysis. Hypotheses testing - hypothesis setting, level of significance, types of tests, how to select the appropriate method. Application of research in marketing - cluster analysis to identify market segments, conjoint analysis in product research, multidimensional scaling to determine the market position. Internet and research - AB testing, research purchasing behavior, measure the effectiveness of e-marketing. Data Mining - predictive analysis, market basket analysis.	
Recommended literature:	

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

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 1887

A	ABS	B	C	D	E	FX	M
13,35	0,0	14,73	19,02	19,02	13,04	20,83	0,0

Lecturers: Mgr. František Olšovský, PhD.

Last change: 08.03.2018

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/020ME/10				Course title: Marketing in Trade			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 914							
A	ABS	B	C	D	E	FX	M
67,61	0,0	17,61	3,28	1,53	0,98	8,97	0,0
Lecturers: doc. Ing. Mgr. Ľubomíra Strážovská, PhD.							
Last change: 18.09.2020							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/039ME/00	Course title: Organizational Behavior
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: 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	
Learning outcomes: 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.	
Class syllabus: • Introduction, The Nature of Organizations, Trends in the New Workplace, The Nature of Managerial Work, Managerial Skills, Management Lessons from Abroad – Japanese Management. • Individual Behavior and Performance, Basic Attributes of Individuals, Values, Attitudes, and the Perceptual Process. • Motivation Theories, Learning, Reinforcement, Self-Management, Job Design • Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork. • Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options). • Management and Chaos Theory, The New Organization • Managing Change in Organizations, Managers as Change Agents, Change Strategies, Resistance to Change, Crisis of Change, Dynamics of Stress. Power. Leadership and followership. Managerial decision-making.	
Recommended literature: Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015. Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Manažment a organizačné správanie, MV Wissenschaft, Münster, 2013 Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Organizačné správanie, UK Bratislava, 2013	

Shermerhorn, J. R.- Hunt, J.G., - Osborn, R.N.: Organizational Behavior, John Viley and Sons, N.Y. 2008
 Robbins, S. P. –Judge, T.A.: Organizational Behavior, Prentice Hall, New Jersey, 2011
 Rudy, J. – Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008
 Rudy, J.: Manažment a teória chaosu alebo nový model organizácie, Faber, Bratislava, 1997.
 Rudy, J.: Organizácia a riadenie japonských priemyselných firiem, Alfa, Bratislava, 1988, 1990.
 Časopisy: Academy of Management Journal, Management Today, Journal of Systems Management, Moderní řízení.

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 2474

A	ABS	B	C	D	E	FX	M
7,96	0,0	9,94	17,5	19,93	33,71	10,95	0,0

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

Last change: 16.09.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/023ME/00				Course title: Process Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 24 per level/semester: 24s / 336 Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 1864							
A	ABS	B	C	D	E	FX	M
30,95	0,0	26,29	16,2	7,89	6,97	11,7	0,0
Lecturers: doc. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.							
Last change: 16.02.2016							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/032ME/00				Course title: Project Management			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2601							
A	ABS	B	C	D	E	FX	M
61,4	0,0	17,11	10,88	5,11	4,38	1,11	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/007ME/11				Course title: Public Relations			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 187							
A	ABS	B	C	D	E	FX	M
45,45	0,0	24,6	15,51	4,28	1,6	8,56	0,0
Lecturers: doc. PhDr. Magdaléna Samuhelová, CSc.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/049ME/13				Course title: Risk Management I			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 90							
A	ABS	B	C	D	E	FX	M
20,0	0,0	20,0	16,67	2,22	13,33	27,78	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA							
Last change:							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/018ME/00				Course title: Services Marketing			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 1067							
A	ABS	B	C	D	E	FX	M
28,4	0,0	30,93	14,43	5,72	4,31	16,21	0,0
Lecturers: doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/031ME/00				Course title: Strategic Controlling			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 397							
A	ABS	B	C	D	E	FX	M
46,35	0,0	22,42	11,84	4,28	3,27	11,84	0,0
Lecturers: doc. Ing. Ján Papula, PhD.							
Last change: 02.06.2015							
Approved by:							

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/S04/09	Course title: Strategic Management
Number of credits: 0	
Educational level: II.	
State exam syllabus:	
Last change:	
Approved by:	

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/032ME/00				Course title: Strategic Management			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2736							
A	ABS	B	C	D	E	FX	M
7,97	0,0	14,55	20,36	19,85	34,39	2,89	0,0
Lecturers: prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/038ME/13				Course title: Strategic Management and Financing of New Ventures			
Educational activities: Type of activities: lecture Number of hours: per week: 12 per level/semester: 168 Form of the course: combined							
Number of credits: 3							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 20							
A	ABS	B	C	D	E	FX	M
0,0	0,0	20,0	0,0	0,0	0,0	80,0	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA							
Last change:							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/028ME/00				Course title: Strategic Partnerships			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2076							
A	ABS	B	C	D	E	FX	M
21,53	0,0	24,42	22,83	17,29	12,09	1,83	0,0
Lecturers: doc. PhDr. Eva Smolková, CSc.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/047ME/10				Course title: Strategic Planning - Methods and Techniques			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 383							
A	ABS	B	C	D	E	FX	M
23,5	0,0	24,54	20,37	10,97	9,14	11,49	0,0
Lecturers: doc. Mgr. Zuzana Papulová, PhD., prof. Ing. Jozef Papula, PhD., doc. Ing. Emília Papulová, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/027ME/09				Course title: Strategic Thinking and Strategy			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined							
Number of credits: 6							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2228							
A	ABS	B	C	D	E	FX	M
9,65	0,0	17,68	20,96	18,27	22,44	11,0	0,0
Lecturers: prof. Ing. Jozef Papula, PhD.							
Last change: 18.09.2020							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/002ME/00				Course title: Value Based Management			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 16s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 1721							
A	ABS	B	C	D	E	FX	M
25,22	0,0	29,63	18,83	12,38	12,2	1,74	0,0
Lecturers: doc. Mgr. Zuzana Papulová, PhD., prof. Ing. Jozef Papula, PhD.							
Last change: 02.06.2015							
Approved by:							