

## Course descriptions

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## COURSE DESCRIPTION

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

## COURSE DESCRIPTION

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

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/011ME/10			<b>Course title:</b> Banking				
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b> By completing the subject, the student gets an overview of the management of the assets and liabilities of the commercial bank and the role of the commercial bank capital as well as the banking supervision.							
<b>Class syllabus:</b> 1. The role of money in the development (or bankruptcy?) of the modern state. 2. Importance of banking and its functions - emission, distribution, redistribution, savings 3. Basic types of banking systems - one-stage, two-stages banking system 4. Banking Methods - Universal, Separate, Mixed Banking 5. Representations, branches, subsidiaries of CB - representation, Branch, Sales Representative, Daughter 6. Banking in the EU - EC Directive on banking 7. Regulatory Authorities in the SR - Legislative Arrangement - Laws 8. Commercial Bank Capital - TIER 1, TIER 2, TIER 3, - Features 9. Basel Agreements - BASEL 1, BASEL2, BASEL 3. 10. The impact of the central bank on commercial banks - PMR sources, automated operations 11. European System of Central Banks - ESCB, Eurosystem, ECB, Banking Union 12. Riteil banking - bank clients, products, services, distribution 13. Electronic banking - product types, product packages, advantages							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 211							
A	ABS	B	C	D	E	FX	M
71,56	0,0	18,01	5,69	0,0	0,47	4,27	0,0

<b>Lecturers:</b> Mgr. Lucia Pašrtová, PhD.
<b>Last change:</b> 30.01.2021
<b>Approved by:</b>

## COURSE DESCRIPTION

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

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

#### **Recommended literature:**

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

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

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

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

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

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

Kapferet J., N.: The new strategic brand management. MPG Books Bodmin. 2008 ISBN 978-0-7494-5085-4. Dostupné na: [http://books.google.sk/books?i=8PoItiB7bicC&printsec=frontcover&hl=sk&source=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)

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

Slovak

#### **Notes:**

<b>Past grade distribution</b>							
Total number of evaluated students: 178							
A	ABS	B	C	D	E	FX	M
57,3	0,0	17,98	10,67	3,37	1,12	9,55	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.KMn/045ME/17	<b>Course title:</b> Business Ethics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s / 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Exam: Written. In the exam period according to the Schedule of the FM CU in Bratislava. Max. amount of points from the exam is 100. For the „A“ evaluation 91 points at least are needed, for the „B“ evaluation 81 points at least are needed, for the „C“ evaluation 73 points at least are needed, for the „D“ evaluation 66 points at least are needed, for the „E“ evaluation 60 points at least are needed. Scale of assessment (preliminary/final): 0/100	
<b>Learning outcomes:</b> Students will get familiar with business ethics as an academic discipline. They will acquire the theory of business ethics and learn how to implement new knowledge through case studies and solution of ethical-economic dilemmas. Simultaneously they will gain skills and techniques related to the successful implementation of business ethics into practice.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the study</li> <li>2. The essence of business ethics. Profit versus ethics             <ul style="list-style-type: none"> <li>- Origin, essence, subject of business ethics</li> <li>- Economic and ethical rationality</li> <li>- Profit versus ethics</li> <li>- Different levels of ethical and economic intersection</li> </ul> </li> <li>3. Professional ethics of a manager             <ul style="list-style-type: none"> <li>- Manager as a profession</li> <li>- Managerial oath. Integrity of the manager</li> <li>- Basic ethical principles of a manager</li> </ul> </li> <li>4. Ethics. Ethics and morality. Main ethical principles. Ethical principles: honesty, sincerity, responsibility, justice, duty             <ul style="list-style-type: none"> <li>- Ethics as a part of managerial decision-making</li> <li>- What is ethics. Ethics and morality. Ethics and law</li> <li>- Main ethical principles: duty, responsibility, justice, human rights (+ honesty, tolerance)</li> </ul> </li> <li>5. Corporate social responsibility             <ul style="list-style-type: none"> <li>- The essence of the concept of corporate social responsibility</li> <li>- Stakeholder theory</li> </ul> </li> </ol>	

<ul style="list-style-type: none"> <li>- Forms of corporate social responsibility</li> <li>- The essence of the UN Global Compact initiative</li> <li>- The essence of the Sustainable Development Program</li> </ul>
6. Ethics in human resource management <ul style="list-style-type: none"> <li>- Ethical issues in individual HRM functions</li> <li>- Ethical issues in labor relations - discrimination</li> <li>- Ethical aspects in interpersonal relationships in the workplace - sexual harassment, mobbing, bossing. Analysis of the causes of their origin.</li> </ul>
7. Ethics in services <ul style="list-style-type: none"> <li>- The essence of ethics in services</li> <li>- Stakeholder theory: The relationship with the consumer and the client</li> <li>- Dynamics of the relationship between ethics and etiquette in employee behavior in services</li> </ul>
8. Ethical aspects of corruption <ul style="list-style-type: none"> <li>- The nature and types of corruption</li> <li>- Ethical measures to fight corruption</li> </ul>
9. Whistleblowing <ul style="list-style-type: none"> <li>- Link: Corruption and whistleblowing</li> <li>- Requirements for functioning of channels for reporting unethical activities in the company</li> </ul>
10. Institutionalization of ethics <ul style="list-style-type: none"> <li>- Ethics program and compliance program</li> <li>- Basic components of institutionalization of ethics in the company</li> </ul>
11. Code of Ethics <ul style="list-style-type: none"> <li>- The meaning and functions of the code of ethics</li> <li>- Creation of a code of ethics</li> </ul>
12. How ethics and compliance program works - examples from practice. Best practices in implementing ethics into the company

**Recommended literature:**

REMIŠOVÁ, A. 2015. Súčasné trendy podnikateľskej etiky. Bratislava: Kluwer, 260 s.  
 REMIŠOVÁ, A. 2011. Etika a ekonomika. Bratislava: Kalligram. 496 s.  
 Crane Andrew and Matten, Dirk (2010). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford: Oxford University Press.  
 Stanwick Peter and Stanwick Sarah (2014). Understanding Business Ethics. Thousand Oaks: SAGE Publications.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 462

A	ABS	B	C	D	E	FX	M
17,75	0,0	22,08	23,16	16,02	17,53	3,46	0,0

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

**Last change:** 25.09.2020

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMn/052ME/00				<b>Course title:</b> Conflict Solving			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Recommended prerequisites:</b> Organisational Behaviour							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 396							
A	ABS	B	C	D	E	FX	M
54,04	0,0	23,74	12,37	4,04	4,04	1,77	0,0
<b>Lecturers:</b> Mgr. Zuzana Kirchmayer, 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.KMn/099ME/12	<b>Course title:</b> Current Trends in Practice Management
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100% Case study presentation Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim is to give the graduate CUFM students the opportunity to get the first-hand information about present trends in the practice of management as an example from Slovnaft, a.s.	
<b>Class syllabus:</b> 1. Introduction to the course. Entrepreneurship in the oil refinery industry – specific features and trends. 2. Slovnaft's response to the industry's and global challenges. 3. Refinery I – managerial challenges in production. 4. Refinery II – management of production processes. 5. Logistics and management of BOPZ (i.e. Slovak acronym for work safety and health preservation at the workplace). 6. Financial management of the company I. 7. Financial management of the company II. 8. Trade. 9. Retail trade management in the time of crisis. 10. Basic rules of economic competition. 11. What is easier – to talk to the employees or to people from newspaper? Similarities and differences of internal and external communication in the strategically important company. 12. Human resource management I – Personnel management vs. HRM. 13. Human resource management II – Talent management	
<b>Recommended literature:</b> Slovnaft a.s. company sources.	
<b>Languages necessary to complete the course:</b> Slovak and English	
<b>Notes:</b>	

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

## COURSE DESCRIPTION

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

## STATE EXAM DESCRIPTION

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

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/142ME/16			<b>Course title:</b> Diploma Thesis Project				
<b>Educational activities:</b> <b>Type of activities:</b> seminar / independent work <b>Number of hours:</b> <b>per week:</b> 12 / 12 <b>per level/semester:</b> 168 / 168 <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 6.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 90							
A	ABS	B	C	D	E	FX	M
47,78	0,0	22,22	3,33	2,22	7,78	16,67	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., Mgr. Martina Drahošová, PhD., prof. Ing. Ľubica Bajzíková, PhD., PhDr. Lukáš Copuš, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Emília Charfaoui, CSc., Mgr. Zuzana Kirchmayer, PhD., prof. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. PhDr. Helena Šajgalíková, PhD., doc. Ing. Daniela Špírková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. Ing. Daniela Zemanovičová, CSc., prof. Mgr. Peter Štarchoň, PhD., Ing. Viera Ölvecká, PhD., Mgr. Katarína Rentková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. František Olšavský, PhD., Mgr. Lucia Vilčeková, PhD., doc. RNDr. Mária Bohdalová, PhD., doc. JUDr. Ján Matlák, CSc., doc. Ing. Jaroslava Kniežová, PhD., Ing. Miloslav Chalupka, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Eleonóra Beňová, PhD., Mgr. Vincent Karovič, PhD., Mgr. Július Selecký, PhD., prof. RNDr. Michal Greguš, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., doc. Ing. Jana Kajanová, PhD., prof. RNDr. Darina Saxunová, PhD., doc.							



PhDr. Paulína Stachová, PhD., doc. Ing. Zuzana Stoličná, PhD., Mgr. Janka Kottulová, PhD., doc. Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Lucia Paškrtová, PhD., Mgr. Ján Smoleň, PhD., Mgr. Martin Vozár, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Ing. Martin Mravec, PhD., Ing. Lenka Ližbetinová, PhD., Mgr. Rita Szalai, PhD., PhDr. Gabriela Bérešová, PhD., MUDr. Ján Lakota, CSc., prof. RNDr. Ing. Ľudomír Šlahor, 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/142ME/19			<b>Course title:</b> Diploma Thesis Project				
<b>Educational activities:</b> <b>Type of activities:</b> seminar / independent work <b>Number of hours:</b> <b>per week:</b> 12 / 12 <b>per level/semester:</b> 168 / 168 <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 5.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 177							
A	ABS	B	C	D	E	FX	M
50,85	0,0	18,64	18,08	4,52	4,52	3,39	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 Huľvej, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., Mgr. Martina Drahošová, PhD., prof. Ing. Ľubica Bajžíková, PhD., PhDr. Lukáš Copuš, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Emília Charfaoui, CSc., Mgr. Zuzana Kirchmayer, PhD., prof. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. PhDr. Helena Šajgalíková, PhD., doc. Ing. Daniela Špírková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. Ing. Daniela Zemanovičová, CSc., prof. Mgr. Peter Štarchoň, PhD., Ing. Viera Ölvecká, PhD., Mgr. Katarína Rentková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. František Olšavský, PhD., Mgr. Lucia Vilčeková, PhD., doc. RNDr. Mária Bohdalová, PhD., doc. JUDr. Ján Matlák, CSc., doc. Ing. Jaroslava Kniežová, PhD., Ing. Miloslav Chalupka, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Eleonóra Beňová, PhD., Mgr. Vincent Karovič, PhD., Mgr. Július Selecký, PhD., prof. RNDr. Michal Greguš, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., doc. Ing. Jana Kajanová, PhD., prof. RNDr. Darina Saxunová, PhD., doc.							

PhDr. Paulína Stachová, PhD., doc. Ing. Zuzana Stoličná, PhD., Mgr. Janka Kottulová, PhD., doc. Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Lucia Paškrtová, PhD., Mgr. Ján Smoleň, PhD., Mgr. Martin Vozár, PhD., PhDr. Daniela Majerčáková, PhD., MBA, Ing. Martin Mravec, PhD., Ing. Lenka Ližbetinová, PhD., prof. JUDr. Daniela Nováčková, PhD., prof. RNDr. Ing. Ľudomír Šlahor, 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/140ME/18				<b>Course title:</b> Diploma Thesis Seminary I			
<b>Educational activities:</b> <b>Type of activities:</b> seminar / independent work <b>Number of hours:</b> <b>per week:</b> 12 / 12 <b>per level/semester:</b> 168 / 168 <b>Form of the course:</b> combined							
<b>Number of credits:</b> 1							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 32							
A	ABS	B	C	D	E	FX	M
21,88	0,0	25,0	18,75	12,5	6,25	15,63	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. Vincent Karovič, PhD., prof. Ing. Ján Rudy, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/141ME/16			<b>Course title:</b> Diploma Thesis Seminary II				
<b>Educational activities:</b> <b>Type of activities:</b> seminar / independent work <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s / 12s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 5.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 327							
A	ABS	B	C	D	E	FX	M
40,37	0,0	17,13	11,93	3,06	6,42	21,1	0,0
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Zuzana Kirchmayer, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., prof. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. Ing. Daniela Zemanovičová, CSc., prof. Ing. Anna Pilková, PhD., MBA, prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Peter Gál, PhD., Mgr. Andrea Gažová, PhD., doc. PhDr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Lucia Kohnová, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., Mgr. Peter Mrázik, PhD., PhDr. Lukáš Copuš, PhD., doc. PhDr. Helena Šajgalíková, PhD., Mgr. Július Selecký, PhD., Mgr. Martin Vozár, PhD., prof. RNDr. Darina Saxunová, PhD., prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD., Ing. Viera Ölvecká, PhD., Mgr. Lucia Paškrťová, PhD., Mgr. Katarína Rentková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., Mgr. Samuel Smolka, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. Eleonóra Beňová, PhD., Mgr. Janka Kottulová, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Ing. Miloslav Chalupka, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., doc. JUDr. Ján Matlák, CSc., doc. PhDr. Paulína Stachová, PhD., Mgr. Vincent							

Karovič, PhD., doc. Ing. Jana Kajanová, PhD., doc. Mgr. Petra Milošovičová, PhD., Mgr. Rita Szalai, PhD., doc. Ing. Jaroslava Kniežová, PhD., prof. JUDr. Daniela Nováčková, PhD., doc. Ing. Zuzana Stoličná, PhD.
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<b>Last change:</b>
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<b>Approved by:</b>
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## COURSE DESCRIPTION

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

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/096ME/17				<b>Course title:</b> E-business and E-marketing			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24t <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 5.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 454							
A	ABS	B	C	D	E	FX	M
71,81	0,0	12,78	7,93	1,54	1,54	4,41	0,0
<b>Lecturers:</b> Mgr. Andrea Studeničová, prof. RNDr. Michal Greguš, PhD., Ing. Jaroslav Vojtechovský, PhD.							
<b>Last change:</b> 15.11.2018							
<b>Approved by:</b>							



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KEF/256ME/16			<b>Course title:</b> Economy Processes Modelling				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 606							
A	ABS	B	C	D	E	FX	M
26,73	0,0	12,54	20,79	16,5	15,51	7,92	0,0
<b>Lecturers:</b> doc. RNDr. Ján Pekár, PhD.							
<b>Last change:</b> 26.09.2019							
<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/258ME/16	<b>Course title:</b> Financial accounting
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Accounting I.-II.	
<b>Course requirements:</b> problems and case studies - 40% Final exam -60% Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> To enhance understanding of corporate financial accounting and the interpretation of its information with emphasis on selected topics of Financial Accounting within the course linked to Financial analysis and Reporting, The correct understanding of information contained in Financial Statements and Notes to the Financial Statements will be practised in case studies of real companies. The objective is to give students conceptual comprehension of US GAAP so that students will be able to understand the US GAAP's influence on reported information in financial statements and will become well-informed users of the information for decision making in finance and management area.	
<b>Class syllabus:</b> 1. Financial accounting – objectives, functions, conceptual framework of US.GAAP, cash and accrual basis of accounting 2. Financial statements- Balance sheet, Income Statement, Cash Flow, The statement of shareholders' equity – basic characteristics 3. Earnings management, Earnings of the higher and lower quality, Realization and matching principle, accrual basis of accounting 4. Current assets – Cash and Cash equivalents, receivables 5. Inventories 6. Long term assets 7. Short-term and long-term investments 8. Current Liabilities 9. Long-term Liabilities and Reserves 10. Lease - operational and financial 11. Shareholders' Equity 12. Multistep-income statement and its distribution, EPS, P/E 13. Dividends – cash and stock dividends	
<b>Recommended literature:</b> [1] SAXUNOVÁ, D. 2019. Financial Statements for the Needs of Managers -Global Accounting Standards : US GAAP and IFRS. Prague : Wolters Kluwer, 2019. [2] Internetové zdroje na webových sídlach: <a href="http://www.ifrs.org">www.ifrs.org</a> , <a href="http://www.fasb.org">www.fasb.org</a> .	

[3] Stickney, Weil – Financial Accounting and Analysis – theory, analysis and interpretations, 13th edition, 2010

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 523

A	ABS	B	C	D	E	FX	M
6,31	0,0	12,43	16,06	22,94	23,9	18,36	0,0

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

**Last change:** 22.09.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/255ME/16	<b>Course title:</b> Financial management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 40/60%	
<b>Learning outcomes:</b> The subject deepens the knowledge of the Introduction to the financial management. The emphasis is put on the role of the financial manager in the decision making process about optimal capital structure of the business, on the yields and risks in the capital budgeting, on the chosen problems of management and control of individual components of short-term assets. It deals also with problems of financial investments and theory of stocks and bonds portfolio, financial derivatives and their role in the financial management of the company. It explains chosen problems of international financial management.	
<b>Class syllabus:</b> Brief Syllabus: Analysis of project's cash flows: factors, which influence project's cash flows, value of project's managerial option, evaluation of projects with different life cycles, optimal economic project life cycle, inflation influences on project's cash flows. Risk analysis and optimal capital budgeting: project's risk, sensitivity analysis and potential scenarios analysis, simulation Monte Carlo, decision trees, optimal capital budget, rationalization of capital. Long-term financial planning: formal financial statements – method of steady state ratio, formula for calculation of supplementary financial resources. Linear and nonlinear prognostic models, financial control system. Introduction into theory and practice of capital structures: business risks and influencing factors, financial risk, basic theories of capital structures, optimal capital structure. Dividend policy: theories of investor's preferences, residual dividend model, practical dividend policy and influencing factors. Sources of long-term financing: stock markets, organized bourses and OTC markets, transaction types on stock markets, advantages and disadvantages of common stocks, process of investment banking, bonds and their rating, advantages and disadvantages of financing from foreign sources, basic characteristic of leasing, advantages of leasing financing, preferred stocks – advantages and disadvantages, warrants, convertible bonds.	

<p>Short-term assets management: working capital, alternative investment policies of financing short-term assets, working capital and economic added value.</p> <p>Management of finance in form of cash: cash cycle, resources and use of cash, cash budgeting.</p> <p>Management of inventories and management of accounts receivable: inventories and expenses for their holding, examples of inventory management systems, accounts receivable analysis, accounts receivable monitoring, financial and other analysis of customer, debt recovery, discount for customers, the change of payment conditions.</p> <p>Short-term financing: assets financing– aggressive and conservative approach, alternatives of current assets financing, resources of short-term financing, business loan and its costs.</p> <p>Short-term financing – common bank loans: techniques for loans, forms of loan securities, banking loans and their price, criteria for choice of bank.</p> <p>Short-term financing – bills of exchange, factoring: functions of bill of exchange, significant necessities of own and foreign bill of exchange, types of factoring, advantages and disadvantages of factoring.</p> <p>Cash conversion cycle: conversion cycle, Baumol's model, optimal cash transfer, simulation Monte Carlo and safety level for cash, cash budget.</p> <p>Estimation of optimal level of inventories: inventory pricing methods, optimal size of order, discount and sensitivity analysis.</p>																							
<p><b>Recommended literature:</b></p> <p>Komorník J., Majerčáková D., Husovská M. : Financial Management, Kartprint 2011</p> <p>2. Brigham, E. F., Ehrhardt, M. C. : Financial Management, 13th Edition, Thomson, South-Western, 2005</p> <p>3. Brealey, R. A., Myers, S. C. : Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003</p> <p>4. Vlachynský, K., Král'ovič, J. : Financial Management, Elita, 2004</p>																							
<p><b>Languages necessary to complete the course:</b></p> <p>English</p>																							
<p><b>Notes:</b></p>																							
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 640</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>29,22</td><td>0,0</td><td>27,03</td><td>19,06</td><td>8,91</td><td>8,91</td><td>6,88</td><td>0,0</td></tr> </tbody> </table>								A	ABS	B	C	D	E	FX	M	29,22	0,0	27,03	19,06	8,91	8,91	6,88	0,0
A	ABS	B	C	D	E	FX	M																
29,22	0,0	27,03	19,06	8,91	8,91	6,88	0,0																
<p><b>Lecturers:</b> Mgr. Martin Vozár, PhD., Mgr. Ján Smoleň, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc.</p>																							
<p><b>Last change:</b> 30.10.2019</p>																							
<p><b>Approved by:</b></p>																							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/056ME/14	<b>Course title:</b> Intellectual Capital and Innovations in the Dynamic Business
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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.	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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	
<b>Recommended literature:</b> [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](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

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/023ME/17	<b>Course title:</b> International Human Resource Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 24 / 24 <b>per level/semester:</b> 336 / 336 <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Preliminary Assessment: Academic paper (50%) Final Assessment: Written Exam (50%) Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> Students familiarize with the major of human resource management (HRM) functions within the supranational companies, with the focus on different apprehension of the employment relations in selected countries.	
<b>Class syllabus:</b> Introduction to European HRM Industrial Relations in Europe Employee Participation and Work Councils Flexible Forms of Work Organization HRM in Selected Countries (Germany, Great Britain, France, Italy. Middle Europe: Czech Republic, Slovakia, Slovenia, Hungary, Poland. Asia: selected country) and their comparison Student presentations.	
<b>Recommended literature:</b> Bajžíková, Ľ. - Búciová, Z. 2012. Medzinárodný manažment ľudských zdrojov. UK. Scholz Ch. – Bóhm, H.: Human Resource Management in Europe (Comparative analysis and contextual understanding). Routledge. 2008. Hollinshead, G. – Leat, M.: Human Resource Management (an international and comparative perspective on the employment relationship). Pitman Publishing. 1994. Kirkbride, P.S.: Human Resource Management in Europe (perspectives for the 1990's). Routledge. 1994. Sparrow, P. – Hiltrop, J.M. European Human Resource Management in Transition. Prentice Hall. 1994. Journal of HRM, Bratislava, Faculty of Management, Slovakia 2008-2018..	
<b>Languages necessary to complete the course:</b> Slovak	



<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 313							
A	ABS	B	C	D	E	FX	M
29,07	0,0	21,09	19,17	12,14	14,06	4,47	0,0
<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., Mgr. Zuzana Kirchmayer, PhD.							
<b>Last change:</b> 02.02.2021							
<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/031ME/17				<b>Course title:</b> International Marketing			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 5.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 308							
A	ABS	B	C	D	E	FX	M
12,01	0,0	19,16	26,3	18,18	16,88	7,47	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD.							
<b>Last change:</b> 12.11.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/259ME/16	<b>Course title:</b> Investment analysis
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s / 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 50 %, 50%	
<b>Learning outcomes:</b> The aim of the subject is to deepen student's knowledge about financial markets, its problems and risks, as well as about some products, which are tradeable at those markets. The purpose of the course is also familiarization of basic methods and techniques of investing to stocks and bonds	
<b>Class syllabus:</b> International financial management: purchasing power parity, unsecured interest rate parity, term parity, covered interest rate parity, yield of investment in foreign country, effect of global diversification, examples of global investment strategies, financial markets correlation. Acquisition and mergers: some reasons for acquisitions and mergers, tactics and defence during mergers and acquisitions, forms of business combinations, structure of supply for take over, tasks of investment banks during mergers and acquisitions. Financial risks: types of financial risks, value at risk (VaR), measurement of interest risk by VaR, surveying of interest positions, VaR and diversification effects, VaR of investment portfolios, project's impact on VaR, cash-flow at risk (CaR). Financial derivatives and hedging of risks: basic types of financial derivatives, standardization of financial derivatives, long- and short- position, term-contracts pricing, hedging of open positions, risk factors, examples of complicated hedging techniques, option parity, replication of option position, option pricing methods, riskless arbitrage, dynamic data-hedging, sensitivity parameters, interest and currency swap. Duration and immunization: yield curves and interest structures, Macaulay duration, present value effect and reinvesting effect while investing to bonds, modified duration, effective duration and key-rate duration, immunization of open bond positions.	
<b>Recommended literature:</b> Literatúra: 1. Komorník J., Majerčáková D., Husovská M.: Finančný manažment, Kartprint 2011 2. Brigham, E. F., Ehrhardt, M. C.: Financial Management, 13th Edition, Thomson, South-Western, 2005	

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

4. Prednáška „Investičné analýzy“

Odporúčaná:

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

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 329

A	ABS	B	C	D	E	FX	M
49,85	0,0	10,03	20,06	8,21	7,6	4,26	0,0

**Lecturers:** prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Martin Vozár, PhD.

**Last change:** 30.10.2019

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/011ME/10	<b>Course title:</b> Leadership
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Evaluation: Final written test. Scale of assessment (preliminary/final): 0/100	
<b>Learning outcomes:</b> The whole course is based on connecting theory with practice. The basic teaching method is selfreflection of course participants. Each adopted theory and model / concept of leadership is explained through the active involvement of students in problem solving, short case studies, personality tests and the completion of various diagnostic tools that are used in business practice. The aim of the course is to provide students with new, current knowledge in the field of leadership, to clarify the meaning and impact of leadership behavior and to build competencies that are associated with effective leadership of subordinates. To incorporate new knowledge through the solution of case studies and active self-reflection and self-evaluation.	
<b>Class syllabus:</b> 1. Introduction - Anatomy of the process of leading people. What means "effective" leadership. Motivation to become a leader. 2. Who is a good leader? Personality traits of effective leaders. 3. How does a good leader behave? The Managerial grid. 4. Which leadership style is optimal? Situational leadership. 5. How to lead a team? Leader orientation on task management and team relationship management (The Team leadership). 6. How to inspire people? Charismatic and transformational leadership styles. 7. How to establish ethics in the workplace? Values-oriented and ethical leadership. Portraiture of values. 8. Who is a "corporate psychopath"? The dark side of leaders. 9. How to resolve interpersonal conflicts in the workplace? 10. The bond of trust: How to build trust with subordinates? How to delegate tasks? 11. What type of leader are you? What are your strengths and what can be done to eliminate your weaknesses. 12. Summary.	

**Recommended literature:**

Lašáková, A. (2013). Vedenie ľudí. In Rudy, J. et al.: Organizačné správanie. Bratislava: UK v Bratislave, s. 126 - 146.

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

DuBrin, Andrew (2013). Principles of Leadership. 7th ed. Mason, South-Western Cengage Learning.

Yukl, Gary (2013). Leadership in Organizations. 8th ed. Essex, Pearson Education Limited.

Lašáková, A., Remišová, A. (2015). Unethical Leadership: Current Theoretical Trends and Conceptualization. In Procedia Economics and Finance, vol. 34, Elsevier, s. 319 - 328. Dostupné na: <http://www.sciencedirect.com/science/article/pii/S2212567115016366>

Lašáková, A., Remišová, A., Kirchmayer, Z. (2016). Are Managers in Slovakia Ethical Leaders? Key Findings on the Level of Ethical Leadership in the Slovak Business Environment. Available at: <https://pp.bme.hu/so/article/view/9758>

**Languages necessary to complete the course:**

Slovak and English language

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

Total number of evaluated students: 509

A	ABS	B	C	D	E	FX	M
33,01	0,0	32,61	19,06	8,45	5,89	0,98	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.KIS/030ME/10				<b>Course title:</b> MIS - Special Topics			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 95							
A	ABS	B	C	D	E	FX	M
82,11	0,0	7,37	5,26	3,16	1,05	1,05	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. Ing. Jaroslava Kniežová, PhD.							
<b>Last change:</b> 08.03.2019							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/033ME/17				<b>Course title:</b> Management Information Systems			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 608							
A	ABS	B	C	D	E	FX	M
33,72	0,0	16,61	11,68	7,89	23,52	6,58	0,0
<b>Lecturers:</b> doc. Ing. Jaroslava Kniežová, PhD., prof. RNDr. Michal Greguš, PhD., Ing. Vincent Karovič, PhD.							
<b>Last change:</b> 27.03.2019							
<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/S07ME/18	<b>Course title:</b> Management, Theories, Methods, Applications
<b>Number of credits:</b> 1	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KSP/009ME/17				<b>Course title:</b> Managerial Decision-Making			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 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: 340							
A	ABS	B	C	D	E	FX	M
11,47	0,0	15,29	21,18	14,71	26,18	11,18	0,0
<b>Lecturers:</b> prof. Ing. Jozef Papula, PhD., Mgr. Peter Gál, PhD.							
<b>Last change:</b> 12.02.2018							
<b>Approved by:</b>							

## COURSE DESCRIPTION

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

1. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business Decision Making, WileyPLUS, 7th Edition, 2013
2. Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and Managerial Accounting, WileyPLUS, 2nd Edition, 2015

**Languages necessary to complete the course:**

English

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

Total number of evaluated students: 621

A	ABS	B	C	D	E	FX	M
8,05	0,0	14,49	17,55	18,68	29,47	11,76	0,0

**Lecturers:** Mgr. Lenka Papíková, PhD., prof. RNDr. Darina Saxunová, PhD.

**Last change:** 12.03.2018

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/017ME/17				<b>Course title:</b> Marketing Management			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 656							
A	ABS	B	C	D	E	FX	M
4,88	0,0	14,02	22,41	21,65	24,39	12,65	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniiová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/029ME/17	<b>Course title:</b> Marketing Research
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing management	
<b>Course requirements:</b> 40 % research project. Evaluation will be based on the quality level of the research project. 60 % final test. Final test will be composed as combination of open and closed questions from lectures and project. 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. Semester project is handed out without the possibility of additional adjustments and additional exchanges. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After completing the course students will be able to analyze and interpret data that are used in marketing practice. They will obtain the ability and skills required to work in managerial and professional positions using the information in the context of marketing management. Students will be eligible to solve complex problems related to research and they will be able to analyze the market and customers.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. The role of marketing research in management of marketing activities – introduction.</li> <li>2. Process of marketing research.</li> <li>3. Typology of marketing research.</li> <li>4. Survey as marketing research method.</li> <li>5. Observation as marketing research method.</li> <li>6. Experimental design in marketing research.</li> <li>7. Sampling.</li> <li>8. Panel research and omnibus research.</li> <li>9. Data analysis – descriptive analysis: one-dimensional, two-dimensional and multidimensional descriptive analysis.</li> </ol>	

10. Hypothesis testing.
11. Data analysis – advanced analysis: regression analysis, correlation coefficient, factor analysis.
12. Data analysis – advanced analysis: structural equation modeling, cluster analysis and conjoint analysis.
13. Tendencies in the development of marketing research.

**Recommended literature:**

- BRADLEY, N., 2013. Marketing Research tools and Techniques. Oxford: Oxford University Press, 2013. ISBN 978-0-19-965509-0.
- HAGUE, P. N., HAGUE, N., 2004. Market Research in Practice: A Guide to the Basics. Pages: 257, Publisher: Kogan Page Ltd, 2004. E-source: <<http://site.ebrary.com/lib/uniba/Doc?id=10084442>>
- CHURCHILL, A. G. – IACOBUCCI, D., 2010. Marketing Research. Methodological Foundations. South-Western, Cengage Learning, 2010. ISBN 0-538-74377-8.
- KOZEL, R., 2006. Moderní marketingový výzkum. Praha: Grada Publishing, 2006. [online]. Available from: <[http://books.google.sk/books?id=1EfM8GQiOBcC&dq=marketingov%C3%BD+v%C3%BDzkum&source=gbs\\_navlinks\\_s](http://books.google.sk/books?id=1EfM8GQiOBcC&dq=marketingov%C3%BD+v%C3%BDzkum&source=gbs_navlinks_s)>
- KUMAR, V., 2015. Marketing research. A global Outlook. New Dehli: Sage Publications, 2015. ISBN 978-93-515-0248-7.
- RICHTEROVÁ, K. a kol. 2007. Marketingový výskum. Bratislava: Ekonóm, 2007. ISBN 80-225-2362-2
- TAHAL, R. a kol. 2017. Marketingový výzkum. Postupy, metody, trendy. Praha: Grada Publishing, 2017. ISBN 80-271-0206-8
- VOKOUNOVÁ, D. a kol. 2004. Praktikum z prieskumu trhu. Bratislava: Ekonóm, 2004. ISBN 80-225-1753
- Trend, Journal of International Marketing and Marketing Science and Inspirations journals

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 361

A	ABS	B	C	D	E	FX	M
18,56	0,0	16,07	11,91	15,79	14,4	23,27	0,0

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

**Last change:** 03.05.2021

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/316ME/18				<b>Course title:</b> Organisation Strategy in ICT			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 16							
A	ABS	B	C	D	E	FX	M
56,25	0,0	18,75	18,75	0,0	0,0	6,25	0,0
<b>Lecturers:</b> doc. RNDr. Michal Greguš, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/040ME/17	<b>Course title:</b> Organizational Behavior
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week: per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 20 % – case study preparation and presentation, 30 % - midterm written exam, 50 % – oral exam. Grade A requires 91 % (minimum), B 81 %, C 73 %, D 66 %, and grade E requires 60% at minimum. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> The course covers specific content areas of Organizational Behavior (OB) and is designed for graduate students in the field of Management. OB as a contemporary approach to management is a course designed to introduce graduate students to the theories, concepts, and practical applications of research in the field. The course helps to develop the skills necessary to solve specific problems of OB faced by organizations.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>• Introduction, The Nature of Organizations, Trends in the New Workplace, The Nature of Managerial Work, Managerial Skills, Management Lessons from Abroad – Japanese Management.</li> <li>• Individual Behavior and Performance, Basic Attributes of Individuals, Values, Attitudes, and the Perceptual Process.</li> <li>• Motivation Theories, Learning, Reinforcement, Self-Management, Job Design</li> <li>• Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork.</li> <li>• Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options).</li> <li>• Management and Chaos Theory, The New Organization</li> <li>• Managing Change in Organizations, Managers as Change Agents, Change Strategies, Resistance to Change, Crisis of Change, Dynamics of Stress. Power. Leadership and followership. Managerial decision-making.</li> </ul>	
<b>Recommended literature:</b> Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015. Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Manažment a organizačné správanie, MV Wissenschaft, Münster, 2013 Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Organizačné správanie, UK Bratislava, 2013 Shermerhorn, J. R.- Hunt, J.G., - Osborn, R.N.: Organizational Behavior, John Wiley and Sons, N.Y. 2008 Robbins, S. P. –Judge, T.A.: Organizational Behavior, Prentice Hall, New Jersey, 2011 Rudy, J. – Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008 Rudy, J.: Manažment a teória chaosu alebo nový model organizácie, Faber, Bratislava, 1997. Rudy, J.: Organizácia a riadenie japonských	

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

**Languages necessary to complete the course:**

slovak, english

**Notes:**

**Past grade distribution**

Total number of evaluated students: 664

A	ABS	B	C	D	E	FX	M
4,22	0,0	8,58	20,78	22,14	31,93	12,35	0,0

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

## COURSE DESCRIPTION

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

<p>Slovensku.Bratislava : Wolters Kluwer, 2017. 212 s. ISBN 978-80-8168-663-4.  Siegel, J.: Investice do akcií, Běh na dlouhou trať, Grada 2011,  Graham, B.: Inteligentní investor, Grada. Praha 2007  Strana: 2  Smernice EÚ z oblasti kolektívneho investovania.</p>							
<p><b>Languages necessary to complete the course:</b>  English</p>							
<p><b>Notes:</b></p>							
<p><b>Past grade distribution</b>  Total number of evaluated students: 138</p>							
A	ABS	B	C	D	E	FX	M
41,3	0,0	19,57	15,94	10,14	10,14	2,9	0,0
<p><b>Lecturers:</b> Mgr. Martin Vozár, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc.</p>							
<p><b>Last change:</b> 16.06.2020</p>							
<p><b>Approved by:</b></p>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/160ME/16				<b>Course title:</b> Practise			
<b>Educational activities:</b> <b>Type of activities:</b> practice <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 9t <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 6.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 266							
A	ABS	B	C	D	E	FX	M
59,02	0,0	26,32	6,39	2,63	1,13	4,51	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD., prof. RNDr. Michal Greguš, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. JUDr. PhDr. Katarína Gubíniiová, 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/161ME/17				<b>Course title:</b> Practise			
<b>Educational activities:</b> <b>Type of activities:</b> practice <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 9t <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 3., 5.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 266							
A	ABS	B	C	D	E	FX	M
59,02	0,0	26,32	6,39	2,63	1,13	4,51	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

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



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/039ME/17				<b>Course title:</b> Project Management			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / practicals <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 5.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 433							
A	ABS	B	C	D	E	FX	M
54,27	0,0	25,87	9,01	6,47	1,62	2,77	0,0
<b>Lecturers:</b> prof. RNDr. Michal Greguš, PhD., PhDr. Peter Veselý, PhD., doc. Ing. Jaroslava Kniežová, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/007ME/11				<b>Course title:</b> Public Relations			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 188							
A	ABS	B	C	D	E	FX	M
45,21	0,0	24,47	15,43	4,26	1,6	9,04	0,0
<b>Lecturers:</b> doc. PhDr. Magdaléna Samuhelová, CSc.							
<b>Last change:</b> 02.06.2015							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/312ME/18				<b>Course title:</b> Security Management			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 0							
A	ABS	B	C	D	E	FX	M
0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> PhDr. Peter Veselý, PhD.							
<b>Last change:</b>							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KSP/032ME/17				<b>Course title:</b> Strategic Management			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 450							
A	ABS	B	C	D	E	FX	M
6,67	0,0	16,89	21,78	20,67	28,89	5,11	0,0
<b>Lecturers:</b> prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.							
<b>Last change:</b> 18.09.2020							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KSP/027ME/17				<b>Course title:</b> Strategic Thinking and Strategy			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 24s / 24s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 6							
<b>Recommended semester:</b> 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: 368							
A	ABS	B	C	D	E	FX	M
14,67	0,0	14,95	17,39	21,47	18,48	13,04	0,0
<b>Lecturers:</b> prof. Ing. Jozef Papula, PhD.							
<b>Last change:</b> 18.09.2020							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMn/100ME/19			<b>Course title:</b> Súčasný trendy v personálnom manažmente				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 12s / 12s <b>Form of the course:</b> combined							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b>							
<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: 32							
A	ABS	B	C	D	E	FX	M
43,75	0,0	21,88	12,5	12,5	6,25	3,13	0,0
<b>Lecturers:</b> prof. Ing. Ján Rudy, PhD., doc. Ing. Zdenko Stacho, PhD., doc. Ing. Katarína Stachová, PhD.							
<b>Last change:</b> 20.10.2020							
<b>Approved by:</b>							