Course descriptions
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COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/163AB/16	**Course title:** Business Communication

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 English for managers I, II, III

Course requirements:
20 % for active participation in classes, 15 % for a topical role play 15% for a short presentation and 50 % for the final test at the end of the semester.
Scale of assessment (preliminary/final): 50/50

Learning outcomes:
By completing the course the student develops his/her verbal and non-verbal communication skills and extends knowledge from intercultural communication aimed at practical managerial skills. At the same time he/she enhances oral communication in English with the emphasis on fluency and accuracy of oral performance. The student will learn to use appropriate language when performing a business presentation and when negotiating with a foreign business partner.

Class syllabus:
Topics:
• Intercultural communication, its relevance, type of cultures, communication barriers
• The influence of cultural aspects on managerial work
• Non-verbal communication
• Preparation of a presentation for international audience
• Formal meetings
• Negotiating on international level
• Settling disputes and conflicts
• Telephoning, work-related telephoning, ethics of telephoning
• Small-talk

Recommended literature:
New Longman Business English Dictionary, Longman 2000
Wallwork, A.: Business Options, Oxford University Press, 2001
Gibson, R.: Intercultural Business Communication, Oxford University Press, 2002
Daniels, D. et al. Business Communication. Oxford University Press, 2014.
Maude, B.: Managing Cross-cultural Communication. Principles and Practice. Palgrave, 2016

Bob Dignen: Communicating Across Cultures, CUP, 2011
Simon Sweeney: English for Business communication, CUP, 2013
Mark Powel: Dynamic Presentations, CUP, 2014

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 33

A	ABS	B	C	D	E	FX	M
72,73	0,0	15,15	3,03	3,03	0,0	6,06	0,0

Lecturers: Mgr. Zuzana Tenglerová

Last change: 24.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMn/043AM/16	**Course title:** Business Ethics

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
75% for continuous evaluation + 25% for final written exam
Continuous evaluation (max. 75 points) is done throughout the semester and consists of:
- Attendance in class (on-site, or online - in case the school is closed) and carrying out the tasks assigned to you each week. In case the homework/task was not solved in the given week, there will be a reduction of 10 points in the overall score for each missed task.
- Three written tasks/presentations assigned during the semester, each 25 points = 75 points in total. Again, also here applies that in case the task was not solved and delivered in the given week, there will be a reduction of 5 points in the overall score.
25% for final written exam
- The minimum number of points to pass the exam is 10 points (from 25 points in total).
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): 75/25
Scale of assessment (preliminary/final): 75/25

Learning outcomes:
Students will get familiar with business ethics as an academic discipline. They will learn how to implement new knowledge through case studies and solution of ethical dilemmas. Simultaneously they will gain skills and knowledge of techniques related to the successful implementation of business ethics and ethics management in organizational practice.

Class syllabus:
1. Introduction to the study of BE. Ethics and Morality. Ethical decision-making. Difference between the Ethics and the Law.
2. What is "Business Ethics"? Scope and subject of BE. Economic rationality and ethical rationality. Profits vs. Good. Intersections between ethics and economics.
3. What is "Managerial Ethics"? Management as a profession. Working with people - ethical principles in managerial work. The Managerial oath. Situational factors that affect ethical decisionmaking
process.

4. Ethical leadership. Impact of leaders on their work environment. Benefits of ethical leadership for companies. How to assess ethical leadership in companies. Tone at the top.

5. Corporate social responsibility. The Pyramid of CSR – A. B. Carroll's model. Ethics of responsibility as the basis for CSR. Firm as a subject of responsibility. Stakeholders theory.

6. Ethics in Human Resource Management. Transparency, fairness, objectivity, and care for wellbeing
as the core standards in HRM.

7. Ethics in the service sector. The dynamics of ethics in services. Special features of services and related moral risks. Relationship between the company and the customer. Ethical principles towards the customers. The most frequent unethical actions against the customers.

8. Ethical aspects of corruption. Whistleblowing. What is corruption and types of corruption. How to combat corruption. Whistleblowing; Is it difficult to report (to blow a whistle) in case of corruption?

9. Ethics and compliance program in company – part 1: Code of ethics. Ethics program. Compliance. Elements of ethics institutionalization in the company. What is code of ethics? How to create a code of ethics?

10. Ethics and compliance program in company – part 2: Elements of ethics management in the company. Practice-oriented seminar on building an ethics program. Specific tools and areas of interest that you as a manager should consider when implementing ethics in your company.

11. How an ethics & compliance program works in the organization - practical aspects and examples from corporate practice.

12. Ethical issues in the current society. UN Global Compact and ways how we can change our lifestyle to address the current global issues.

13. Course-related conclusions. Assessment of the course and results of the continuous evaluation of students.

Recommended literature:
Remišová Anna (2011). Vademecum of Business Ethics. Bratislava: Sprint2.
Stanwick Peter and Stanwick Sarah (2014). Understanding Business Ethics. Thousand Oaks: SAGE Publications.
Crane Andrew and Matten, Dirk (2016). 4th edition. Business Ethics. Oxford: Oxford University Press.
Remišová, A., Lašáková, A. (2017). Theoretical foundations of the Bratislava
School of Business Ethics. Available at: https://www.researchgate.net/
publication/322162377_Theoretical_foundations_of_the_Bratislava_School_of_Business_Ethics

Languages necessary to complete the course:
slovak, english

Notes:

Past grade distribution
Total number of evaluated students: 107

A	ABS	B	C	D	E	FX	M
71,03	0,0	18,69	2,8	1,87	4,67	0,93	0,0

Lecturers: prof. PhDr. Anna Remišová, CSc., 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.KIS/323AB/16	**Course title:** Business Information Systems
Educational activities: **Type of activities:** seminar **Number of hours:** **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning	
Number of credits: 3	
Recommended semester:	
Educational level: I., II.	
Prerequisites:	

Recommended prerequisites:
The course goal is to empower students with understanding of the critical information technology resources by providing them with an experiential understanding of the fundamental infrastructure components of IT that include; computing hardware, networking, operating systems, application software, applications development.
To operate in the modern business ecosystem, organizations require a range of information systems,
such as enterprise resource planning systems for organizing production, executive systems for supporting decision making, customer relationship management systems, etc.
This course starts with discussing the strategic importance of the effective use of these systems in organizations and in the business ecosystem. We then focus students attention on the main types of
these systems including their key properties and components, basic issues related to the selection, implementation, architecture, and use of such systems.
Further in this course, students examine how an information system can manage a business processes and organization, as well as the factors that can influence a business selection of their IS. They also study different methodologies used to develop an IS, its functional systems, and the fundamentals of communication and networking within a system and among multiple systems.
Besides, students evaluate the Internet impact on the use of IS in organizations. Finally, students study the variety of roles and responsibilities within an IS department and the role of management,
as well as ethical considerations and how an organization must protect itself against system threats.
This course aims also to provide students from all business disciplines with a general background of BIS (Business Information Systems). An understanding of BIS is important to the work of business professionals because BIS serves as a bridge between management and operation. For instance, accountants use information systems for business reporting; financial managers use information systems for market forecast; sales managers and marketers use information systems to track customer purchases and to promote new products; information systems designers build and deliver new information services; and executive managers use strategic information systems to determine the company strategic position. Mastering both business and technology skills and

knowledge builds job opportunities, because they can better contribute to shaping their company's strategy and operation.

Course requirements:
Scale of assessment (preliminary/final): 60/40

Learning outcomes:
After studying this course, students are expected to attain proficiency in the following areas:
• Understand the foundations of BISs, and explain the reasons for the current design and use of information systems
• Understand and interpret the personal, social and business implications of using BIS
• Observe and explain the real-world use of BIS, citing practical examples
• Understand the basic principles of modelling BIS processes and outcomes
• Evaluate and critically analyse problems
• explain the strategic impact of the use of business information systems (BIS)
• identify different aspects of the management of the IT business function and reason about it
• distinguish different types of BIS that are commonly used in large organizations and explain their key characteristics
• identify different architecture styles for BIS
• discuss management-related aspects of BIS implementation and operation
• use basic functionalities of a BIS

Class syllabus:
The course addresses the following topics:
• Strategic importance of BIS as a resource: Theory about the strategic impact of the effective use of BIS in achieving business objectives and its impact on work.
• Acquisition of BIS: Main decisions in acquiring BIS, roles and responsibilities, the business case, risks and risk management and ethical aspects.
• BIS Fundamental concepts: Basic BIS types, background, key components and properties of specific systems (e.g., Enterprise Resource Planning, Customer Relationship Management, etc.).
• Management aspects of BIS: i.e., methods and approaches to BIS implementations, managing risks and critical success factors in BIS projects.
• Architectural aspects of BISs: Overall structure of BIS software and its relation to organizational structure and business processes, new trends in BIS provisioning.
• Business intelligence and IS.

Recommended literature:
1. Barak, M.E.M., 2016. Managing Diversity: Toward a Globally Inclusive Workplace. SAGE Publications.
2. Bourgeois, D., Bourgeois, D., 2014. Information Systems for Business and Beyond. The Saylor Foundation.
3. Business and Competitive Analysis: Effective Application of New and Classic Methods, Second Edition [Book] [WWW Document], n.d. URL https://www.oreilly.com/library/view/business-and-competitive/9780133086416/ (accessed 10.26.18).
4. Chang, J.F., 2016. Business Process Management Systems#: Strategy and Implementation. Auerbach Publications. https://doi.org/10.1201/9781420031362
5. Galliers, R.D., Leidner, D.E., Leidner, D.E., 2014. Strategic Information Management#: Challenges and Strategies in Managing Information Systems. Routledge. https://doi.org/10.4324/9781315880884
6. Orlikowski, W.J., Walsham, G., Jones, M.R., DeGross, J.I., 2016. Information Technology and Changes in Organizational Work. Springer.

7. Orna, E., 2017. Information Strategy in Practice. Routledge. https://doi.org/10.4324/9781315252261
Strana: 3
8. Pearlson, K.E., Saunders, C.S., Galletta, D.F., 2016. Managing and Using Information Systems, Binder Ready Version: A Strategic Approach. John Wiley & Sons.
9. Ptak, C.A., Schragenheim, E., Schragenheim, E., 2016. ERP#: Tools, Techniques, and Applications for Integrating the Supply Chain, Second Edition. CRC Press. https://doi.org/10.1201/9781420056020
10. Simkin, M.G., Norman, C.S., Rose, J.M., 2014. Core Concepts of Accounting Information Systems. John Wiley & Sons.
11. Stair, R., Reynolds, G., 2017. Fundamentals of Information Systems. Cengage Learning.
12. M. Gregus, N. Kryvinska, "Service Orientation of Enterprises - Aspects, Dimensions, Technologies", 2015, Comenius University in Bratislava, ISBN: 9788022339780.
13. N. Kryvinska, M. Gregus, "SOA and its Business Value in Requirements, Features, Practices and Methodologies", 2014, Comenius University in Bratislava, ISBN: 9788022337649.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 7

A	ABS	B	C	D	E	FX	M
28,57	0,0	42,86	28,57	0,0	0,0	0,0	0,0

Lecturers: doc. RNDr. Michal Greguš, PhD.

Last change: 24.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/042AB/19	**Course title:** Business Law I

Educational activities:
 Type of activities: lecture
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Midterm Exam, Negotiation, Presentation, Final Exam
Scale of assessment (preliminary/final): Midterm Exam 20%, Negotiation 25%, Presentation 25%, Final Exam 30%

Learning outcomes:
to teach students to correctly assess the field of business relations, to teach them principles of legal regulation of business law, structure, objective and legal regulation of particular instruments of business law, to lead them to correct interpretation and application of the legal regulation in the field of business law in practice with focus on international business relations. Within this course, students shall be acquainted with foundations of legal theory, entrepreneurship , enterprise and its standing, business name, unfair competition, establishment, incorporation and winding-up of companies and cooperatives, multinational corporations and off-shores.

Class syllabus:
law – in general, concept and object, concept, object and sources of business law, enterprise, entrepreneurship, business name, protection against competition, establishment, incorporation and winding-up of companies, general commercial partnership, limited partnership, limited liability company, joint-stock company, cooperative, conducting business under a trading license, multinational corporations, off-shores

Recommended literature:
International Business Law and Its Environment, Schaffer/Agusti/Earle, 8th Edition, 2012, Published by South-Western Cengage Learning, ISBN 9780538473613

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 8

A	ABS	B	C	D	E	FX	M
87,5	0,0	0,0	0,0	0,0	0,0	12,5	0,0

Lecturers: Ing. Milena Nosková, MBA
Last change: 12.04.2019
Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/041AB/19	**Course title:** Business Law II

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
   per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., 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: 21

A	ABS	B	C	D	E	FX	M
95,24	0,0	4,76	0,0	0,0	0,0	0,0	0,0

Lecturers: Mgr. Milena Nosková, PhD.

Last change: 23.01.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KIS/219AB/16	**Course title:** Business Negotiations

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
 Case Study, Presentation, Negotiation, Final Exam

Learning outcomes:
 The aims of this course are to teach students to correctly assess the field of business negotiations, to understand core concepts and strategies used in business negotiations, to lead them to correct application of negotiation strategies in practice with focus on business negotiations in international business. Within this course, students shall be acquainted with basic principles and strategies of business negotiations and gain practical experience in simulated in-class negotiations.

Class syllabus:
 concept of negotiation, parties to negotiation, strategy, trust, power, ethics, phases in negotiations, negotiation script, differentiation, exploration, end-game exchange, cross-cultural negotiation.

Recommended literature:
 Fells, R: Effective Negotiation, from Research to Results, 2nd ed., Cambridge University Press, 2012, ISBN: 9781139416047

Languages necessary to complete the course:
 English

Notes:

Past grade distribution
 Total number of evaluated students: 111

A	ABS	B	C	D	E	FX	M
74,77	0,0	17,12	6,31	0,0	0,9	0,0	0,9

Lecturers: Mgr. Milena Nosková, PhD.

Last change: 24.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management

Course ID: FM.KIS/311AM/16	**Course title:** Cloud Computing

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Type of Activities: 2 hours lectures and 2 hours seminars Number of Hours: 4 hours per week Per Week; Per Level/Semester:
Form of the Course: Full time / Combined Method
During the semester midterm and/or final tests for 40 points. Score of 60 points will be given for the semester project and its presentation and oral examination.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
By completing the subject, students will acquire cloud computing skills using the software provided by the Faculty of management to gain deeper theoretical and practical knowledge of cloud computing systems. The education is alternatively divided into 4 phases AKVA - Analytical (2-4 weeks), Conceptual (2-4 weeks),
Verification (1-3 weeks), Argumentative (1-3 weeks).

Class syllabus:
 1. Introduction to cloud computing,
 2. Software as a Service (SaaS),
 3. Platform as a Service (PaaS),
 4. Infrastructure as a Service (IaaS),
 5. Public clouds,
 6. SLA management,
 7. License terms of leading cloud service providers,
 8. Private cloudy,
 10. Hybrid cloud model,
 11. Cloud computing and security,
 12. Development of applications in the cloud,
 13. Architecture of cloud systems,
 14. Cloud and regulation.

Recommended literature:

[1]. SILVERMAN, Ben a Michael SOLBERG, 2018. OpenStack for Architects: Design production-ready private cloud infrastructure, 2nd Edition. 2nd Revised edition edition. Birmingham: Packt Publishing. ISBN 978-1-78862-451-0.
[2]. THOMAS, Erl, Puttini RICARDO a Mahmood ZAIGHAM, 2013. Cloud Computing: Concepts, Technology & Architecture. 1st edition. B.m.: Pearson.
[3]. VACCA, John R., ed., 2020. Cloud Computing Security: Foundations and Challenges. 2nd edition. B.m.: CRC Press.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 2

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

Lecturers: Mgr. Vincent Karovič, PhD.

Last change: 24.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KSP/001AB/16	**Course title:** Controlling

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
1. Active participation during the semester 40% (presentation of chosen topic, practical example/ discussion 15%, written seminar paper 25%). 2. Examination (written test) in the exam period 60%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:
The course is aimed at clarifying the nature of Controlling (Controllership) theory and at particular methods and techniques applied in this area. The intention is to introduce a new concept for controlling philosophy and demonstrate its application, especially in the operational management of the company. In addition to the theoretical foundations, the course wants to offer the possibility of obtaining specific experience with the application of basic methods and techniques through practical examples.

Class syllabus:
1. Control as management function, different views of control
2. Roles and organizational aspects of Controlling
3. Strategic and operational Controlling
4. Financial analysis of statements for the purposes of management decision (ex-ante analysis)
5. Analysis of external environment, Competitive Intelligence
6. Activity Based Costing, Activity Based Management
7. Target Costing, Life-cycle Costing
8. Value Based Management, EVA (Economic Value Added)
9. Performance Management
10. Business Intelligence
11. Managerial Accounting (Budgeting - Cost Controlling, Costing)
12. Reporting function of Controlling (Data Mining, OLAP)

Recommended literature:
[1] ROEHL-ANDERSON, J. M. Controllership: the work of the managerial accountant. 7th ed. New York: Wiley, 2006.
[2] REICHMANN, T. Controlling: concepts of management control, controllership, and ratios. Berlin: Springer, 1997.

[3] REICHMANN, T. Controlling mit Kennzahlen und Managementberichten: Grundlagen einer systemgestützten Controlling-Konzeption. 6. Aufl. München: Vahlen, 2001.

Languages necessary to complete the course:
English

Notes:
In the summer semester 2020/2021, the course is taught online through MS Teams.

Past grade distribution
Total number of evaluated students: 128

A	ABS	B	C	D	E	FX	M
44,53	0,0	32,81	15,63	0,78	4,69	1,56	0,0

Lecturers: Mgr. Andrea Gažová, PhD.

Last change: 20.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/229AM/16	**Course title:** Corporate Valuation I

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
The prerequisite for this class is a passing grade in foundations of accounting and statistics and to be familiar with the basic financial concepts. Therefore, it is expected that students will be comfortable with the following topics: basics financial concepts and accounting principles and basics statistical concepts.

Course requirements:
Grading:
Problem and Cases Sets: 30%
Project: 70%

Learning outcomes:
This is an introductory course in corporate valuation. The course has two main objectives:
1) Develop an understanding of the tools that are used to analyze firm's financial statements, for preparing financial plans and to realize basics evaluating methods for valuing firms: DCF method, DDM method and Valuation Multiples.
2) Understand the basic issues involved in how the evaluation process is working in real world. Emphasis will be placed on appreciating the limitations and challenges that are faced when applying the theoretical framework of Corporate Valuation approaches in firm valuation.

Class syllabus:
• Introduction to corporate evaluation
• Basics approaches for corporate valuation (DCF, Valuation Multiples, DDM, Asset based methods)
• WACC (calculation Cost of Equity and Cost of Debt)
• Financial plan preparation, calculation Working Capital and Free cash-flow (FCF)
• Discounted cash flow method (DCF), practical problem solving
• Multiples and Asset based methods, practical problem solving
• Evaluation of the intangible assets, practical problem solving
• Interpreting results from buy/sell perspective
• Case Study - DDM
• Case Study - DCF

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

Languages necessary to complete the course:
English

Notes:
We will use lecture notes and they will be distributed during the semester. The lecture notes are self-contained, thus, no textbook is required. For those of you who wish to use a textbook in addition to the class notes, I recommend that you use:
Brigham, E. F., Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014.
This textbook can be used as background reading for those of you who wish to read ahead of the lecture or dig deeper into the material. This textbook is available for purchase online at Amazon.com and it is also available at the FMUK Library.
There will be several cases studies in this course. The cases are intended to help you understand the course material and prepare you for your own project.
I will announce in class when you should start to prepare your own project and when the project solutions are due in class. The solutions for the project will be discussed in class. You can work alone or with other students on the project. However, you need to write up your own individual solution for your project and turn it in for credit. If you work with other students, note their names on your solution.
During the class we will use Bloomberg Professional Terminal as financial data source.

Past grade distribution
Total number of evaluated students: 126

A	ABS	B	C	D	E	FX	M
80,16	0,0	11,9	7,94	0,0	0,0	0,0	0,0

Lecturers: Mgr. Martin Vozár, PhD.

Last change: 10.05.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KEF/300AM/16	Course title: Corporate Valuation II

Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites: The prerequisite for this class is a passing grade in Introduction to Financial management and in Financial management. Another prerequisite for this class is in foundations of accounting and statistics. Therefore, it is expected that students will be comfortable with the following topics: Weighted Average Cost of Capital (WACC), Discounted cash flow model (DCF), Valuation Multiples, diversification, valuation of stocks - Dividend Discount Model (DDM), Capital Asset Pricing Model (CAPM), financial planning (AFN formula), financial ratios, Value Based Management, depreciation, standard deviation and correlation.

Course requirements:

Learning outcomes: This is an advanced course in corporate valuation. The course has three main objectives: 1. Develop an understanding of the tools that are used to prepare complete DCF valuation model in MS Excel for publicly traded company. 2. Understand the advanced issues involved in how the evaluation process is working in real world. 3. Emphasis will be placed on appreciating the limitations and challenges that are analyst faced when applying the theoretical framework of Corporate Valuation.

Class syllabus: • Introduction to financial modelling in MS Excel • How to analyze industry trends? • Financial analysis of a company • FCF calculation, CAPEX&OPEX preparation • DCF model preparation (financial plan) • DCF model preparation (WACC, TV growth rates, FCF) • Preparation of valuation model with using Valuation Multiples approach (analyzing data for industry and for company) • Preparation of valuation model with using Valuation Multiples approach (calculation of values and interpreting results) • Dividend Discount Model preparation (DDM) • Case Study • Case Study

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

Languages necessary to complete the course:
English

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

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

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

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

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

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

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

Grading:

Problem and Cases Sets: 30%

Project: 70%

Past grade distribution
Total number of evaluated students: 84

A	ABS	B	C	D	E	FX	M
75,0	0,0	11,9	10,71	2,38	0,0	0,0	0,0

Lecturers: Mgr. Martin Vozár, PhD.

Last change: 18.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/333B/18	**Course title:** Cybercriminality for Managers

Educational activities:
  Type of activities: seminar
  Number of hours:
   per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., 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: 53

A	ABS	B	C	D	E	FX	M
83,02	0,0	11,32	0,0	0,0	0,0	5,66	0,0

Lecturers: RNDr. Eva Kostrecová, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KEF/268M/16	**Course title:** Data Science and Big Data Analytics

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Although Data Science represents complex area, students become familiar with essential of this science in a proper way. In order to complete this course successfully and gain the maximum benefits from it, students should have basic quantitative background and understanding of basic statistics, and practical working with notebook. It is an advantage if they have some experience with a scripting language and some knowledge of database. All prerequisites will be reviewed during the Session 0 and available as the reference during the course.

Learning outcomes:
Upon the successful completion of this course, students will be able to immediately participate on a big data or other analytics projects and they will be able to explain how advanced analytics can be leveraged to create competitive advantage. They will be able to frame a business challenge as an analytics challenge, apply appropriate analytic techniques and tools to analyse data and create models to identify important insights. They will be able to design data visualizations to communicate insights to stakeholders.

Class syllabus:
 1. Introduction to Data Science and Big Data Analytics
 2. Basic Data Analytic Methods Using R I.
 3. Basic Data Analytic Methods Using R II.
 4. Data Science Project
 5. Predictive Analytics - Linear Regression
 6. Association Rules
 7. Clustering
 8. Classification
 9. Text Analytics
 10. Sentiment Analytics
 11. Deep Learning I.
 12. Deep Learning II.

Recommended literature:
 1. EMC Education Services. Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data. John Wiley & Sons, 2015.

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

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 22

A	ABS	B	C	D	E	FX	M
40,91	0,0	4,55	22,73	22,73	4,55	4,55	0,0

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

Last change: 08.10.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KIS/003AB/16	**Course title:** Databases

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Computer Science, Information Systems and Application Software, Project Management

Course requirements:
 During the semester midterm and/or final test for 40 points. Score of 60 points will be given for the semester project and its presentation.

Learning outcomes:
 To teach student the basic notions from the database theory, fundamentals of modeling and creation of database systems, professional use of MS Access and its application for creation of relational database.

Class syllabus:
 Introduction to database theory, Database, Database system, DBMS,
 Relational Database. Fundamentals of data model design, Conceptual model, Logical model, Physical model, Principles of work with data, Relational algebra, Queries, SQL,
 Normalization, Application design and creating database in MS Access, UI – User Interface, Business logic, Application logic, DFD – Dataflow diagram, Workflow diagram, Conception of MS Access application, MS Access, Tables, Relationships, Queries, Forms, Reports, Macros, Quick view in Database and SQL servers technology, Principles of SQL server, OLTP a OLAP Databases, Data-warehouse and data-mining.

Recommended literature:
 [1] OPPEL, A. 2004. Databases Demystified. McGraw-Hill, 2004. ISBN: 007-225364-9
 [2] CONOLLY, T. – BEGG, C. – HOLOWCZAK, R. 2008. Business Database Systems 1st Edition. Pearson Education Limited, 2008. ISBN 978-1-4058-7437-3
 [3] ALEXANDER, M. – KUSLEIKA, R. 2013. Access 2013 Bible 1st Edition. John Wiley & Son, Inc. 2013. ISBN 978-1118490358

Languages necessary to complete the course:
 English

Notes:

Past grade distribution
Total number of evaluated students: 56

A	ABS	B	C	D	E	FX	M
23,21	0,0	53,57	17,86	3,57	0,0	1,79	0,0

Lecturers: doc. RNDr. Michal Greguš, PhD., prof. RNDr. Michal Greguš, PhD.

Last change: 12.04.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KSP/065AB/18	**Course title:** Development of Entrepreneurial Thinking

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Students submit the results of their coursework in five assignments allocated throughout the semester. The maximum points to achieve from the assignments is 100. The assignments are submitted electronically and shard with teachers and peers and presented and discussed on seminars. Active class participation is required to accomplish the course. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:
Development of personal initiative and entrepreneurial thinking of students. Developing abilities to identify problems in the world around. Developing an internal motivation to solve problems.

Class syllabus:
 1. Course introduction
 2. Entrepreneurial thinking
 3. Identification of own personal framework (network, abilities, passion)
 4. Curiosity
 5. Developing curiosity
 6. Ability to observe and perceive relationships
 7. Think like a traveler
 8. Observation analysis
 9. Consultations
 10. Final presentation

Recommended literature:
[1] BARON, R. A., HMIELESKI, K. M. Essentials of Entrepreneurship: Changing the World, One Idea at a Time. 2nd edition. Cheltenham: Edward Elgar, 2018.
[2] BJERKE, B. About Entrepreneurship. Cheltenham: Edward Elgar, 2013.
[3] BAUM, J. R. et al., eds. The Psychology of Entrepreneurship. New York: Psychology Press, 2012.

Languages necessary to complete the course:
 English

Notes:
In the summer semester 2020/2021, the course is taught online through MS Teams.

Past grade distribution
Total number of evaluated students: 43

A	ABS	B	C	D	E	FX	M
58,14	0,0	20,93	13,95	2,33	0,0	4,65	0,0

Lecturers: doc. PhDr. Marian Holienka, PhD., Mgr. Juraj Mikuš, PhD.

Last change: 20.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/010AM/16	**Course title:** E-business and E-marketing

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
   per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., 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: 206

A	ABS	B	C	D	E	FX	M
83,5	0,0	13,59	1,94	0,0	0,0	0,97	0,0

Lecturers: Mgr. Andrea Studeničová, prof. RNDr. Michal Greguš, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/050AM/17	**Course title:** E-business and E-marketing

Educational activities:
  Type of activities: lecture / practicals
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
1.
The student will prepare a presentation on the assigned topic from e-business, e-marketing or e-commerce in general. (This must not be any advertising presentation on software commercial product or company). I recommend that the presentation is to be done in two-or three-student team. Presentation will be on the assigned topic, or you can send me a proposal with a short outline of the proposed presentation for approval. The presentation must be presented in front of the whole class during the semester (and submitted to me in advance in electronic form). The length of presentation in the case of a two-student team should be about 25 minutes, the team consisting of three students for about 35 minutes. The presentation must be prepared and realized during the semester on assigned dates. (at seminars).
2.
Web site for an e-shop or upon agreement (not requested programming skills, you can use for studying purposes wix.com etc.) Student will be assigned into international teams of approximately 3-4 students. You will be preparing and organizing the whole e-business through the course from the scratch through all related and necessary parts, you will start by studying the fundamentals of e-business, gradually developing your analytical and practical skills. The web site will be presented at the end of the semester (at seminars) in its final form
3.
Midterm Test / Midterm presentation of your web site project (at seminars)

Learning outcomes:

Class syllabus:
Detailed syllabus (6 credits version)
1) Introduction to E-marketing What is e-marketing?
New rules for the digital economy?
E-marketing challenges and opportunities
Comparing Web to other marketing channels
2) Internet User Characteristics and Behavior
Customers in the 21st century
Market segmentation

E-marketing segments
Consumer navigation behavior
Country profiles
Internet marketing research
3) Marketing Knowledge
Marketing databases and data warehouses
Data analysis and distribution
Online privacy
4) E-Marketing Strategies
B2C
B2B
B2B2C
G2B
5) Product and Pricing Online
Creating customer value online
E-marketing solutions based on new technology
Enablers, application service providers, VSPs (Vertical service providers)
Electronic data interchange,
Collaboration platforms,
E-learning
Multimedia, convergence
Branding strategies
Taxonomy for Internet products Is the Internet an efficient market?
E-business pricing models: segmented pricing, negotiation
Online pricing strategies
6) Distribution
Distribution functions
Distribution channels online
Disintermediation and Reintermediation
Length of distribution channels
Power relationships among channel players
E-commerce models
Content sponsorship
Direct selling
Intermediary models: the brokerage model, agent models, e-tailing Logistics
7) E-Marketing Communication
Integrated marketing communication online
IMC e-business models
Content publishing
Community building
Online advertising
Online sales promotions
Direct e-mail and viral marketing
The net as a medium, including measurement metrics
8) Customer Relationship Management
Building Customer Relationships
CRM Customization Tools: e-mail, Web site customization, Intranet, Extranet, data mining,
Real-time profiling, agents, Web log analysis, cookies, collaborative filtering
Building Partnerships through Community

Guarding customer privacy
9) The Internet Marketing Plan A Multistep E-Marketing Plan
The Venture Capital E-Marketing Plan
Conducting a situation analysis
Designing e-marketing mix strategies
Creating an action plan
Budgeting for e-marketing
Evaluating the plan
Selling the Plan
10) Leveraging Technology
Product Technologies
Building a Web Site: Multimedia, Database Marketing, Computer Viruses, Denial of Service Attacks
Price Technologies: Shopping Agents
Distribution Technologies: Bandwidth and Market Opportunities, Content Filtering, Transaction Security
IMC Technologies: Site Rating Services, Proxy Servers and Cache,
Leveraging Search Engines
Work, Privacy, Log Files, and Cookies, Rotating and Targeted Ad, Banners Relationship Marketing Technologies
11) Applications: Success and failure?
Amazon.com and B2C
eBay and classified sales
Yahoo
E-trading
12) Online Ethics and Law
Codes of Conduct
Privacy: Background in Law and Ethics
Privacy: Digital Concepts
Copyright, Patent and Trademark Law
Hyperlinks, Metatags, and Framing
Cyber-Squatting, Domain Names and Site Development Issues
Expression and Defamation
Spam
Jurisdiction and other pending problems

Recommended literature:
Literature
1. Kenneth Laudon, Carol Guercio Traver: E-Commerce 2013 Business, Technology, Society(9th Edition) , Prentice Hall; 9 edition, 2013, ISBN-10: 0273-77935-4
2. Fellenstein, C., Wood, R.: Exploring E-commerce, Global E-business, and Esocieties, Prentice Hall PTR, 2000
3. Turban E., Leidner D., McLean E., Wetherbe J., Information Technology for
Management: Transforming Organizations in the Digital Economy, 5th
Edition, Wiley, New York 2006. ISBN: 978-0-471-70522-2
4. Knight P., Vysoce efektivní marketingový plán, Grada, Praha 2007, ISBN 97880-247-1999-3

Languages necessary to complete the course:
English

Notes:

Past grade distribution Total number of evaluated students: 41							
A	ABS	B	C	D	E	FX	M
97,56	0,0	0,0	0,0	0,0	0,0	2,44	0,0

Lecturers: Mgr. Andrea Studeničová

Last change: 24.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KEF/024AB/20	**Course title:** Economics I

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Successful completion of the course requires active participation in lectures and seminars, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons.
Scale of assessment (preliminary/final): Individual work, written essay and presentation, preliminary test, final written examination. Seminars 40 %: (Activity in seminars, Result semester test, Written essay and presentation). Result of final written exam : 60%
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
The aim of this course is to learn the basic premises and assumptions economy functioning in different economic systems. The course is focused on understanding the nature of the functioning of the market and the market mechanism based on a thorough analysis of the factors defining the demand and supply. It allows students to understand how to market creates market equilibrium, equilibrium price and how and why non-equilibrium situations generated in the market. Using the basic theoretical knowledge students understand how economic subjects behave under conditions of perfect competition and specific forms of imperfect competition. Students will be able to evaluate using the empirical and quantitative approaches basic microeconomic phenomena and processes. They will be able to think abstractly, analytically and economically.

Class syllabus:
 1. History and alternative schools of Economic theory.
 2. Basic concepts: economy and economics, economic versus accounting profit, marginal analysis.
 3. Market competition and market entities, Market imperfections.
 4. Market forces – Demand and Supply. Market equilibrium. Price restrictions and Market Equilibrium.
 5. Quantitative Demand Analysis. Elasticity of demand. Own price elasticity, Cross-Price Elasticity, Income Elasticity.
 6. Production process and costs. Short-Run vs. Long-Run Decisions. Factors of production. Costs minimization.
 7. The market structure. Perfect competition, monopoly, monopolistic competition, and oligopoly. Profit maximization and price fixation on the different kinds of markets. Price determination on the

oligopoly market. Price strategies of monopoly.
Strana: 2
8. Factors of production. Labor Market. Land Market. Capital Market.

Recommended literature:
Recommended literature:
BAYE, M.R. - PRICE, J.T. - SQUALLI, J. 2013. Managerial economics and Business strategy.
McGraw-Hill, 2013. 636 p. ISBN 978-0-0771-5450-9

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 34

A	ABS	B	C	D	E	FX	M
5,88	0,0	17,65	38,24	14,71	17,65	5,88	0,0

Lecturers: Mgr. Katarína Rentková, PhD.

Last change: 19.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/021AB/20	**Course title:** Economics II

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
Economics I / Economics 1

Course requirements:
Successful completion of the course requires active participation in lectures and seminars, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons.
Scale of assessment (preliminary/final): Individual work, written essay and presentation, preliminary test, final written examination.Seminars 30 %: (Activity in seminars 10%, Result semester test 10%, preliminary test 10%). Result of final written exam :70%

Learning outcomes:
The goal of the course is to understand the basic principles of economic functioning as a whole and to be able to interpret relationships among the most important macroeconomic variables - GDP, GNP, inflation, unemployment, exchange rates. After the course student will be able to explain how the macroeconomic equilibrium is being created and what is the cause and consequence of macroeconomic imbalances.

Class syllabus:
1. Fundamental macroeconomic variables: gross domestic product, the unemployment rate, the inflation rate.
2. The goods market. Aggregate demand and its composition. The equilibrium output of economy. Dynamics of the goods market. Aggregate supply.
3. Financial markets. (Money market). The demand for money, the supply of money and equilibrium interest rate. The task of central bank and commercial banks.
4. IS-LM model, equilibrium on the goods market and financial market. Fiscal and monetary policy. Expectations and their influence on consumption and investment.
5. The goods market in an open economy. Equilibrium market and trade balance. Balance of payment.
6. IS-LM model in an open economy. Exchange rates. Effectiveness of a macroeconomic politics.

Recommended literature:
BLANCHARD, O. - JOHNSON, D.R. 2013. Macroeconomics. 6.edition. Pearson Education,

Inc., 2013. 573 p. ISBN 978-0-273-76633-9

Languages necessary to complete the course:
English

Notes:

Past grade distribution
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

Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Adam Grožák, PhD.

Last change: 03.05.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/022AB/16	**Course title:** Economics III

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 per level/semester: 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Economics I, Economics II

Course requirements:
 During the term is needed to require the minimum of 25 points (= 25% of the total evaluation).
 Final written exam = 60%
 Scale of assessment (preliminary/final): 40%/60%

Learning outcomes:
 Students should acquire the overview and knowledge from the area of macroeconomics, directed at the economy of the labour market and understanding the economic growth and its development.

Class syllabus:
 The labour market. Wage setting and price setting relation. The natural rate of unemployment. Aggregate demand and aggregate supply. Inefficiency of monetary policy in the long-run. Efficiency of fiscal policy. Changes in the natural rate of unemployment. Phillips curve. Inflation, expected inflation and unemployment. Okun´s law - the relation between the output growth rate and the rate of unemployment. IS-LM-PC model. Economic growth. Saving, capital accumulation and output. Technological progress and growth. Technological progress and the natural rate of unemployment.

Recommended literature:
 BLANCHARD, O. and col. Macroeconomics. Whatever edition, preference of editions after 2013. Pearson Education
 MANKIW, N. G. – TAYLOR, M. P. 2015. Macroeconomics. New York: Worth Publishers, 2014, ISBN 978-1-4641-4177-5 (could be also older edition)
 MANKIW, N. G. Principles of Macroeconomics. Stamford: Cengage Learning, 2015. ISBN 978-1-285-16591-2 (or older editions)
 Articles and other reading materials distributed during the term.

Languages necessary to complete the course:
 English

Notes:

Past grade distribution							
Total number of evaluated students: 95							
A	ABS	B	C	D	E	FX	M
9,47	0,0	7,37	13,68	29,47	25,26	14,74	0,0

Lecturers: doc. PhDr. Paulína Stachová, PhD.

Last change: 20.09.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/006AB/16	**Course title:** English for Managers I

Educational activities:
  Type of activities: lecture
  Number of hours:
    per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 2

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
12% for active participation in class, 12% for mid-term test, 26% for two writing tasks and 50% for the final test at the end of semester
Scale of assessment (preliminary/final): 50/50

Learning outcomes:
By completing the course the student extends his/her vocabulary related to management, human resources and strategic management. The telephoning skill is practiced and he/she will also be able to actively take part in meetings led in English. He/she will be able to write a professional email and create a structured professional CV, as well as write a letter of application.

Class syllabus:
Topics:
• English language – Lingua Franca of the 21st century
• Numbers in managerial work
• Fundamental principles of management
• Company structure
• Human resource management
• Types of companies: ltd, plc, family businesses, self-proprietorship
• Setting up a business
• Styles of Management
• Competition and Markets
• Travelling
Managerial skills: Telephoning
Writing: CV and a Letter of Application
Grammar: Tense review, prepositions with verbs, nouns and adjectives, modals.

Recommended literature:
Internal material distributed by the lecturers at the beginning of semester.
Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010.
Emmerson, P.: Email English. MacMillan 2004.
Emmerson, P.: Business Builder. Modules 1, 2, and 3. MacMillan 2009.
Emmerson, P.: Business Builder. Modules 4, 5, and 6. MacMillan 2009.

Mascull, B.: Business Vocabulary in Use. CUP 2002.
Goodale, M.: The Language of Meetings. Thomson Heinle 1998.
Hughes, J.: Telephone English. MacMillan 2006.
Murphy, R.: English Grammar in Use for intermediate learners, fourth edition. CUP 2012.
Oxford Business English Dictionary. OUP 2008.

Languages necessary to complete the course:
English on level B2

Notes:

Past grade distribution
Total number of evaluated students: 101

A	ABS	B	C	D	E	FX	M
17,82	0,0	36,63	12,87	10,89	9,9	11,88	0,0

Lecturers: Mgr. Lenka Procházková, PhD., PaedDr. Jarmila Brtková, PhD., Mgr. Alexandra Mittelman, MBA, Mgr. Zuzana Tenglerová

Last change: 13.07.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/007AB/16	**Course title:** English for Managers II

Educational activities: Type of activities: lecture Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	

Number of credits: 2

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
English for managers I

Course requirements:
9 % for active participation in class, 3 % for regularly done homework, 10 % for negotiating, 15 % for mid-term test, 13 % for writing assignment and 50 % for final test taken at the end of the semester while the minimum to pass the test is 21 %.
Scale of assessment (preliminary/final): 50/50

Learning outcomes:
By completing the course the student will acquire vocabulary from the field of economics, international trade, banking, accounting, stock exchange and insurance. He/she will learn terminology and phrases from negotiating, and will be able to use them while negotiating with other students in class. He/she can write a professional report.

Class syllabus:
Brief outline of the course:
Topics:
• Global economy in 21st century
• International trade: export, import, incoterms
• Banking
• Company finances
• Accounting
• Stock exchange, shares and bonds
• Insurance
• Types of businesses: with limited liability, public companies, partnerships, sole traders
• Establishing a business – business plan
Managerial skill: negotiating
Writing: Business report
Grammar: Countable and uncountable nouns, verbs "do" and "make", conditionals, contrasts, relative clauses.

Recommended literature:

Internal material distributed at the beginning of semester.
Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010.
Emmerson, P.: Business Builder. Modules 7, 8, and 9. MacMillan 2009.
Mascull, B.: Business Vocabulary in Use. CUP 2002.
Hewings, M.: Advanced Grammar in Use, second edition. CUP 2005.
Oxford Business English Dictionary. OUP 2008.

Languages necessary to complete the course:
English on level B2

Notes:

Past grade distribution
Total number of evaluated students: 78

A	ABS	B	C	D	E	FX	M
20,51	0,0	28,21	23,08	6,41	5,13	16,67	0,0

Lecturers: Mgr. Alexandra Mittelman, MBA, PaedDr. Jarmila Brtková, PhD., Mgr. Lenka Procházková, PhD., Mgr. Zuzana Tenglerová

Last change: 24.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KEF/009AB/16	**Course title:** English for Managers III

Educational activities:
 Type of activities: lecture
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 2

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 English for Managers I , English for Managers II

Course requirements:
 Active participation in classes - 12%; mid-term test - 12%; presentation - 16%; test at the end of semester - 60%.
 Scale of assessment (preliminary/final): 40/60

Learning outcomes:
 By completing the course the student will acquire vocabulary from the field of retailing, marketing, brand management, advertising and media. He/she is able to communicate professionally at work as well as with external partners in English. He/she acquires terminology and phrases from CSR. He/she will learn basic legal terminology connected to corruption, bribery as well as economic crime.. He/she is able to prepare and carry out a fifteen minute presentation in English.

Class syllabus:
 Topics:
 Retail in the 21st century
 E-commerce
 Marketing, marketing mix
 Brand management
 Advertising
 Media and PR
 Managerial communication
 CSR - social responsibility of companies, volunteerism
 Environmental protection and sustainability
 Ethical behavior of organizations, the code of conduct
 Corruption, bribery and crime.
 Managerial skill: presentations
 Grammar: indirect speech, verb patterns, passive voice.

Recommended literature:
 Internal materials distributed by lecturers at the beginning of semester

Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010.
Williams, E. J.: Presentations in English. MacMillan 2008.
Emmerson, P.: Business Builder. Modules 7, 8, and 9. MacMillan 2009.
Mascull, B.: Business Vocabulary in Use Advanced. CUP 2004.
Farrall, C., Lindsley, M.: Professional English in Use – Marketing. CUP 2008.
Hewings, M.: Advanced Grammar in Use, second edition. CUP 2005
Oxford Business English Dictionary. OUP 2008.

Languages necessary to complete the course:
English on level B2

Notes:

Past grade distribution
Total number of evaluated students: 26

A	ABS	B	C	D	E	FX	M
23,08	0,0	30,77	23,08	3,85	11,54	7,69	0,0

Lecturers: Mgr. Alexandra Mittelman, MBA, PaedDr. Jarmila Brtková, PhD., Mgr. Lenka Procházková, PhD., Mgr. Zuzana Tenglerová

Last change: 13.07.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMk/105AB/16	**Course title:** Ethical and Legal Aspects of Marketing

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
In the seminars will be solved various types of discussion questions and case studies. Specific tasks will be distributed to students through e-mails and/or directly at the seminars. A lecturer at the end of the seminar can randomly select at least two groups for presentation solutions. Other entries assess subsequently forwarded to the writing of a study carried out directly in the seminar and credit points in the evaluation of the student.
Students can work in groups, max. 2-3 members per group. For each assignment may receive a maximum of 5 points. During the semester, will be addressed 8 such requests. The maximum number of points that a student can obtain in the mid-term evaluation is therefore 40 points/per cent during the trial period, the student can acquire the remaining 60 points/per cent for passing a written examination in the form of open-ended questions (5 questions), each for 12 points/per cent. 40 % - evaluation during semester, 60% - final exam.
To obtain an A rating, it is necessary to obtain at least 91 points to obtain a B rating of at least 81 points, a C rating of at least 73 points, a D score of at least 66 points and an E score of at least 60 points. Credits will not be awarded to a student who obtains less than 10 points in a written exam.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
Learning outcomes of the course are in the form that the student will acquire a comprehensive knowledge based on specific of modern marketing and marketing management, in concrete the application of ethical principles and modern sub-deliveries of law, marketing law.

Class syllabus:
1. Introduction to marketing ethics.
2. Criticisms of marketing.
3. Contrasting perspectives of marketing.
4. Ethical issues in marketing relationships.
5. Ethics in new media.
6. Ethical consumption.
7. Marketing to young and vulnerable consumer groups.
8. Promotion of harmful products.
9. Ethics in social marketing.

10. Legislation, regulation and ethics.

Recommended literature:
1. EAGLE, L – DAHL, S. 2015. Marketing Ethics & Society. London : Sage Publications, 2015, 300 pp. ISBN 978-1-4462-9662-2
2. ELLIS, N. – FITCHETT, J. – HIGGINS, M – JACK, G. – LIM, M – SAREN, M. – TADAJEWSKI, M. 2014. Marketing: A Critical Textbook. London : Sage Publications, 2014, 245 s. ISBN 978-1-84860-878-8
3. HACKLEY, S. 2009. Marketing: A Critical Introducton. London : Sage Publications, 2009, 186 pp. ISBN 978-1-4129-1149-8
4. HARRISON, R. – NEWHOLM, T. – SHAW, D. 2005. The Ethical Consumer. London : Sage Publications, 2005, 259 s. ISBN 978-1-4129-0353-0
5. MARSHAL, D. 2010. Understanding Children as Consumers. London : Sage Publications, 2010, 262 pp. ISBN 978-1-84787-927-1
6. MURPHY, P. E. – LACZNIAK, G. R. – PROTHERO, A. 2012. Ethics in Marketing. International Cases and Perspectives. London : Routledge, 2012, 171 pp. ISBN 978-0-415-78352-1
7. SNYDER, W. 2017. Ethics in Advertising. London : Routledge, 2017, 181 pp. ISBN 978-1-138-18899-0
8. TAG, N. R. 2012. Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising. London : Sage Publications, 2012, 199 pp. ISBN 978-1-4129-8053-1
9. Sage Brief Guide to Marketing Ethics. London : SAGE Publications, 2012, 218 pp. ISBN 978-1-4129-9514-6
10. Databases of University Library, Slovak Centre of Scientific and Technical Information.

Languages necessary to complete the course:
English.

Notes:

Past grade distribution
Total number of evaluated students: 59

A	ABS	B	C	D	E	FX	M
50,85	0,0	18,64	15,25	1,69	8,47	5,08	0,0

Lecturers: doc. JUDr. PhDr. Katarína Gubíniová, PhD.

Last change: 11.02.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/193AJM/12	**Course title:** European Integration

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 per level/semester: 28 / 28
  Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
 - Small-group (3-5 students) semester project on selected issues of the EU/CM
 - Semester test
 - Presentation of the semester project and discussion/debate on selected issues

Learning outcomes:

Class syllabus:
Introduction to international economic relations (IER) and regional integration (RI)
- Brief history of the development in the IER
- Main factors of the contemporary IER – globalization, international regional economic integration (IREI), international trade, FDI, international organizations, NGOs, etc.
- Declining role of national states/governments in the IER
- The role of the United Nations and its specialized agencies in the IER
- Regional aspects of the UN role in the IER and technical and financial assistance to developing countries
- Other important international organizations regarding IER (OECD, WTO, etc.) and their role in the IER
- Institutionalization of the IREI and its role in IER – the model role of the EU institutions
- "Free trade" as the basics of the IER and IREI
- FDI as an important factor for the development of IER and IREI especially for developing and transitional countries
- IREI and its role in the IER and regarding ongoing globalization (main building block and/or hurdle)
- IREI as the dominant feature and development trend in the contemporary IER
- Main stages of the IREI
- Types and specifics of the IREI
- Basic terms and forms of the IREI
- The EU as a prototype of the IREI
- Brief history of the EU and its effects on the development of the IREI and IER
- The EU and its three pillars as new approach to the IREI and IER

- The EU's community legislation and its effects on the IREI and IER
- The EU institutions and their functions
- The EU and its assistance to the developing world (ACP countries, etc.)
- IREI, IER and EU in the world
- Common international policies as a new important factor and development trend in the IREI and the IER
- Common international policies in trade and customs
- Common international policy in regional development
- Common international policies in agriculture - CAP
- Common international budgetary, financial and monetary policies, Euro
- Common international commercial policy and EU internal market
- The role of Common foreign and security policy in support of the IREI and IER
- Current EU development trends and problems – Eurozone, Grexit, Brexit, Illegal Refugees and Schengen, etc.
- Slovakia and its place in the ongoing globalization, IREI and IER

Recommended literature:
1) Craig, P., De Burca, G.: EU LAW, Text, Cases and Materials, Third Edition, Oxford, UK 2003, pp. 1-176
2) Soltes, D.: Global trends in FDI and regional integration, KEPS Bratislava 2004, pp. 33-113, 151-281
3) Lecture Notes
4) web site: http://europa.eu.int , http://www.un.org, http://www.oecd.org, etc.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 319

A	ABS	B	C	D	E	FX	M
47,96	0,0	36,99	11,6	2,19	0,31	0,94	0,0

Lecturers: prof. Ing. Dušan Šoltés, CSc., Mgr. Eleonóra Beňová, PhD.

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/265AJM/15	**Course title:** European Integration
Educational activities: Type of activities: lecture / seminar **Number of hours:** per week: 2 / 2 **per level/semester:** 28 / 28 **Form of the course:** on-site learning	
Number of credits: 6	
Recommended semester:	
Educational level: I., II.	
Prerequisites:	
Course requirements: - Small-group (3-5 students) semester project on selected issues of the EU/CM - Semester test - Presentation of the semester project and discussion/debate on selected issues	
Learning outcomes:	
Class syllabus: Introduction to international economic relations (IER) and regional integration (RI) - Brief history of the development in the IER - Main factors of the contemporary IER – globalization, international regional economic integration (IREI), international trade, FDI, international organizations, NGOs, etc. - Declining role of national states/governments in the IER - The role of the United Nations and its specialized agencies in the IER - Regional aspects of the UN role in the IER and technical and financial assistance to developing countries - Other important international organizations regarding IER (OECD, WTO, etc.) and their role in the IER - Institutionalization of the IREI and its role in IER – the model role of the EU institutions - "Free trade" as the basics of the IER and IREI - FDI as an important factor for the development of IER and IREI especially for developing and transitional countries - IREI and its role in the IER and regarding ongoing globalization (main building block and/or hurdle) - IREI as the dominant feature and development trend in the contemporary IER - Main stages of the IREI - Types and specifics of the IREI - Basic terms and forms of the IREI - The EU as a prototype of the IREI - Brief history of the EU and its effects on the development of the IREI and IER - The EU and its three pillars as new approach to the IREI and IER - The EU's community legislation and its effects on the IREI and IER	

- The EU institutions and their functions
- The EU and its assistance to the developing world (ACP countries, etc.)
- IREI, IER and EU in the world
- Common international policies as a new important factor and development trend in the IREI and the IER
- Common international policies in trade and customs
- Common international policy in regional development
- Common international policies in agriculture - CAP
- Common international budgetary, financial and monetary policies, Euro
- Common international commercial policy and EU internal market
- The role of Common foreign and security policy in support of the IREI and IER
- Current EU development trends and problems – Eurozone, Grexit, Brexit, Illegal Refugees and Schengen, etc.
- Slovakia and its place in the ongoing globalization, IREI and IER

Recommended literature:
1) Craig, P., De Burca, G.: EU LAW, Text, Cases and Materials, Third Edition, Oxford, UK 2003, pp. 1-176
2) Soltes, D.: Global trends in FDI and regional integration, KEPS Bratislava 2004, pp. 33-113, 151-281
3) Lecture Notes
4) web site: http://europa.eu.int , http://www.un.org, http://www.oecd.org, etc.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 119

A	ABS	B	C	D	E	FX	M
59,66	0,0	30,25	9,24	0,0	0,84	0,0	0,0

Lecturers: prof. Ing. Dušan Šoltés, CSc.

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/158AM/16	**Course title:** European law

Educational activities:
  Type of activities: seminar
  Number of hours:
    per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
 - Preliminary assessment
 # Active participation 20%
 # European news presentation 20%
 # Presentation 20%
 - Final assessment: written exam 40%

Learning outcomes:
 basis of european institutionnal law

Class syllabus:
Session 1
Introduction
Session 2
History of the EU in 10 steps.
Presentation: "The integration of the Slovak republic in the EU"
Session 3
The legal nature of the EU
The Costa v Enel case
Presentation: "Intergovernmentalism or supranionalism?: the nature of the EU"
http://www.freeonlineresearchpapers.com/compare-elements-
supranationalismintergovernmentalism
Session 4
The EU institutions:the european commission
Presentation: «The commission and the EU's foreign policy»
Session 5
The EU institutions : the european council and the council
Presentation: «The european council and the council the strongest institutions in the EU?»
Session 6
The EU institutions: the parlement
Presentation: The evolution of the parlement role
Session 7

The legal sources of the EU law
Presentation: the place of the EU laws in the slovak and french hierarchy of norms
Session 8
The Council of Europe
Study case: The 1985's Charter of local autonomy
Presentation: Multigovernance, subsidiarity and Europe of regions
Session 9
The protection of the fondamental rights in the EU
Presentation: The charter of Fundamental rights of the EU and the European Convention on Human Rights
Session 10
The economic and monetary union (EMU) and the euro
Presentation: the role of the Eupean central bank and the national banks in the eurozone
Session 11
The budget of the EU
Presentation: The regional policy and structural funds
http://ec.europa.eu/regional_policy/policy/history/index_fr.htm
http://europa.eu/pol/reg/index_en.htm
Session 12
Test

Recommended literature:
The ABC of European Law, Prof. Klaus –Dieter Borchardt, Luxembourg: Publications Office of the European Union, 2010, ISBN 978-92-78-40525-0

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 41

A	ABS	B	C	D	E	FX	M
60,98	0,0	29,27	9,76	0,0	0,0	0,0	0,0

Lecturers: doc. Dr. Frédéric Delaneuville, PhD.

Last change: 18.09.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/033AM/16	**Course title:** Financial Accounting

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Principles of Financial Accounting I

Course requirements:
 Scale of assessment (preliminary/final): 50% / 50%

Learning outcomes:
 The first part of the course is focused on the fundamental components of financial statements- assets, liabilities, equity, revenues/gains and expenses/losses to understand the terminology and concept of the accrual accounting. The objective of the course is to introduce students the status of accounting theory and techniques for analyzing corporate financial statements. The course examines financial accounting statements from a user perspective. The interpretation of financial data for decision analysis will be emphasized.
 This course introduces methodology of financial accounting and stresses the reporting function of accounting to external users.

Class syllabus:
 Accounting as an information system, Accounting Cycle and Accrual Accounting Concepts, Merchandise Operations, Multiple-Step Income Statement and Revenue Recognition, Matching principle, Accounting treatment of the fundamental accounting components. Financial statements preparation –Income statement, Balance sheet and Cash flow, The statement of changes in the shareholders' equity, Reporting and analyzing assets, liabilities and shareholders' equity.
 The students will master the theoretical concepts and be required to perform the following learning activities: textbook reading is required and is designed both to reinforce what is discussed in class, and cover topics for which classroom time is insufficient and apply gained knowledge in solving the minicase studies.

Recommended literature:
 1] SAXUNOVÁ, D. 2019. Financial Statements for the Needs of Managers -Global Accounting Standards : US GAAP and IFRS. Prague : Wolters Kluwer, 2019.
 [2] www.ifrs.org, www.fasb.org.
 [3] Stickney, Weil – Financial Accounting and Analysis – theory, analysis and interpretations, 13th edition, 2010

[4] Kimmel, Weygandt, Kieso - Financial Accounting - Tools for Business Decision Making, WileyPLUS, 7th Edition, 2013

[5] Saxunová D .: Financial Accounting -financial statements - theory, and problems. Practicum, Bratislava: Wolters Kluwer, Praha, (2014).

[6]. Schröder, Clark a Cathey -Financial Accounting - Financial Accounting Theory and Analysis, 10. vydanie John Wiley and Sons. 978-0-470-64628-1

[7] Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and managerial Accounting WileyPLUS, 2. edition, 2015.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 94

A	ABS	B	C	D	E	FX	M
13,83	0,0	17,02	19,15	15,96	18,09	15,96	0,0

Lecturers: prof. RNDr. Darina Saxunová, PhD., Ing. Yuanxin Li, Mgr. Lenka Papíková, PhD.

Last change: 14.05.2021

Approved by:

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/037AM/16	**Course title:** Financial Management

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
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).

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): 30% / 70%

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:
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:
Required textbook:

1. Brigham, E. F. – Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014. ISBN-13: 978-1-111-97221-9.
Supplementary textbook:
2. Brealey, R. A. – Myers, S. C. – Allen, F.: Principles of Corporate Finance, 9th Edition, McGrawHill, 2010. ISBN: 978-007-126327-6.
Other information source about finance which will be used during the semester:
3. Bloomberg Professional Terminal
4. yahoo.finance.com

Languages necessary to complete the course:
English

Notes:
The main textbook is available for purchase online at Amazon.com. The main textbook is also available at the FMUK Library. The relevant chapters are indicated in the class syllabus. This textbook should be used as main reading. There will be several case studies for the course in MS Excel form. They will be available for download from teacher's web cloud solution (Google Drive). The cases are intended to help you understand the course material and prepare you for the exam. The solutions for the case study will be discussed in class. The cases will be graded.

Past grade distribution
Total number of evaluated students: 193

A	ABS	B	C	D	E	FX	M
42,49	0,0	25,39	8,81	8,29	12,95	2,07	0,0

Lecturers: Mgr. Martin Vozár, PhD.

Last change: 10.05.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KEF/169AB/16	**Course title:** Financial Management in the 3rd Sector

Educational activities: **Type of activities:** seminar **Number of hours:**   **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: Scale of assessment (preliminary/final): 50%/50%

Learning outcomes: The objective of this topic is to present and analyze the specific problems of financing in the nonprofit sector, to comparative current situation in the some EU-countries and Slovakia.

Class syllabus: Plan of themes: 1. Introduction 2. 3rd sector in Europe and in Slovakia – a comparison 3. Introduction to the fundamentals of finance in non-profit sector 4. Basics of ethical issues in the 3rd sector 5. Specific problems of financing in the non-profit sector 6. Voluntary service in the 3rd sector from the financial point-of-view 7. Financial planning 8. Case studies

Recommended literature: 1. DAVIS, L. – ETCHART, N. – JARA, M.C. – MESSING, J: Get ready, get set. NESsT. San Francisco, CA. 2008; ISBN 978-1-9360363-30-4. 2. NESsT: Profits for Nonprofits: An Assessment of Challenges in NGO Self-Financing. NESsT. San Francisco, CA. 1999. ISBN 1-930363-01-X. 3. BELL, J – SCHAFFER, E.: Financial Leadership for Nonprofit Executives: Guiding Your Organization to Long-term Success. CompassPoint Nonprofit Service. Saint Paul, MN (USA). 2005; ISBN-13: 978-0-940069-44-2. 4. POWELL, W.W. – STEINBECK, R.: Nonprofit sector: A Research Handbook. Yale University Press. 2006; ISBN 5. McCURLY, Steve - LYNCH, Rick: Volunteer Management.

Languages necessary to complete the course: English

Notes:

Past grade distribution

Total number of evaluated students: 36

A	ABS	B	C	D	E	FX	M
72,22	0,0	11,11	5,56	8,33	2,78	0,0	0,0

Lecturers: PhDr. Daniela Majerčáková, PhD., MBA

Last change: 18.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KKM/222AB/16	Course title: Financial Mathematics

Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites: Mathematics (1), Mathematics (2)

Course requirements: Lectures will be accessible online through MS Teams. All study materials will be published in system Moodle (https://moodle.uniba.sk/). When logging into MS Teams, it is necessary to use the university login and password and join the team FMUK_Financial_Mathematics_English using the code: q82gkml. In system MOODLE it is needed to select Faculty Management, Department of Quantitative Methods, Course Financial Mathematics. The student can have 2 absences from exercises, one at theoretical exercises and one at computer exercises. Course evaluation during the semester: 1.) 2 x 5-10 min. test on computer exercises for 2 points (4 points), without the possibility of writing a substitute test. 2.) 3 x 10-min. test on theoretical exercises, each for 2 points (6 points), without the possibility of writing a substitute test. 3.) 2 written works one on each type of exercise of 15 points (max. 30 points). The test can be taken in an alternate date during the semester, if the student proves his / her absence by a medical certificate. Assessment of the subject during the Exam period: The final written exam consists of 4 examples. (max. 60 points) 2.) Exam: a student can complete 1 regular and one corrective term if he / she does not reach the required number of points to complete the course on the regular term. The student completes the course if he / she obtains at least 60% of points (ie 24 points) from the continuous assessment, so that he / she can go to the exam and min. 60% of the exam points (ie 36 points) to pass the exam. The points that the student obtains during the semester and in the exam are included in the final grade of the course. Before solving the exam test, student must be logged in to the MS Teams application, have a microphone and camera switch on. Student is performing the exam test in the Moodle system. Student writes the solution by hand on paper, continuously is inserting own solution into the Moodle system while checking the compliance of its solution on paper with what it enters into the system. When the exam test is closed, the signed handwritten solution will be photographed or scanned

together with student card (ISIC) and putted into the Moodle system. The student is obliged to have ensured a functioning internet connection during the exam tests.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
The subject is a natural extension of Mathematics 1 and Mathematics 2. Students will receive an information about a dynamical analysis of economy, together with an analysis of financial mechanisms and pricing. Students, who pass the subject, will be able to solve various problems from an economy and a financial management.

Class syllabus:
I. Dynamical analysis of an equilibrium. Applications of definite integrals in the economy. Marginal and total functions, current value of income streams. Domar's model of the growth of an economy. Modelling of economic evolution processes using differential equations with one and two-dimensional phase spaces. Dynamics of market prices. Linearization of nonlinear differential equations. IS - LM model.
II. Mathematical methods of valuation of financial derivatives. Modeling of stock price development, discrete and continuous model. Valuation of options. Sensitivity analysis of option value. Option strategies.

Recommended literature:
1. Chiang, A.C.: Fundamentals Methods of Mathematical Economics. McGraw-Hill International Editions., Singapore , 1984
2. Bradfield, J.: Introduction to the Economics of Financial Markets. Oxford University Press. 2007
3. Werner, F. – Sotskov, Y. N.: Mathematics of Economics and Business
4. Shone, R: An Introduction to Economic Dynamics. Cambrige University Press, 2003
5. Shone, R: Economic Dynamics. Phase Diagrams and Their Economic Application. Cambrige University Press, 2003

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 51

A	ABS	B	C	D	E	FX	M
17,65	0,0	17,65	9,8	11,76	21,57	21,57	0,0

Lecturers: doc. RNDr. Mária Bohdalová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., RNDr. Ing. Matúš Tibenský, PhD.

Last change: 04.12.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KEF/048B/00	**Course title:** French II

Educational activities:
 Type of activities: lecture
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 2

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:

Learning outcomes:
Aim of the Course:
The aim of the course is to obtain elementary knowledge and skills in French, so that after going through it students will be able to make themselves understood in the daily life situations. The emphasis is put on fluent and right usage of French language.

Class syllabus:
Brief Syllabus:
To understand simple talk in foreign language. Vocabulary should include elementary lexical minimum: from grammar the basic grammatical categories, in particular morphology. From conversation: common standard situations, basic topics for private and work life.

Recommended literature:
Literature:
1. Girardet J,Pécheur J: Campus, 1,2, Clé internationa, Paris
2. Berthet, R a kol:J.: Alter ego 1,2, Hachette, Paris 1, 2, 2006
3. Borovanová, V.Kameníková P: Francúzština pre samoukov, Belimex, Bratislava 2008

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 302

A	ABS	B	C	D	E	FX	M
44,04	0,0	21,85	15,56	8,28	6,95	3,31	0,0

Lecturers: Mgr. Olivier Dumontel

Last change: 24.06.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KMn/024B/00	**Course title:** German I

Educational activities: **Type of activities:** seminar **Number of hours:**   **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning
Number of credits: 2
Recommended semester:
Educational level: I., II.
Prerequisites:
Course requirements: 100% - active participation in class Scale of assessment (preliminary/final): 80/20
Learning outcomes: To develop language knowledge and language skills in the field of grammar and vocabulary. To advance communication skills in topics of everyday real life situations.
Class syllabus: Education University Leisure time and life style Hobbies Exchange study programmes Overseas study stay Business trip
Recommended literature: Charfaoui Emilia: Deutsch für Nichtphilologen. Nemecký jazyk pre nefilológov. Vyd. Univerzita Komenského, Bratislava, 2016, 228 s. ISBN 978-80-223-4087-8. Charfaoui Emilia: Deutsch für Nichtphilologen. Nemecký jazyk pre nefilológov. Kľúč k cvičeniam a testom. Vyd. Univerzita Komenského, 2016, 31 s. Charfaoui Emilia: Professional lexical minimum of managerial and economical praxis. Odborné lexikálne minimum z manažérskej a ekonomickej praxe. Vyd. Univerzita Komenského, Bratislava, 2014, 116 s. Actual additional texts form magazines, newspapers and the Internet.
Languages necessary to complete the course: English language
Notes:

Past grade distribution							
Total number of evaluated students: 807							
A	ABS	B	C	D	E	FX	M
57,5	0,12	24,91	13,38	1,49	1,49	1,12	0,0

Lecturers: doc. Mgr. Emília Charfaoui, CSc.

Last change: 26.09.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KIS/014AB/16	**Course title:** Information Systems and Application Software

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Terms of the overall evaluation and grading:
The evaluation of the knowledge of the lectures part in Information Systems and Application Software is based on the written exams (Midterm and final test) or Midterm (home) work with final oral exam. The final test, or final oral exam, during examination period contains only the questions and topics covered in lectures and/or university textbook. Student can obtain for the lectures part up to 40 percentage points of the total course assessment, with minimum 60% points (it means, min. 24).
The seminar part will focus mainly on practical use of MS Excel, and students will receive evaluations after finishing mandatory assignments of MS Excel and the practical examination in MS Excel. Student can obtain for the seminar part up to 60 percentage points of the total course.
The precondition to register for final exam is to achieve 60% of the points (it means min. 36) from seminar part.
Scale of assessment (preliminary/final): 60/40

Learning outcomes:
The structure and content of the course:
The course in Information Systems and Application Software is divided into two parts: the "lectures part" and the "seminar part" that contains the practical exercises in computer laboratories in application software MS Excel.
The main objective of the lectures in Information Systems is to give students an in-depth insight how the business firms use information systems and application software, point out the key issues and problems which the users and managers face when developing and implementing an information system.
The practical exercises in application software aim to give students professional skills working with Microsoft Excel and use its tools for solving different problems of managerial practice, financial and analytical tasks, statistical data processing, for example, for marketing research and everyday practical problems which managers encounter in finance, too.

Class syllabus:
Lectures part.

Basic concepts in information systems and application software. Components and functions of information systems, managerial and strategic roles of information systems. Other behavioral, managerial and technical concepts are presented.

Technology. Major trends and implications for management in relation to computer hardware, software, database management, and telecommunications technologies.

Application. How the information technologies are used in modern information systems to support collaboration among (end) users, in business, in managerial decision-making and in attaining strategic advantage.

Development. Development of information systems for business with different approaches to software development and implementation of changes using information technologies.

Management. Challenges set by information and communication technologies and management of information systems, technologies, activities and resources, including information, global IT management, security and ethical challenges.

Seminar part.

1. Intro to MS Excel, absolute and relative addresses, lists, etc.
2. Increasing the productivity of data processing with MS Excel basic tools.
3. Graphs, charts, histograms, ...
4. Export / import of data, preparing the data for processing, working with different data formats.
5. Formulas (AutoSum, arithmetic operators, cell values), use of absolute and relative addressing in formulas, use of functions.
6. Important functions: SUMIF, SUBTOTAL, SEARCH, FIND, INDEX, ADDRESS, INDIRECT, COUNTIF, LOOKUP, ROW, COLUMN, LEN, DATE, DATEVALUE, and others. Matrices and matrix formulas.
7. Financial functions and formulas (PV, FV, NPER, PMT, RATE...).
8. Work with databases in Excel. Sorting. Filtering.
9. Pivot Tables.
10. Solving real world business problems in Excel.
11. Solving more complex problems using Solver.
12. Data analysis. time series and forecasting. Decision support with statistical analysis in MS Excel.

Recommended literature:

Curtis Frye: Microsoft Excel 2016 Step by Step, Microsoft Press 2016, Redmont, ISBN: 978-0-7356-9880-2

Stephen Haag, Maeve Cummings, Management Information Systems for the Information Age, McGraw-Hill Publisher, Denver, San Diego 2009, ISBN 0073376787 / 9780073376783

James A. O'Brien, George Marakas, Introduction to Information Systems, 15/e, McGraw-Hill - Irwin, New York 2010, ISBN 978–0-07–337677-6, MHID 0–07-337677–9

Stephen Haag, Maeve Cummings, Management Information Systems for the Information Age, McGraw-Hill Publisher, Denver, San Diego 2009, ISBN 0073376787 / 9780073376783

Kenneth Laudon, Jane Laudon: Essentials of MIS, 9th Edition, ISBN-10: 0-13-611099-1, ISBN-13: 978-0-13-611099-6, Published by Prentice Hall, © 2011, http:// www.pearsonhighered.com/laudon/

Rainer Turban: Introduction to Information Systems: Supporting and Transforming Business, Publisher: Wiley; 2nd edition, ISBN: 0470169001, 2008, 464 pages.

Languages necessary to complete the course:

English

Notes:

From Feb 2021 the university textbook "Information Systems and Application Software" will be available online in web pages of University Library

Past grade distribution							
Total number of evaluated students: 55							
A	ABS	B	C	D	E	FX	M
40,0	0,0	18,18	16,36	5,45	5,45	14,55	0,0

Lecturers: Ing. Ján Greguš, Ing. Robert Furda, PhD.

Last change: 26.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/011AM/17	**Course title:** Innovation Management

Educational activities:
 Type of activities: lecture
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
1. Active participation at seminars and participation in the discussions 30% points. 2. Team project - practical case study (2 + 1 final presentation) 70% points. Teams 3-5 students. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:
Considering the importance of innovation for the company as for the whole society, the course aims to awake the spirit of innovation and openness to change in students. Students would learn how to search for innovative and entrepreneurial opportunities, incorporate a systematic approach to the management of innovation and change in existing businesses, respectively build new entrepreneurial ventures based on innovative ideas and create a viable business model that enables innovation to succeed in the real world. The subject deals with innovation and related changes rather from the perspective of strategic management, then from a technical point of view. The course utilizes lectures, in-class discussions, case study, video presentations, independent reading and student presentations.

Class syllabus:
1. Introduction. Information about the Course and Evaluation.
2. The Lead User Method. The Open Innovation.
3. Introduction into the Case study.
4. Entrepreneurial Management. The Entrepreneurial Business.
5. Entrepreneurship in the Service Institution. The New Venture.
6. Case study – 1st Presentation.
7. Entrepreneurial Strategies: "Fustest with the Mostest." "Hit Them Where They Ain't."
8. Entrepreneurial Strategies: Ecological Niches. Changing Values and Charac-teristics.
9. Case study – 2nd Presentation.
10. Definition. Design of the Business Model for Innovation.
11. Key Partners, Key Activities, Channels / Distribution, Key Resources, Costs.
12. Revenue, Customer, Customer Relationships, Value Proposition.
13. Case study – Final Presentation. Review Session. Final Evaluation.

Recommended literature:

Essential reading:

[1] CHESBROUGH, H. W. Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era. 2nd ed. Hoboken: Jossey-Bass, 2010. (FM UK Library on-line, http://site.ebrary.com/lib/uniba/docDetail.action?docID=10441387)

[2] DAVID, A. A., KUMAR, V., DAY, G. S. Marketing research. Danvers: John Wiley & Sons, 2007. (FM UK Library, IX-0738).

[3] DRUCKER, P. F. Innovation and Entrepreneurship. New York: Harper & Row, 1985. (FM UK Library, CU-5248).

[4] VON HIPPEL, E. Democratizing Innovation. Cambridge: The MIT Press, 2005. (download at: http://web.mit.edu/evhippel/www/).

Optional reading:

[1] CHESBROUGH, H. W., VANHAVERBEKE, W., WEST, J. Open Innovation: Researching a New Paradigm. Oxford: Oxford University Press, 2006. (FM UK Library on-line, http://site.ebrary.com/lib/uniba/docDetail.action?docID=10194775).

[2] DAVID, A. A. Brand relevance: making competitors irrelevant. San Francisco: Jossey-Bass, 2011, (FM UK Library on-line, http://site.ebrary.com/lib/uniba/Doc?id=10438354).

[3] DAVID, A. A. Building strong brands. London: Simon & Schuster, 2002. (FM UK Library, IX-0716).

[4] DRUCKER, P. The Discipline of Innovation. In: Harvard Business Review on the Innovative Enterprise. Boston: Harvard Business School Press, 2003, (FM UK Library, XII-1678).

[5] VON HIPPEL, E. The Sources of Innovation. New York: Oxford University Press, 1988. (download at: http://web.mit.edu/evhippel/www/).

Other articles / studies distributed throughout the semester to individual problem areas.
The minimum condition is the possibility of student access to the internet through
the Comenius University network: EBSCO HOST / Business Source Premier (http://web.ebscohost.com/ehost/search/basic?sid=b65368bb-dc1d-46f4-a549-4fac23378b1b%40sessionmgr198&vid=2&hid=108).

[1] CHESBROUGH, H. W. Business model innovation: it's not just about technology anymore. In: Strategy & Leadership. Chicago, 2007. Vol. 35, Iss. 6; p. 12.

[2] CHESBROUGH, H. W. Business Model Innovation: Opportunities and Barriers. In: Long Range Planning. London, Apr-Jun 2010. Vol. 43, Iss. 2/3; p. 354.

[3] CHESBROUGH, H. W. Why Companies Should Have Open Business Models. In: MIT Sloan Management Review. Cambridge, Winter 2007. Vol. 48, Iss. 2; p. 22-28.

[4] GAL, P. Case study Heineken. 2012.

[5] CHRISTENSEN, C., RAYNOR, M. The Innovator's Solution. Cambridge: Harvard Business School Press, 2003.

[6] MULLINS, J. W., KOMISAR, R. A Business Plan? Or a Journey to Plan B? In: MIT Sloan Management Review. Cambridge, Spring 2010. Vol. 51, Iss. 3; p. 1-6.

[7] OSTERWALDER, A., PIGNEUR, Y., TUCCI Ch. L. Clarifying Business Models: Origins, Present, and Future of the Concept. In: Communications of the Association for Information Systems. Atlanta, 2005. Vol. 16; p. 1-25.

[8] PORTER, M. E. What Is Strategy? In: Harvard Business Review on Strategy. Boston: Harvard Business Press.

Languages necessary to complete the course:
English language.

Notes:
The course is offered only in the winter semester and is taught only in the English language.
In the winter semester 2021/2022, this course can be also taught online using the MS Teams

software. The seminars will take place on dates according to the FM UK schedule, the interaction and communication between the teacher and the students can also take place in a common virtual classroom, while they will be physically present in various places. The teacher prepares an online class and sends a link to the students enrolled in this course at the beginning of the semester. To participate in the online teaching, it is necessary to have a microphone and a camera, for which a regular mobile phone is sufficient, during presentations it is necessary to share a PC screen. Any further technical details will be specified at the introductory seminar.

Past grade distribution
Total number of evaluated students: 99

A	ABS	B	C	D	E	FX	M
69,7	0,0	22,22	5,05	2,02	0,0	1,01	0,0

Lecturers: Mgr. Peter Gál, PhD.

Last change: 03.06.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management

Course ID: FM.KEF/251B/16	**Course title:** Intercultural management II

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
   per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Ein Bestandteil des Fachs ist eine aktive Teilnahme an Seminaren , eine mündliche Zwischen- und Abschlussprüfung, eine Präsentation zu einem ausgewählten Thema.
Scale of assessment (preliminary/final): 30% - Zwischenprüfung; 10% - aktive Teilnahme; 60% - mündliche Abschlussprüfung

Learning outcomes:
Nachdem die Studierenden das Fach absolvieren, erhalten sie einen Überblick über interkulturelle Unterschiede einzelner Länder (vor allem Deutschlands, Österreichs und der Slowakei), sie erfahren über weitere Formen verbaler und nonverbaler Kommunikation und sie sollten als zukünftige ManagerInnen lernen, sich in einem multikulturellen Arbeitsumfeld geeignet kommunikativ auszudrücken.

Class syllabus:
1. Unterschiedliche Anredeformen und Titel
2. Körpersprache
3. Managerskills
4. Wertesystem von ManagerInnen
5. Lösung von Fallstudien
6. Weg zu einer erfolgreichen interkulturellen Kommunikation

Recommended literature:

Languages necessary to complete the course:
Deutsch

Notes:

Past grade distribution
Total number of evaluated students: 59

A	ABS	B	C	D	E	FX	M
76,27	0,0	23,73	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. Mgr. Petra Milošovičová, PhD.

Last change: 11.09.2020
Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KEF/178M/11	Course title: Internal Market and Economic Policy of EU

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 European Economic Integration

Course requirements:
Necessary for the successful completion of this subject is a verbal examination in which a student fulfills the requirements of the study regulations of the FM of the UK. There are written tests during the semester. There are also necessary presence and active participation during lessons.

Learning outcomes:
The main objective is to inform students about the functioning of economic freedoms (free movement of goods, persons, services and capital) in the EU Internal Market as well as other aspects of internal EU policy. In this course, students acquire basic skills necessary for doing business activity in EU member countries.

Class syllabus:
The aim of the subject is to provide an overview of the theoretical and practical conditions for the application of the freedoms of the European Union market.
1. Free movement of goods
2. Free movement of persons
3. Social security
4. Free movement of services
5. Free movement of capital
6. Free movement of financial services
7. Consumer protection
8. Budget policy
9. Economic and monetary union
10. Economic, social and geographical coherence
11. Common commercial policy

Recommended literature:
1.Nováčková, D. a Kovalančíková, V.: Podnikanie v európskom hospodárskom priestore, 184 s.Palatia Nyomda & Kiadó, Bt. Györ, 2013, ISBN 978-963-7692-41-3

2.Nováčková,D. Zemanovičová, D.: Vnútorné politiky a činnosti EÚ, A. Čeněk, Plzeň 2014, ISBN978-800-7380-498-5
3.Zmluva o fungovaní Európskej únie, Ú. v. EÚ C 83 z 30.3.2010

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 349

A	ABS	B	C	D	E	FX	M
38,68	0,0	31,81	17,77	7,45	3,15	0,86	0,29

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

Last change: 18.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KEF/245AB/16	**Course title:** International Economic Relations

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
   per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Economics (Macroeconomics, International Economics)

Course requirements:
 During the semester students will be asked to work on several different tasks (e.g. team work, individual work, reading and questionnaire), for which they can gain up to 40% of the total evaluation. The needed minimum for admission to final exam to be obtained during the semester is 24 points (60% of the evaluation obtained during the semester).
 The course finish by the final written exam, which has the value of 60% of the total evaluation (the needed minimum for passing the exam is 36 points, meaning 60% of the final exam evaluation).
 Scale of assessment (preliminary/final): 40/60

Learning outcomes:
 Students should acquire the overview and knowledge from the area of international trade, international organizations and economic relations including also international movement of capital and workers (migration).

Class syllabus:
 - Basic terms of „international economic relations"
 - International organizations – international economic organizations (OECD, WTO, UNO – UNCTAD, EU) and international financial organizations (EBRD, EIB, IMF, The World Bank Group)
 - International movement of capital with the goal of profit
 - International movement of capital with the goal of aid - Development aid
 - International movement of labour - Migration

Recommended literature:
 [1] SCHMIDPETER, R. – CAPALDI, N. – IDOWU, S. O. - STÜRENBERG HERRERA, A. 2019. International Dimensions of Sustainable Management - Latest Perspectives from Corporate Governance, Responsible Finance and CSR. Cham : Springer, 2019. Available at: https:// link.springer.com/content/pdf/10.1007%2F978-3-030-04819-8.pdf
 [2] KRUGMAN, P. – OBSTFELD, M. 2012/2015. International Economics: Theory and Policy. Harlow : Pearson Education. 2012/2015.

[3] PUGEL, T. A. 2012/2016. International Economics. New York : McGraw-Hill, 2012/2016.
[4] LU, H. – SCHMIDPETER, R. – CAPALDI, N. – ZU, L. 2018. Building New Bridges Between Business and Society - Recent Research and New Cases in CSR, Sustainability, Ethics and Governance. Cham : Springer, 2018. Available at: https://link.springer.com/content/pdf/10.1007%2F978-3-319-63561-3.pdf
[5] Materials distributed during the term (e.g. relevant articles, legislative documents of international organizations etc.).

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 101

A	ABS	B	C	D	E	FX	M
17,82	0,0	8,91	23,76	19,8	21,78	7,92	0,0

Lecturers: doc. PhDr. Paulína Stachová, PhD.

Last change: 15.02.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management

Course ID: FM.KEF/227AB/17	**Course title:** International Financial Reporting Standards

Educational activities:
  Type of activities: seminar
  Number of hours:
    per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Principles of Financial Accounting

Course requirements:
 3 case studies-50%
 Final test - 50%
 Scale of assessment (preliminary/final): 50%/50%

Learning outcomes:
Upon the successful completion of this course, the students will be able to:
1. Apply the conceptual framework to the accounting process;
2. Research current accounting issues and relate those issues to their impact on the entities and industries involved;
3. Prepare the four basic financial accounting statements;
4. Analyze the four basic financial accounting statements;
5. Evaluate the implications of internal financial decisions on the financial statements;
6. Interpret the Statement of Cash Flows;
7. Explain the usefulness of the Statement of Cash Flows to users;
8. Apply Generally Accepted Accounting Principles (GAAP) requirements for valuing major balance sheet accounts;
9. Evaluate the implications of using alternative GAAP methods for the users of financial statements.

Class syllabus:
This course examines financial accounting statements from a user perspective. The interpretation of financial data for decision analysis will be emphasized. The impact of current accounting recommendations on organizational decision making will be evaluated.
1. Objectives and functions of the financial accounting, conceptual framework of the accounting of US.GAAP, IFRS,
2. Financial Statements, Financial statements preparations
3. Reporting and Analyzing Inventory -IAS 2
4. Fraud, Internal Control, and Cash
5. IFRS 15 - revenue recognition, case study

6. Comprehensive income, Earnings quality
Strana: 2
7. The statement of financial position - assets (investments, PPE, Intangibles and biólogical assets, IAS 16, 36 and 41
8. Cash Flow, prípadová štúdia
9. Financial assets - IFRS 9
10. Liabilities and Lease - IFRS 16
11. Shareholders Equity, EPS

Recommended literature:
[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: www.ifrs.org, www.fasb.org.
[3] WILEY IFRS 2018: Interpretation and Application of IFRS Standards. Hoboken : JohnWilley and Sons.
[4] KIESO, D. E. – WEYGANDT, J. J. – WARFIELD, T. D. 2018. Intermediate Accounting: IFRS Edition.

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 31

A	ABS	B	C	D	E	FX	M
61,29	0,0	25,81	9,68	0,0	0,0	3,23	0,0

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

Last change: 19.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KMk/030AM/16	**Course title:** International Marketing

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Marketing

Course requirements:
40 % interim evaluation:
- active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%),
- semester project – application of theoretical knowledge on selected organization – 20%,
- semester work on selected and approved topic – 20%
60 % final evaluation
- exam – written, online test using the selected application (MS Forms)
Electronic communication and method of distribution of study materials is carried out by MS Teams application.
The semester project is elaborated continuously at individual seminars, namely the assignment is always given one week in advance at the seminar. Students can work on the semester project in groups or individually. Semester project is handed out without the possibility of additional adjustments and additional exchanges.
Semester work is complexly evaluated in terms of its quality. Semester work must be prepared and submitted at least one week before the first final test date. Semester work is handed without the possibility of additional adjustments and additional exchanges.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
After graduating students will have the opportunity to learn more about business and business subjects in the international and global market environment as well as the international market environment, to define suitable strategies for entering the given markets as well as to apply the marketing mix elements in the international context. The subject allows to estimate and analyze the international environment, to determine the appropriate strategy for entering the international market and to understand the application of the marketing mix elements in the context of the international environment.

Class syllabus:
 1. International Marketing – Introduction to the issue.
 2. International environment.

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

Recommended literature:

[1] CZINKOTA, M. R. – RONKAINEN, I. A. – ZVOBGO, G. 2011. International Marketing. Hampshire: South-Western Cengage Learning, 2011. 592 p. ISBN 9781408009239
[2] CATEORA, P. R. – GRAHAM, J. L. 2007. International Marketing. McGraw-Hill: Irwin Professional, 2007. 702 p. ISBN 978-0071105941
[3] USUNIER, J. C. – LEE, J. A. 2005. Marketing Across Cultures. Harlow: Pearson Education Limited, 2005. 573 p. ISBN 9780273685296
[4] HOLLENSEN, S. 2007. Global Marketing: A Decision-Orientated Approach. Harlow: Financial Times Press, 2007. 714 p. ISBN 9780273706786
[5] Marketing Science and Inspirations and Marketing&Media journals.
With regard to new and available resources, supplementary literature will be updated on a continuous basis.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 85

A	ABS	B	C	D	E	FX	M
34,12	0,0	37,65	12,94	8,24	4,71	2,35	0,0

Lecturers: Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lukáš Vaľko, PhD.

Last change: 20.09.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management

Course ID: FM.KMk/031AM/16	**Course title:** International Marketing

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Marketing

Course requirements:
40 % interim evaluation:
Active attendance on seminars and case studies solution (in case of unjustified absence or unpreparedness on seminar loss of 10%), interim evaluation (2 written midterm tests – 0%, possible loss of 10%), semester project – application of theoretical knowledge on selected organization – 20%, term work on selected and approved topic – 20%,
60 % final written test.
The semester project is elaborated continuously at individual seminars, the particular assignment is always given with a one-week advance to the seminar.Semester work is complexly evaluated in terms of its quality. Semester work must be prepared and submitted at least one week before the first test date in printed version or in electronic form, send by e-mail to marketing@fm.uniba.sk. Best work can be published in the journal Marketing Science and Inspirations. Work delivered after a set deadline will not be accepted. Semester work is handed without the possibility of additional adjustments and additional exchanges.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
After graduating students will have the opportunity to learn more about business and business subjects in the international and global market environment as well as the international market environment, to define suitable strategies for entering the given markets as well as to apply the marketing mix elements in the international context. The subject allows to estimate and analyze the international environment, to determine the appropriate strategy for entering the international market and to understand the application of the marketing mix elements in the context of the international environment.

Class syllabus:
1. International Marketing – Introduction to the issue.
2. International environment.
3. International markets and international marketing research.
4. Entry strategies for foreign markets.

5. Market segmentation, target market selection and positioning.
6. International marketing mix.
7. 4P´s in marketing - product, price, place, promotion.
8. Implementation of marketing strategies. Selected aspects of international marketing.
9. An overview of the content of the subject and a lecture on the current topic.

Recommended literature:

[1] CZINKOTA, M. R. – RONKAINEN, I. A. – ZVOBGO, G. 2011. International Marketing. Hampshire: South-Western Cengage Learning, 2011. 592 p. ISBN 9781408009239
[2] CATEORA, P. R. – GRAHAM, J. L. 2007. International Marketing. McGraw-Hill: Irwin Professional, 2007. 702 p. ISBN 978-0071105941
[3] USUNIER, J. C. – LEE, J. A. 2005. Marketing Across Cultures. Harlow: Pearson Education Limited, 2005. 573 p. ISBN 9780273685296.
[4] HOLLENSEN, S. 2007. Global Marketing: A Decision-Orientated Approach. Harlow: Financial Times Press, 2007. 714 p. ISBN 9780273706786
[5] Journal of International Marketing and Marketing Science and Inspirations journals.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 57

A	ABS	B	C	D	E	FX	M
52,63	0,0	28,07	10,53	5,26	3,51	0,0	0,0

Lecturers: prof. Mgr. Peter Štarchoň, PhD., Mgr. František Olšavský, PhD., Mgr. Bianka Chorvátová, PhD.

Last change: 23.06.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KSP/023AB/16	**Course title:** Introduction to Entrepreneurship

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
During the semester, a student can get up to 75 points. For the final exam, a student can earn up to 25 points. Evaluation of students' work during the semester is divided into five milestones:
1. 10%: Milestone 1– Idea creation / Identification
2. 10%: Milestone 2 – Customers – Persona / Empathy map
3. 15%: Milestone 3 – Lean canvas (Business model canvas)
4. 15%: Milestone 4 – Creative output / Investor Pitch
5. 25%: Milestone 5 – Business plan
The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:
To acquaint students with the nature of entrepreneurship, its importance and role. Develop an entrepreneurial mindset and characteristics, highlight their importance not only in the business context. Develop the ability to seek opportunities and ideas, refine them and formulate into business models. Learn the basic techniques of business planning and practice them with concrete examples. Understand the overall context of the operation and management of a company. Make familiar with the practicalities of starting a business.

Class syllabus:
1. Course introduction, Introduction to entrepreneurship
2. Entrepreneurial characteristics, creativity
3. Opportunities recognition and exploitation, ideas generation and development, innovation
4. Business model, business model canvas/lean canvas
5. Start-ups and their support
6. Business model innovation, testing and validation
7. Business planning and business plan
8. Legal aspects of business in Slovakia
9. Financial aspects
10. Guest lecture
11. Marketing
12. SME management and its specifics

13. Final exam

Recommended literature:
[1] STOKES, D., WILSON, N. Small Business Management and Entrepreneurship. Cengage Learning EMEA, 2010. ISBN 978-1-4080-1799-9.
[2] BLANK, S. The Startup Owner's Manual. K & S Ranch, 2012. ISBN 9780984999309.
[3] KAPLAN, J. Startup: A Silicon Valley Adventure. Penguin, 1995. ISBN 9780140257311.
[4] RIES, E. The Lean Startup. Crown Business, 2011. ISBN 9780307887894.
[5] OSTERWALDER, A., PIGNEUR, Y. Business Model Generation. John Wiley & Sons, 2010. ISBN 978-0470-87641-1.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 123

A	ABS	B	C	D	E	FX	M
14,63	0,0	35,77	30,89	13,01	2,44	3,25	0,0

Lecturers: doc. PhDr. Marian Holienka, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD.

Last change: 03.06.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KEF/134AB/16	Course title: Introduction to Financial Management

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
   per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
The prerequisite for this class is a passing grade in foundations of accounting and statistics and to be familiar with the basic financial concepts. Therefore, it is expected that students will be comfortable with the following topics: basics financial concepts, basics accounting principles and basics statistical concepts.
Scale of assessment (preliminary/final): Problem and Cases Sets: 30%Presence: 30%Final: 40%

Learning outcomes:
This is an introductory 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 financial statements, bonds value and basics evaluating methods for valuing firms.
2) Understand the basic issues involved in how to use concepts of present value and future value in finance and how to use concepts of the risk and return.
3). Understand the basic issues involved in how the financial markets are working.
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:
Ch 1 - Introduction to financial management: financial markets, investments, financial products and financial instruments, value management of a business, financial manager in organizational structure of a company, categories of financial markets, attributes of financial markets, financial institutions, transfer of capital, organized stock exchange, OTC-markets, price of money, interests, yield curve, factors influencing demand and supply of money.
Ch 2 – Financial statements: 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.
Ch 3 - Analysis of financial statements: 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: future value, present value, annuity, perpetuity, effective annual rate (EAR), short time periods, continuous interest, continuous discount.

Ch 5 - Bonds, Bond Valuation, and Interest Rates: 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: 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.

Ch 7 - Stocks, Stock Valuation: 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 8 - Financial Options: Financial options, call options, strike price, put options, exercise value, Black-Scholes option pricing model (OPM), put-call parity relationship.

Ch 9 – Cost of Capital: 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.

Ch 10 - Evaluation of capital investments: 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.

Recommended literature:

Required textbook: 1. Brigham, E. F. – Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014. ISBN-13: 978-1-111-97221-9.

Supplementary textbook: 2. Brealey, R. A. – Myers, S. C. – Allen, F.: Principles of Corporate Finance, 9th Edition, McGrawHill, 2010. ISBN: 978-007-126327-6.

Other information source about finance which will be used during the semester: 3. Bloomberg Professional Terminal 4. yahoo.finance.com

Languages necessary to complete the course:

English

Notes:

The main textbook is available for purchase online at Amazon.com. The main textbook is also available at the FMUK Library. The relevant chapters are indicated in the class syllabus. This textbook should be used as main reading. There will be several case studies for the course in MS Excel form. They will be available for download from teacher's web cloud solution. The cases are intended to help you understand the course material and prepare you for the exam. The solutions for the case study will be discussed in class. The cases will be graded.

Past grade distribution

Total number of evaluated students: 108

A	ABS	B	C	D	E	FX	M
33,33	0,0	49,07	10,19	3,7	1,85	1,85	0,0

Lecturers: Mgr. Martin Vozár, PhD.

Last change: 18.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMn/060AB/16	**Course title:** Introduction to Management I

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Seminar paper (max. 10%), presentation of the seminar paper (max. 10%), mid-semester test (max. 15%), semester test (25%), final oral exam (or final on-line test - depending on pandemic situation) (max. 40%), active participation in solving case studies is expected
Scale of assessment (preliminary/final): 60/40

Learning outcomes:
After completing the course the student obtains a comprehensive knowledge of selected areas of management theory and become familiar with the basic procedures for identifying and solving problems in management practice. Regarding a deliberately broad range of topics, the course intention is to provide students basic wide-range introduction to the whole field and selected topics are divided into two semesters –Introduction to Management I in fall semester, Introduction to Management II in spring semester.
Course content also focuses on developing managerial skills and abilities of listeners. Students through an individual elaboration of an essay, its presentation followed by discussion and case studies enhance the correct use of terminology of management as a science discipline, expanding their knowledge and improving the skills necessary for further study and management practice.

Class syllabus:
1. Managers and management – management as a process, science, and profession.
2. Management theory development.
3. Organizational culture.
4. Organizational environment.
5. Management in a global environment.
6. Social responsibility and managerial ethics.
7. Managerial decision-making.
8. Foundations of planning.
9. Strategic management.
10. Forecasting.

Recommended literature:
[1] ROBBINS, P. R. - COULTER, M.: Management, Harlow : Pearson education limited, 2018, 14th edition. p 751. ISBN 978-1-292-21583-9

[2] ROBBINS, P. R. - COULTER, M. with contributions by MARTOCCHIO, J. J., KONG, L. K.: Management, Harlow : Pearson education limited, 2016, 13th edition. p. 717 . ISBN 978-1-292-09020-7

[3] Journal of Human Resource Management. ISSN 2453 – 7683-[online] www.jhrm.eu

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 158

A	ABS	B	C	D	E	FX
36,08	0,0	25,95	12,66	8,23	10,13	6,96

Lecturers: prof. Ing. Ján Rudy, PhD., Mgr. Michaela Poláková, PhD., PhDr. Lukáš Copuš, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Miriama Majtánová, Ing. Marián Mikolášik

Last change: 10.09.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMn/061AB/16	**Course title:** Introduction to Management II

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Seminar paper (max. 10%), presentation of the seminar paper (max. 10%), mid-semester test (max. 15%), semester test (25%), final oral exam (max. 40%), active participation in solving case studies is expected.
Scale of assessment (preliminary/final): 60/40

Learning outcomes:
After completing the course the student obtains a comprehensive knowledge of selected areas of management theory and become familiar with the basic procedures for identifying and solving problems in management practice. Course content also focuses on developing managerial skills and abilities of listeners. Students through an individual elaboration of an essay, its presentation followed by discussion and case studies enhance the correct use of terminology of management as a science discipline, expanding their knowledge and improving the skills necessary for further study and management practice.

Class syllabus:
1. Basics of organizing.
2. Job design.
3. Human resource management.
4. Individual and group behavior.
5. Motivation of employees.
6. Leadership theories.
7. Communication and interpersonal skills.
8. Controlling as a function of management.
9. Change management.
10. Self management and time management.

Recommended literature:
[1] ROBBINS, P. R. - COULTER, M.: Management, Harlow : Pearson education limited, 2018, 14th edition. p 751. ISBN 978-1-292-21583-9
[2] ROBBINS, P. R. - COULTER, M. with contributions by MARTOCCHIO, J. J., KONG, L. K.: Management, Harlow : Pearson education limited, 2016, 13th edition. p. 717 . ISBN 978-1-292-09020-7

[3] Journal of Human Resource Management. ISSN 2453 – 7683-[online] www.jhrm.eu

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 128

A	ABS	B	C	D	E	FX
42,97	0,0	20,31	13,28	7,03	7,81	8,59

Lecturers: Ing. Marián Mikolášik

Last change: 12.02.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/225AB/16	**Course title:** Introduction to financial markets and institutions

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Together you can get a maximum of 100 points per seminar. Course evaluation - 50% work during the semester (15% presentation, 15% seminar paper/essay, 20% seminar activity), 50% written final test. The rating of the subject is in accordance with the UK Study Regulation as follows: to obtain the rating A you need to get a minimum of 91 points, to get a B rating of at least 81 points, to rating C minimum 73 points, rating D at least 66 points and rating E minimum 60 points.

Learning outcomes:
By completing the course, the student will gain an overview of financial markets, financial instruments, institutions and transactions that take place in these markets. The student will also gain knowledge of financial institutions that operate on the financial markets in the Slovak Republic and abroad (depending on the international composition of the study group).

Class syllabus:
1. Financial System.
2. Financial Market.
3. Financial Intermediaries and Specialized Financial Institutions.
4. Financial Instruments - Real Investment (alternative investment), Financial Investment, Financial derivatives.
5. Money market.
6. Foreign Exchange Market.
7. Precious Metal Market.
8. Insurance Market.
9. Capital market – bonds.
10. Capital market - stocks.

Recommended literature:
[1] BRIGHAM, E. F. – EHRHARDT, M. C. 2014. Financial Management. 14th Edition. Thomson, South-Western, 2014. ISBN 978-11-119-7221-9
[2] DE HAAN, J. – OOSTERLOO, S. – SCHOENMAKER, D. 2012. Financial Markets and Institutions. A European Perspective. Cambridge University Press, 2012. ISBN 978-11-391-9894-3
[3] MISHKIN, F. S. – EAKINS, S. G. 2015. Financial Markets and Institutions. 8th Edition.

Pearson, 2015. ISBN 978-12-920-6048-4

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 32

A	ABS	B	C	D	E	FX	M
28,13	0,0	21,88	12,5	21,88	9,38	6,25	0,0

Lecturers: Mgr. Katarína Rentková, PhD.

Last change: 29.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KKM/053AM/16	**Course title:** Investment Analysis

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
  Financial Management

Course requirements:

Learning outcomes:
The aim of the course 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.

Class syllabus:
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 derivates and hedging of risks: basic types of financial derivates, standardization of financial derivates, 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.

Recommended literature:
Brigham, E. F., Ehrhardt, M. C.: Financial Management, 13th Edition, Thomson, South-Western, 2005
Lectures

Recommended:
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: 87

A	ABS	B	C	D	E	FX	M
75,86	0,0	16,09	4,6	0,0	3,45	0,0	0,0

Lecturers: prof. RNDr. Ing. Ľudomír Šlahor, CSc., Ing. Vladimír Valach, PhD., MBA

Last change: 21.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KMn/005B/00	**Course title:** Japanese II

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 2

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
 Passing the final comprehensive exam
 Scale of assessment (preliminary/final): 100/0

Learning outcomes:
 Understand Japanese grammar, enlargement of vocabulary, communication skills on the beginner's level.

Class syllabus:
 Introduction to the course
 Lessons from 12 to 18 that include reading, writing, vocabulary, and Japanese grammar

Recommended literature:
 Tanaka, O: Japanese for Today, Gakken Co. Ltd.,Osaka, 1980
 AJALT: Japanese for Busy People, Kodansha International, Tokyo, 1983
 Yoshida, Y.: The First Step to Kanji, Osaka University of Foreign Studies, 1969

Languages necessary to complete the course:
 English

Notes:

Past grade distribution
 Total number of evaluated students: 87

A	ABS	B	C	D	E	FX	M
83,91	0,0	2,3	4,6	1,15	0,0	8,05	0,0

Lecturers: prof. Ing. Ján Rudy, PhD.

Last change: 26.09.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMn/007B/10	**Course title:** Japanese IV

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 2

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
 Passing the final comprehensive exam
 Scale of assessment (preliminary/final): 100/0

Learning outcomes:
 Introduction to the Kanji system, ability to read and write about 100 Kanji characters.

Class syllabus:
 Introduction to the course
 Lessons from 26 to 30 that include reading, writing, vocabulary, and Japanese grammar
 First step to Kanji

Recommended literature:
 Tanaka, O: Japanese for Today, Gakken Co. Ltd.,Osaka, 1980
 AJALT: Japanese for Busy People, Kodansha International, Tokyo, 1983
 Yoshida, Y.: The First Step to Kanji, Osaka University of Foreign Studies, 1969

Languages necessary to complete the course:
 English

Notes:

Past grade distribution
 Total number of evaluated students: 29

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

Lecturers: prof. Ing. Ján Rudy, PhD.

Last change: 26.09.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KIS/302AB/20	**Course title:** Labor Law

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 None

Course requirements:
 Comparative Country Case Study, Panel Discussion
 Scale of assessment (preliminary/final): Comparative Country Case Study 80%, Panel Discussion 20%

Learning outcomes:
 The aims of the course are to teach students to correctly assess the field of employment relations with focus on international labour law, to teach them principles of legal regulation of employment relations, structure, objective and legal regulation of particular instruments of labour law, to lead them to correct interpretation and application of the legal regulation in the field of labour law in practice incl. comparative approach to foreign legal systems. Within this course, students shall be acquainted with the standing of employer and employee within social-insurance legal relations in terms of personal and material scope incl. comparative approach to foreign legal systems.

Class syllabus:
 concept, object, sources of labour law, legal personality in labour law, pre-contractual relations, formation, duration and termination of employment relations, types of employment relations, obstacles to work on the side of the employer and the employee, liability in employment relations, agreements on work executed outside the employment relations, standing of the employer and the employee in the social insurance system, personal scope of social insurance, material scope of social insurance

Recommended literature:
 Servais, J.M.: International Labour Law, 4th ed., Wolters Kluwer, 2014, ISBN: 9041156747

Languages necessary to complete the course:
 English

Notes:

Past grade distribution Total number of evaluated students: 7							
A	ABS	B	C	D	E	FX	M
100,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0

Lecturers: Mgr. Milena Nosková, PhD.

Last change: 24.01.2021

Approved by:

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/029AM/16	**Course title:** Management Information Systems

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
1. COURSE DESCRIPTION
The course concentrates on analysis and development of information systems in business organizations. This course will develop the framework for an information system and explore how systems that support the business functions of the organization are integrated and aid the manager with decision-making responsibilities within the operational, tactical, and strategic hierarchy of the company. Underlying the examination of various types of organizational information systems will be an exploration of emerging technologies that drive these systems. This course provides the student with the knowledge and skills necessary to understand and use information technology effectively and shows how information technology provides organizations with a strategic competitive advantage.
2. EXPECTED KNOWLEDGE THE STUDENT IS REQUIRED TO HAVE
Familiarity with the basic hardware and software components of a computer and an ability to use the computer for word processing and e-mail are required.
3. STATEMENT OF COURSE OBJECTIVES
a) To assist the student in understanding the issues and problems facing the manager or business user of computer-based information systems, and what solutions are available.
b) To enable the student to learn how to make intelligent decisions about computer based information systems, and as a user, to attain their effective application.
c) To prepare the student for participation as a user or a manager in the development of business information system.
d) To assist the student in appreciating the problems of management in attempting to direct and control corporate information technology.

Course requirements:
7. CASE STUDIES
Case Studies, labelled Case Problems, are described at the end of each chapter of the text. Students should analyze those listed in the schedule and be prepared to discuss them. Students may be asked to present the results of their analysis.
8. VISUAL AIDS
Students should use PowerPoint presentations tools. For the project data flow diagrams they should use Visio and also if they wish MindManager software.

9. AVAILABILITY OF THE TEACHER

I will usually be in my room half an hour before class begins. In addition, office hours will take place at least once per week and I can also make myself available at other times by appointment. Other students can communicate via e-mail.

12. COURSE FORMAT

The general format of each class will be:

review of assigned reading and discussion

lectures interspersed with group and class discussion of relevant case studies

class review of term projects

TERM PROJECT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SYSTEM PHASE PROJECT DELIVERABLES % of GRADE

PROBLEM STUDY PROBLEM DEFINITION

o BACKGROUND SITUATION DESCRIPTION

o PROBLEMS, OPPORTUNITIES & DIRECTIVES

o RECOMMENDATIONS FOR IMPROVEMENT 5%
FEASIBILITY STUDY FEASIBILITY REPORT
o CURRENT SYSTEM DESCRIPTION
o NEW USER/SYSTEM REQUIREMENTS
o IDENTIFICATION OF ALTERNATIVE SOLUTIONS
o ANALYSIS OF EACH ALTERNATIVE SOLUTION
o S/W, H/W & P/W RESOURCES NEEDED
o TECHNICAL FEASIBILITY
o ECONOMIC FEASIBILITY
o ORGANIZATIONAL FEASIBILITY
o OPERATION FEASIBILITY
o RECOMMENDATIONS 10%
SYSTEMS ANALYSIS SYSTEM PROPOSAL
o SYSTEM ENVIRONMENT DIAGRAM (a sketch of the following :)
o HARDWARE COMPONENTS
o SOFTWARE COMPONENTS
o PEOPLE COMPONENTS
o COMMUNICATIONS COMPONENTS
o LOGICAL DATA MODEL
o ENTITY RELATIONSHIP DIAGRAM
o TABLE DATA STRUCTURES
o LOGICAL PROCESS MODEL
o CONTEXT DIAGRAM
o 1ST LEVEL DATA FLOW DIAGRAM
o USER INTERFACES
o LIST OF PROPOSED INPUT FORMS/SCREENS, INCL. DESCRIPTION OF PURPOSE OF EACH
o PROPOSED PROCUREMENT PLAN
o PROPOSED DEVELOPMENT SCHEDULE 15%
8 All the above must be written in electronic form and, of course, if you prefer in printed version, too. You are not expected to implement any part of the system, although in some parts, e.g. design of screens, it may well be easier to draft them on the computer.
9 It is necessary to get my agreement of your choice of term project by the first quarter of the semester (from the beginning of the semester), at which time you should submit a brief description of the problem you are attempting to solve and what likely solutions you are considering.
10 A brief progress report should be made to the class in the middle of the semester classes, when each team should report:
• what has been achieved so far
• what major problems have been encountered
• what schedule of activities is planned for the rest of the course
Scale of assessment (preliminary/final): 10. COURSE REQUIREMENTSStudents are required to prepare for each class by:• reading the recommended literature;• verifying their understanding by doing the multiple choice tests available for the recommended literature;• preparing themselves for group and class discussion of the case problems assigned and about their project work;Grading % of gradeMid-Term Exam 40Term Project 40Class Presentation of Term Project and Discussion 20Course grade: A is 91-100%, B is 81-90%, C is 73-80, D is 66-72, E is 61-65, and F is ≤60.MISSED CLASSES, PARTICIPATION AND THEIR EFFECTS ON YOUR GRADEI know that absences are sometimes unavoidable due to sickness, business travel etc. However, we have only a few hours of class time, so my policy dictates that each class-hour missed without pre-

arrangement make-up work will cost you percent, i.e. you will lose 1 point of your grade for each class-hour missed unless you arrange make-up work with me beforehand. Furthermore, my policy on attendance stipulates that any student missing more hours of classes will not be able to make the grade in the given semester. Although you will not be able to make up completely for any absence, since you will have missed all discussion and interaction in the class itself, you can nevertheless make up for some of the loss by completing various assignments. I therefore urge you to contact me in advance if you are forced to miss a class and arrange how you can make up for the absence. Failure to do so will result in an unexcused absence. Normally the make-up assignment will involve submitting by e-mail, not later than 2 weeks after the absence, written answers to:• a list of questions related to missed lectures• Case Problems assigned for the missed class and any other assignments for that classYour grade for Participation will be based on how well you involve and express yourself in the class. Your grade for Case Problems will be based on how well you involve and express yourself in the class and group discussion of these case studies.11. FINAL GRADESMidterm exam papers will be given at the second half of the semester. Semester projects can be presented not later than end of examination period of the semester.

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

Class syllabus:
4. SCHEDULE
Lecture 1 MANAGING INFORMATION SYSTEMS
Lecture 2 SYSTEMS THEORY
Lecture 3 SYSTEM DEVELOPMENT LIFE CYCLE
Lecture 4 THE IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS, E-BUSINESS
Lecture 5 CLOUD COMPUTING
Lecture 6 DATABASES, DATAMINING, DATA and BUSINESS ANALYTICS
Lecture 7 NETWORKS & DATA COMMUNICATIONS
MID-TERM EXAM
Lecture 8 SERVICE ORIENTED ARCHITECTURE, E-SERVICE MANAGEMENT
Lecture 9 INFORMATION SYSTEMS FOR DECISION SUPPORT, INFORMATION TECHNOLOGY ISSUES FOR MANAGEMENT
Lecture 10 EXPERT SYSTEMS, DATA ANALYTICS, INTERNET OF THINGS
Lecture 11 INFORMATION SYSTEMS FOR THE ENTERPRISE,
Lecture 12 SECURITY & ETHICAL CHALLENGES
FINAL EXAM
To be able to benefit fully from each class, it is really very important to read the scheduled chapters and prepare the assigned Case Problems before class. We will cover a great deal of material in the course and even if you are knowledgeable about Business Information Systems, you will be wasting your time and money, as well as your chances of a good grade, if you do not read the text.

Recommended literature:
5. TEXT USED
James A. O'Brien, Northern Arizona University, George M. Marakas, University of Kansas: Management Information Systems, 10/e, ISBN: 0073376817, Copyright year: 2011, http://highered.mcgraw-hill.com/sites/0073376817/information_center_view0/

Ken Laudon, Jane Laudon: Management Information Systems, 12th Edition, ISBN-10: 0-13-214285-6, ISBN-13: 978-0-13-214285-4, Published by Prentice Hall, © 2012, Pub. Date: Jan 4, 2011, http://www.pearsonhighered.com/laudon/
Natalia Kryvinska, Michal Greguš: SOA and its Business Value in Requirements, Features, Practices and Methodologies, Univerzita Komenského v Bratislave, 2014, ISBN 978-80223-3764-9
Michal Greguš, Natalia Kryvinska: Service Orientation of Enterprises – Aspects, Dimensions, Technologies, Bratislava: Comenius University, 2015. ISBN: 978-80-223-3978-0
6. Other REFERENCES
Kathy Schwalbe: Information Technology Project Management, Course Technology, Fifth edition, 2008, ISBN 978-0324665215

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 132

A	ABS	B	C	D	E	FX	M
55,3	0,0	28,79	13,64	0,76	0,0	1,52	0,0

Lecturers: Ing. Marián Mikolášik

Last change: 24.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/030AM/16	**Course title:** Management Information Systems

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites: FM.KIS/003AB/16 - Databases

Recommended prerequisites:
EXPECTED KNOWLEDGE THE STUDENT IS REQUIRED TO HAVE
Familiarity with the basic hardware and software components of a computer and an ability to use the computer for word processing and e-mail are required.
VISUAL AIDS
Students should use PowerPoint presentations tools. For the project data flow diagrams they should use Visio and also if they wish MindManager software.

Course requirements:
COURSE REQUIREMENTS
Students are required to prepare for each class by:
• reading the recommended literature;
• verifying their understanding by doing the multiple choice tests available for the recommended literature;
• preparing themselves for group and class discussion of the case problems assigned and about their project work;
MISSED CLASSES, PARTICIPATION AND THEIR EFFECTS ON YOUR GRADE
I know that absences are sometimes unavoidable due to sickness, business travel etc. However, we have only a few hours of class time, so my policy dictates that each class-hour missed without pre-arrangement make-up work will cost you percent, i.e. you will lose 1 point of your grade for each class-hour missed unless you arrange make-up work with me beforehand. Furthermore, my policy on attendance stipulates that any student missing more hours of classes will not be able to make the grade in the given semester. Although you will not be able to make up completely for any absence, since you will have missed all discussion and interaction in the class itself, you can nevertheless make up for some of the loss by completing various assignments. I therefore urge you to contact me in advance if you are forced to miss a class and arrange how you can make up for the absence. Failure to do so will result in an unexcused absence. Normally the make-up assignment will involve submitting by e-mail, not later than 2 weeks after the absence, written answers to:
• a list of questions related to missed lectures
• Case Problems assigned for the missed class and any other assignments for that class

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

FINAL GRADES

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

COURSE FORMAT

The general format of each class will be:

review of assigned reading and discussion

lectures interspersed with group and class discussion of relevant case studies

class review of term projects

CASE STUDIES

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

TERM PROJECT

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

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

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

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

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

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

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

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

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

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

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

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

SYSTEM PHASE PROJECT DELIVERABLES % of GRADE

PROBLEM STUDY PROBLEM DEFINITION

o BACKGROUND SITUATION DESCRIPTION

o PROBLEMS, OPPORTUNITIES & DIRECTIVES

o RECOMMENDATIONS FOR IMPROVEMENT 5%

FEASIBILITY STUDY FEASIBILITY REPORT

o CURRENT SYSTEM DESCRIPTION

o NEW USER/SYSTEM REQUIREMENTS

o IDENTIFICATION OF ALTERNATIVE SOLUTIONS

o ANALYSIS OF EACH ALTERNATIVE SOLUTION

o S/W, H/W & P/W RESOURCES NEEDED

o TECHNICAL FEASIBILITY

o ECONOMIC FEASIBILITY

o ORGANIZATIONAL FEASIBILITY

o OPERATION FEASIBILITY

o RECOMMENDATIONS 10%

SYSTEMS ANALYSIS SYSTEM PROPOSAL

o SYSTEM ENVIRONMENT DIAGRAM (a sketch of the following :)

o HARDWARE COMPONENTS

o SOFTWARE COMPONENTS

o PEOPLE COMPONENTS

o COMMUNICATIONS COMPONENTS

o LOGICAL DATA MODEL

o ENTITY RELATIONSHIP DIAGRAM

o TABLE DATA STRUCTURES

o LOGICAL PROCESS MODEL

o CONTEXT DIAGRAM

o 1ST LEVEL DATA FLOW DIAGRAM

o USER INTERFACES

o LIST OF PROPOSED INPUT FORMS/SCREENS, INCL. DESCRIPTION OF PURPOSE OF EACH

o PROPOSED PROCUREMENT PLAN

o PROPOSED DEVELOPMENT SCHEDULE 15%

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

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

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

• what has been achieved so far

• what major problems have been encountered

• what schedule of activities is planned for the rest of the course

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

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

Learning outcomes:

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

Class syllabus:

SCHEDULE
Lecture 1 MANAGING INFORMATION SYSTEMS
Lecture 2 SYSTEMS THEORY
Lecture 3 SYSTEM DEVELOPMENT LIFE CYCLE
Lecture 4 THE IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS, E-BUSINESS
Lecture 5 CLOUD COMPUTING
Lecture 6 DATABASES, DATAMINING, DATA and BUSINESS ANALYTICS
Lecture 7 NETWORKS & DATA COMMUNICATIONS
MID-TERM EXAM
Lecture 8 SERVICE ORIENTED ARCHITECTURE, E-SERVICE MANAGEMENT
Lecture 9 INFORMATION SYSTEMS FOR DECISION SUPPORT, INFORMATION TECHNOLOGY ISSUES FOR MANAGEMENT
Lecture 10 EXPERT SYSTEMS, ARTIFICIAL INTELLIGENCE & NEURAL NETWORKS
Lecture 11 INFORMATION SYSTEMS FOR THE ENTERPRISE, BUSINESS INTELLIGENCE
Lecture 12 SECURITY & ETHICAL CHALLENGES
FINAL EXAM

Recommended literature:

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

TEXT USED

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

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

Natalia Kryvinska, Michal Greguš: SOA and its Business Value in Requirements, Features, Practices and Methodologies, Univerzita Komenského v Bratislave, 2014, ISBN 978-80223-3764-9
Michal Greguš, Natalia Kryvinska: Service Orientation of Enterprises – Aspects, Dimensions, Technologies, Bratislava: Comenius University, 2015. ISBN: 978-80-223-3978-0
Other REFERENCES
Kathy Schwalbe: Information Technology Project Management, Course Technology, Fifth edition, 2008, ISBN 978-0324665215
FACULTY SHAREPOINT ("STUDY MATERIALS"):
https://fmuniba.sharepoint.com/materialy/SitePages/Domov.aspx
MIS4 folder:
https://fmuniba.sharepoint.com/materialy/MIS%204%20ronk/Forms/AllItems.aspx

Languages necessary to complete the course:
English language

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

Past grade distribution
Total number of evaluated students: 100

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

Lecturers: prof. RNDr. Michal Greguš, PhD., Ing. Marián Mikolášik

Last change: 12.04.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KSP/060AB/18	**Course title:** Management of Start-ups and Small Firms

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
During the semester, a student can get up to 70 points. Maximum of 30 points will be given for an individual assignment, 20 points can be earned for case study solving (2 case studies, 10 points each), and 20 points can be earned for interim tests (2 tests, 10 points each). In the exam period, a student takes an exam for which he / she can earn 30 points. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:
Familiarize with the fundamentals and specifics of start-ups. Understanding the lifecycle of startups and the principles of their management in each phase. Getting acquainted with the latest trends and practice of start-up management in the Slovak environment. Familiarize with the fundamentals and specifics of small business management. Understanding the specificities of the individual features and special areas of small business management. Getting acquainted with the latest trends and the practice of small business management in the Slovak and international environment. Through practical lectures of guests from the start-up community and entrepreneurs - small business managers, students gain direct insight into the practice of start-ups and small businesses.

Class syllabus:
1. Course introduction. Introduction to management of startups and small firms
2. Financing of startups and small firms I
3. Financing of startups and small firms – traditional forms - guest lecture
4. Financing of startups and small firms II
5. Financing of startups and small firms – modern forms - guest lecture
6. Financing of startups and small firms III
7. Selected skills for startups and small firms – sales – guest lecture
8. Franchising
9. Franchising in practice – guest lecture
10. Growth and internationalization
11. Growth and internationalization – guest lecture
12. Management of resources
13. Final exam

Recommended literature:
[1] STOKES, D., WILSON, N. Small Business Management and Entrepreneurship. Cengage Learning EMEA, 2010. ISBN 978-1-4080-1799-9.
[2] BLANK, S. The Startup Owner's Manual. K & S Ranch, 2012. ISBN 9780984999309.
[3] KAPLAN, J. Startup: A Silicon Valley Adventure. Penguin, 1995. ISBN 9780140257311.
[4] RIES, E. The Lean Startup. Crown Business, 2011. ISBN 9780307887894.
[5] OSTERWALDER, A., PIGNEUR, Y. Business Model Generation. John Wiley & Sons, 2010. ISBN 978-0470-87641-1.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 86

A	ABS	B	C	D	E	FX	M
25,58	0,0	37,21	23,26	3,49	10,47	0,0	0,0

Lecturers: doc. PhDr. Marian Holienka, PhD., Mgr. Natália Vančišinová

Last change: 03.06.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management

Course ID: FM.KEF/057AM/16	**Course title:** Managerial Accounting

Educational activities:
  Type of activities: lecture
  Number of hours:
    per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Cost Accounting

Course requirements:
test 1- 10%
test 2- 10%
Critical thinking -15%
test 3 (midterm)-15%
final test - 50%
Scale of assessment (preliminary/final): 50%/50%

Learning outcomes:
The students upon the completion of the subject will get the knowledge and fundamental managerial skills of the different costing systems and methods which are used in determining the cost of products and services in the organization. Students will solve case studies preparing business strategy, perform plan preparation and control. Students will be able to prepare budgets and analyze variances, analyze the results of the company applying Balance score card methodology. In this course students with apply the concepts and tools needed to compute, interpret and analyze cost information for decision making.

Class syllabus:
Upon completion of this course, a student should be able to solve case studies on the following topics:
1. Costs in a company, cost-volume-profit analysis, break-even and cash break-even point, degree of operating, financial and combined leverage and sensitivity analysis.
2. Determination of cost functions using several methods and subsequent evaluation of the functions.
3. Relevant revenue and costs for managerial decision making.
4. Job cost accounting under actual, normal and standard costing, activity-based costing approach in a cost system.
5. Variable and Absorption costing
6. Operating and financial budgets, static and flexible budget.
7. Cost variances and financial and nonfinancial measures of quality and time.

8. Customer-profitability analysis and sales variance analysis.
9. Analysis of the results of the company using Balance score card
10. Transfer pricing.

Recommended literature:
[1] Horngren, Charles T. et al.: Cost accounting a managerial emphasis- Prenhall 2018
[2] Drury, Colin: Management Accounting for Business 11th edition. South-Western Cengage Learning 2021
[3] Garrison R.H., Noreen E.W., Brewer P.C.: Managerial accounting McGraw-Hill Irwin, 13th edition, New York, 2020

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 105

A	ABS	B	C	D	E	FX	M
28,57	0,0	24,76	25,71	10,48	8,57	1,9	0,0

Lecturers: prof. RNDr. Darina Saxunová, PhD.

Last change: 19.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KSP/009AM/16	Course title: Managerial Decision-Making

Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites: Finished bachelor degree.

Course requirements: Ongoing evaluation: 40% / Exam: 60%. The exam consists of the written mid-term exam during the semester 30% and of the final exam during the examination period 30%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes: Decision-making belongs to main responsibilities and functions of the managers and managers are regarded and evaluated in terms of success in making decisions. The goal of the course is to improve the decision-making skills of students and to contribute to their ability to effectively and creatively solve problems both individually and within the teams. The course graduates would learn to perceive decision-making as a systematic process in the context of problem solving. They would be able to use rational methods of decision-making under conditions of certainty, risk and uncertainty as well as to solve the sequence of successive decisions. They would sense the psychological perspective of the decision-making. They would be familiar with the techniques of decision-making in groups and teams. They would practice the gained theoretical knowledge practically by means of the various simulations and case studies.

Class syllabus: 1. Introduction into the subject. Decision-making in management. The nature of managerial decision-making. The decision-making process. 2. The rational approaches in the managerial decision-making. Methods and approaches of the decision-making under certainty, uncertainty and risk. The sequence of decisions and decision trees. 3. The psychological aspect of managerial decision-making. The two systems in us. The heuristics of anchoring, availability and representativeness. The prospect theory. The irrational types of choices. The limits of the human mind. 4. The group decision making. Defining the group's assignment, planning and organizing the overall group effort and staffing the decision group. Directing and controlling the group meeting. The creative methods and techniques of group decision-making.

Recommended literature:

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

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

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

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

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

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

GÁL, Peter – MRVA, Miloš – GAJDOŠOVÁ, Zuzana. The cognitive reflection test and the propensity to use heuristics in decision making. In: Comenius Management Review, vol. 8, no. 2 (2014), p. 29-40. ISSN 1337-6721.

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

MRVA, Miloš – GÁL, Peter – MEŠKO, Matej – MARCIN, Peter. Heuristics in the Process of Decision-Making. In: Comenius Management Review, vol. 7, no. 2 (2013), p. 28-40. ISSN 1337-6721.

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

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

Languages necessary to complete the course:
English.

Notes:
In the summer semester 2020/2021, the course is taught online through MS Teams.

Past grade distribution
Total number of evaluated students: 104

A	ABS	B	C	D	E	FX	M
40,38	0,0	33,65	17,31	7,69	0,0	0,96	0,0

Lecturers: Mgr. Peter Gál, PhD.

Last change: 20.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KSP/061AB/16	**Course title:** Managerial Economics

Educational activities: **Type of activities:** lecture **Number of hours:**   **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: During the semester students can obtain 70% of the points and 30% of the points during the examination period. 35% of the points has to be obtained during the semester (e.g. from the midterm test, academic paper and/or activity). The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81 90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes: Understanding and orientation in basic knowledge about an enterprise in the market economy, about economic thinking and economy of an enterprise. Getting enriched knowledge base for subsequent courses.

Class syllabus: 1. Introduction to Managerial Economics. Objects of interest of Managerial Economics. Company and its position in the market economy, the definition of the nature of the business. Enterprise as a goal-oriented system, the goals of the company, risk in the company. Enterprise relationship with the environment. Business environment and company structure. 2. Controlled entity as an economic system. Business and the life cycle of the company. Business transformation process. Assets and business participation in the transformation process. Non-current assets and its nature, valuation and modalities for acquisition of fixed assets. Depreciation and amortization of fixed assets. Current assets, its nature and usage. The issue of financing the assets, sources of financing, own and foreign sources of funding. 3. Costs and corporate profit. Classic and dynamic views on cost management. Current approaches and techniques in cost management. Cash flow management, planning and evaluation of cash flow. External environment. Taxes and taxation. Internal environment. Planning of transformation process, optimization calculations in planning. Investments and assessment of investment in the company. 4. Monitoring and evaluation of the economic performance of the company, revenues, expenses and results of operations of the company. Economic analysis and evaluation of the company's performance, balance sheet, income statement and cash flow statement. Approaches to evaluating of business performance. Controlling as an effective tool of managerial economics.

Recommended literature:

[1] SALVATORE, D. Managerial economics: principles and worldwide applications. New York: Oxford University Press, 2015.
[2] BHAT, M. S., RAU, A. V. Managerial economics and financial analysis. Hyderabad: BS Publications, 2008.
[3] BAYE, R., PRINCE, J. T., SQUALLI, J. Managerial Economics and Business Strategy Michael. Berkshire: McGraw-Hill, 2013.
[4] Lectures of Managerial Economics

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 96

A	ABS	B	C	D	E	FX	M
36,46	0,0	22,92	19,79	7,29	3,13	10,42	0,0

Lecturers: doc. Mgr. Zuzana Papulová, PhD., Mgr. Silvester Krčméry, PhD.

Last change: 03.06.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KEF/005M/10	**Course title:** Market Risk Analysis of Financial Portfolios

Educational activities:
  Type of activities: lecture
  Number of hours:
   per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
The student is expected to attend regular seminars (10point) and to prepare a case study (40point). At the end of the semester, the student will passe a test, which will include a theoretical and practical part of 2x25 points.
In total, a student can earn 100 points; Student needs min 60 points.
Scale of assessment (preliminary/final): 50/50

Learning outcomes:
Students will learn about the methodology of measurement of market risks. Based on practical examples, they will learn to do risk analysis of financial portfolios using classical and modern VaR methods. Students will solve practical examples using appropriate software.

Class syllabus:
 1. Introduction into risk measurement
 2. Risk measurement before VaR – Markovitz model
 3. Single-factor model - CAPM
 4. VaR Metodology
 5. Non-parametric Approaches VaR
 6. Parametric Approaches VaR
 7. Monte Carlo Simulation Methods
 8. Risk Factor Analysis based on PCA – Principal component analysis
 9. Expected tail losses
 10. Stress Testing
 11. Backtesting Market Risk Models

Recommended literature:
 1. Alexander C.: Market Risk Analysis. John Wiley & Sons, Inc., 2008
 2. Allen, L., Boudoukh, J., Saunders, A.: Undrestanding Market, Credit and Operational Risk. The Value at Risk approach. Blackwell Publishing Ltd. 2004
 3. Bohdalová, M., Greguš, M.: Stochastické analýzy finančných trhov, UK, Bratislava, 2012
 4. Dowd, K. : Measuring Market Risk. John Wiley & Sons, Inc., 2002
 5. Jorion, P. : Financial Risk Manager Handbook, John Wiley & Sons, Inc., 2009

6. Jorion, P. : Value at Risk, The New Benchmark for Managing Financial Risk, McGraw-Hill, 2007

7. McNeil, A.,J., R. Frey, R., P. Embrechts, P. :Quantitative Risk Management, Princeton University Press, Princeton and Oxford, 2005

Languages necessary to complete the course:
english

Notes:

Past grade distribution
Total number of evaluated students: 18

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

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

Last change: 20.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMk/100AB/16	**Course title:** Marketing

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
40 % interim evaluation:
- active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%),
- semester project – application of theoretical knowledge on selected issues – 40%,
60 % final evaluation:
- exam – written, online test using the selected application (MS Forms)
Electronic communication and method of distribution of study materials is carried out by MS Teams application.
The overall student rating consists of the sum of the percentages for active attendance on seminars and of the percentage obtained from the exam. Exam is written resp. realized through using the selected application (MS Forms). System of interim evaluation is set on the beginning of semester.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
The aim of the course is to acquire the basic knowledge from the various areas of marketing theory. The subject emphasizes the importance and benefits of basic marketing postulates in terms of the interconnection of the organization and its customers. Emphasis is placed on acquiring skills in marketing decision-making and performing individual marketing activities of the organization, especially in strategic and marketing planning, market segmentation and market positioning, marketing research, analysis of marketing environment and consumer and organizational purchasing behavior in designing of marketing mix and in exploitation of international marketing. The subject also emphasizes the impact of the online environment and the selected specifics of digital marketing. In addition to gaining theoretical knowledge, the subject is also aimed at stimulating the students' ability to apply the marketing concept in economic practice.

Class syllabus:
1. Position and importance of marketing in organization development.
2. The nature of the marketing concept.
3. Strategic planning and importance of marketing planning.
4. Marketing environment.
5. Marketing information system and marketing research.
6. Shopping behavior of consumers in organizations.

7. Market segmentation, target group selection and creation of market position.
8. Product as a marketing mix tool.
9. Pricing and pricing strategy of the company.
10. Distribution channels and physical distribution.
11. Marketing communication and marketing communication mix.
12. International marketing.
13. Service marketing.

Recommended literature:

[1] BARTÁKOVÁ, G. – CIBÁKOVÁ, V. – ŠTARCHOŇ, P. 2007. Základy marketingu. 2. rozšírené vydanie. Bratislava: 228 s.r.o., 2007. ISBN 978-80-969834-4-5

[2] KOTLER, P. – ARMSTRONG, G. 2007. Marketing. Praha: Grada, 2007. ISBN 80-247-0513-3

[3] KOTLER, P. – WONG, V. – SAUNDERS, J. – ARMSTRONG, G. 2007. Moderní marketing. Praha: Grada Publishing, 2007. ISBN 8024715457

[4] BAINES, P. – FILL, C. – PAGE, K. 2011. Marketing. Oxford: Oxford University Press, 2011. ISBN 978-0-19-957961-7

[5] BLYTHE, J. 2009. Principles and Practice of Marketing. 2nd Editon. Hampshire: Cengage Learning EMEA, 2009. ISBN 978-1-4080-114-78

[6] ARMSTRONG, G. – KOTLER, P. 2007. Marketing: An Introduction. 8th Editon. Upper Saddle River: Pearson Education, Inc. 2007. ISBN 0-13-186591-9 – selected chapters.

[7] BRASSINGTON, F. – PETTITT, S. 2006. Principles of Marketing. Harlow: Prentice Hall, 2006. ISBN 0-273-69559-2

[8] Marketing Science and Inspirations a Marketing&Media journals
With regard to new and available resources, supplementary literature will be updated on a continuous basis.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 73

A	ABS	B	C	D	E	FX
26,03	0,0	30,14	26,03	8,22	5,48	4,11

Lecturers: Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. Samuel Smolka, PhD.

Last change: 10.02.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KMk/102AB/16	**Course title:** Marketing

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
40 % interim evaluation:
- active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%),
- semester project – application of theoretical knowledge on selected issues – 40%,
60 % final evaluation:
- exam – written, online test using the selected application (MS Forms)
Electronic communication and method of distribution of study materials is carried out by MS Teams application.
The overall student rating consists of the sum of the percentages for active attendance on seminars and of the percentage obtained from the exam. Exam is written resp. realized through using the selected application (MS Forms). System of interim evaluation is set on the beginning of semester.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
By completing the course, students will acquire basic knowledge and understanding of various areas of marketing theory. The course emphasizes the importance and contribution of basic marketing postulates in terms of interconnection of the organization and its customers. Emphasis is given on acquiring skills in marketing decision-making and implementation of individual marketing activities of the organization, especially in strategic and marketing planning, market segmentation and market positioning, marketing research, analysis of marketing environment and shopping behavior of consumers and the organization, designing marketing mix and use international marketing. In addition to gaining theoretical knowledge, the course is also aimed at stimulating students' ability to apply the marketing concept in their working lives.

Class syllabus:
1. Position and importance of marketing in organization development.
2. The nature of the marketing concept.
3. Strategic planning and importance of marketing planning.
4. Marketing environment.
5. Marketing information system and marketing research.
6. Shopping behavior of consumers in organizations.
7. Market segmentation, target group selection and creation of market position.

8. Product as a marketing mix tool.
9. Pricing and pricing strategy of the company.
10. Distribution channels and physical distribution.
11. Marketing communication and marketing communication mix.
12. International marketing.
13. Service marketing.

Recommended literature:
[1] BAINES, P. – FILL, C. – PAGE, K.: Marketing. Oxford: Oxford University Press 2011. ISBN 978-0-19-957961-7.
[2] BLYTHE, J.: Principles and Practice of Marketing. 2nd Editon. Hampshire: Cengage Learning EMEA 2009. ISBN 978-1-4080-114-78
[3] ARMSTRONG, G. – KOTLER, P.: Marketing: An Introduction. 8th Editon. Upper Saddle River: Pearson Education, Inc. 2007. ISBN 0-13-186591-9 – selected chapters.
[4] BRASSINGTON, F. – PETTITT, S.: Principles of Marketing. Harlow: Prentice Hall 2006. ISBN 0-273-69559-2
[5] Marketing Science and Inspirations and Marketing&Media Journals
With regard to new and available resources, supplementary literature will be updated on a continuous basis.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 142

A	ABS	B	C	D	E	FX
42,96	0,0	14,79	19,01	9,86	4,23	9,15

Lecturers: Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. Samuel Smolka, PhD., Mgr. Miroslava Skýpalová

Last change: 03.05.2021

Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KMk/026AM/16	Course title: Marketing Analytics

Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: Grading: 30 % SAS models • Association anaylsis model: 10% • Cross sell model: 10% • Segmentation model: 10% 70 % final oral exam The overall student rating consists of the sum of the percentages for the analyzed analytical models, the active participation and the percentage obtained for the oral exam. The individual analytical models are developed continuously on individual seminars, in particular the procedures are always explained and demonstrated at the seminar. The oral exam is comprehensively evaluated with regard to the quality of the model processing and the solving of the given task. Each student gets the job to use the selected model that was taken during the semester. The evaluation will be based on model quality and explanation of its use for marketing purposes. The individual grades of the grading scale are awarded on the basis of the total number of points / points that reflects the degree of completion of the subject. The ratio of continuous and final evaluation is 30: 70. Grading scale: 100 –91=A/ 90-81=B/ 80-73=C/ 72-66=D/ 65-60=E/ 59-0=Fx Learning outcomes:

Learning outcomes: This course introduces basic concepts, tasks, methods, and techniques in data mining. The emphasis is on various data mining problems and their solutions. Students will develop an understanding of the data mining process and issues, learn various techniques for data mining, and apply the techniques in solving data mining problems using data mining tools and systems. Students will also be exposed to a sample of data mining applications.

Class syllabus: 1. Basic characteristics of marketing analytics Marketing Research and its components. Role and status of marketing analytics in the organization. Customer Life Cycle.

2. Statistical Software Enterprise Miner

Strana: 2

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

3. Types of analysis used in marketing analytics

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

4. Customer segmentation

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

5. Profiling customer segments

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

profile, purchasing behavior, experience and needs.

6. Cross Sell and Up Sell.

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

7. Association analysis

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

8. Sequence analysis

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

9. Propensity to Buy

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

10. Customer Retention

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

11. Modelling customer retention and fraud detection

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

12. Customer lifetime value (CLV).

Definition of terms. Basic approaches to calculating the lifetime value of the customer: a) Coverage (sales minus variable costs). b) Marketing and other costs not included in the coverage. c) Probability of purchase over a given time period. Each of these indicators needs to be modeled on the basis of historical trends and predictive indicators.

13. Utilizing CLV in marketing

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

profitability?
14. Final class

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

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 46

A	ABS	B	C	D	E	FX	M
97,83	0,0	2,17	0,0	0,0	0,0	0,0	0,0

Lecturers: Mgr. Lucia Vilčeková, PhD.

Last change: 03.05.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KMk/027AM/16	**Course title:** Marketing Analytics

Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: Graded essays on given topic during the semester • Associa&on anaylsis model: 25% • Cross sell model: 25% • Segmenta&on model: 25% • Use of data mining in marke&ng: 25% The overall student ra&ng consists of the sum of the percentages for the analyzed analy&cal models and the quality of the essays. The individual grades of the grading scale are awarded on the basis of the total number of points / points that reflects the degree of comple&on of the subject. Grading scale: 100 –91=A/ 90-81=B/ 80-73=C/ 72-66=D/ 65-60=E/ 59-0=Fx

Learning outcomes: This course introduces basic concepts, tasks, methods, and techniques in data mining. The emphasis is on various data mining problems and their solutions. Students will develop an understanding of the data mining process and issues, learn various techniques for data mining, and apply the techniques in solving data mining problems using data mining tools and systems. Students will also be exposed to a sample of data mining applications.

Class syllabus: 1. Basic characteristics of marketing analytics Marketing Research and its components. Role and status of marketing analytics in the organization. Customer Life Cycle. 2. Statistical Software Enterprise Miner Introduction to SAS Enterprise Miner software. Basic terms. Data retrieval, fault finding and missing data records, impute and replacement, data cleansing, data standardization. 3. Types of analysis used in marketing analytics Customer segmentation. Cross Sell, Up Sell, Customer Retention and Customer lifetime value. 4. Customer segmentation Definitions, basic types of segmentation. Business rules - Profit ranking, RFM (Recency, Frequency, Monetary), Supervised clustering - Decision tree, Unsupervised clustering - K-means clustering. Creating customer segments.

5. Profiling customer segments

Segmentation strategies. A detailed description of each customer group in terms of their socio-demographic profile, purchasing behavior, experience and needs.

6. Cross Sell and Up Sell.

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

7. Association analysis

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

8. Sequence analysis

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

9. Propensity to Buy

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

10. Customer Retention

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

11. Modelling customer retention and fraud detection

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

12. Customer lifetime value (CLV).

Definition of terms. Basic approaches to calculating the lifetime value of the customer: a) Coverage (sales minus variable costs). b) Marketing and other costs not included in the coverage. c) Probability of purchase over a given time period. Each of these indicators needs to be modeled on the basis of historical trends and predictive indicators.

13. Utilizing CLV in marketing

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

14. Final class

Each student will get the task to create specific model which was explained during the semester. The evaluation will be based on model quality and explanation of its use for marketing purposes.

Recommended literature:

[1] PARR RUD, O. 2013. Data mining. Praha: Computer Press, 2013. 370 s. ISBN 8072265776

[2] KEE HO, W. - LUAN, X. 2003. Data mining. North Carolina: University of North Carolina at Chapel Hill [online]. Dostupné z:

http://www.unc.edu/~xluan/258/datamining.html#history

[3] GHANI, R. 2010. Data mining for business applications. Amsterdam: IOS Press, 2010.

[online]. Dostupné z: http://site.ebrary.com/lib/uniba/Doc?id=10440450

[4] SAS. 2017. Enterprise Miner Tutorial. 2017. [online]. Dostupné z: http://video.sas.com/ #category/videos/sas-enterprise-miner_

[5] SAS. 2017. Analytics in action. 2017. [online]. Dostupné z: http://video.sas.com/#category/ videos/analytics-in-action

[6] SAS. 2017. Customer intelligence. 2017. [online]. Dostupné z: http://video.sas.com/detail/ videos/trending/video/4059012552001/sas®-enterprise-miner™---pattern-recognition-demo? autoStart=true#category/videos/customer-intelligence_

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 72

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

Lecturers: Mgr. Lucia Vilčeková, PhD.

Last change: 27.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/042AM/16	**Course title:** Marketing Applications
Educational activities: **Type of activities:** seminar **Number of hours:** **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning	
Number of credits: 3	
Recommended semester:	
Educational level: I., II.	
Prerequisites:	
Course requirements: 1. Continuous work on seminars - active engagement of the student, the student has to prepare 5 case studies on the actual course of the subject about 70% 2. Continuous test during the semester, number of test questions - 3 - approx. 30%	
Learning outcomes: The aim of the subject is to teach students the application of marketing in various branches of the national economy and forms of entrepreneurship with an emphasis on marketing specifics. Students will broaden their already acquired theoretical marketing knowledge about professional marketing practices in selected sectors, focusing on the most important sectors of the national economy contained in the syllable. The lesson also includes lectures on the application of marketing in tourism and its follow-up to the spa industry or the historical view of the use of marketing in the business process in family businesses as well as at present.	
Class syllabus: 1. Marketing in the tourism industry 2. Marketing in the spa industry 3. Marketing in small and medium business and family business 4. Marketing in family businesses	
Recommended literature: [1] BOROVSKÝ, J. – SMOLKOVÁ, E. – NIŇAJOVÁ, I. 2008. Cestovný ruch trendy a perspektívy. Bratislava: Iura Edition, 2008. 257 p. ISBN 978-80-8078-215-3 [2] JAKUBÍKOVÁ, D. 2009. Marketing v cestovním ruchu. Praha : Grada Publishing, 2009. 325 p. ISBN 978-80-89090-25-4 [3] KIRÁĽOVÁ, A. 2006. Marketing hotelových služeb, . 2. vyd. Praha : Ekopres, 2006. 321 p. ISBN 80-86929-05-1 [4] STRÁŽOVSKÁ, H. – STRÁŽOVSKÁ, Ľ. a kol. 2009. Podnikanie. - [1. vyd.]. - Bratislava: Merkury, 2009. 309 p. ISBN 978-80-89143-79-5 [5] STRÁŽOVSKÁ, H. – STRÁŽOVSKÁ, Ľ. – BAŽÓ, L. 2013. Podnikanie malých a stredných podnikov. Bratislava: Sprint, 2013. 320 p. ISBN 9 788089 393886	

[6] STRÁŽOVSKÁ, Ľ. Podnikanie formou rodinných podnikov. In: Malé a stredné podnikanie / zmeny obsahu ekonomických nástrojov/. - Bratislava: Sprint 2, 2016. – p. 143-160. ISBN 978-80-89710-21-8
[7] STRÁŽOVSKÁ, H. a kol. Náuka o obchodnom podnikaní. Bratislava: Sprint, 2014. 334 p. ISBN 978-80-89393-98-5
[8] Les Henokiens - medzinárodná organizácia viac ako storočných podnikov, www.leshenokiens.com, prípadové štúdie
[9] Trend, Journal of International Marketing, Marketing Science and Inspirations.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 28

A	ABS	B	C	D	E	FX	M
75,0	0,0	10,71	10,71	0,0	3,57	0,0	0,0

Lecturers: doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Barbora Marišová, Mgr. Lukáš Vaľko, PhD.

Last change: 17.09.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMk/043AM/17	**Course title:** Marketing Applications

Educational activities:
  Type of activities: seminar
  Number of hours:
   per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
1. Continuous work on seminars - active engagement of the student, the student has to prepare 5 case studies on the actual course of the subject about 70%
2. Continuous test during the semester, number of test questions - 3 - approx. 30%
Scale of assessment (preliminary/final): 70/30

Learning outcomes:
The aim of the subject is to teach students the application of marketing in various branches of the national economy and forms of entrepreneurship with an emphasis on marketing specifics. Students will broaden their already acquired theoretical marketing knowledge about professional marketing practices in selected sectors, focusing on the most important sectors of the national economy contained in the syllable. The lesson also includes lectures on the application of marketing in tourism and its follow-up to the spa industry or the historical view of the use of marketing in the business process in family businesses as well as at present.

Class syllabus:
1. Marketing in the tourism industry
3. Marketing in the hotel management
4. Marketing in the spa industry
5. Marketing in small and medium business
6. Marketing in family businesses

Recommended literature:
[1] BOROVSKÝ, J. – SMOLKOVÁ, E. – NIŇAJOVÁ, I. 2008. Cestovný ruch trendy a perspektívy. Bratislava: Iura Edition, 2008. 257 p. ISBN 978-80-8078-215-3
[2] JAKUBÍKOVÁ, D. 2009. Marketing v cestovním ruchu. Praha : Grada Publishing, 2009. 325 p. ISBN 978-80-89090-25-4
[3] KIRÁĽOVÁ, A. 2006. Marketing hotelových služeb, . 2. vyd. Praha : Ekopres, 2006. 321 p. ISBN 80-86929-05-1
[4] STRÁŽOVSKÁ, H. – STRÁŽOVSKÁ, Ľ. a kol. 2009. Podnikanie. - [1. vyd.]. - Bratislava: Merkury, 2009. 309 p. ISBN 978-80-89143-79-5
[5] STRÁŽOVSKÁ, H. – STRÁŽOVSKÁ, Ľ. – BAŽÓ, L. 2013. Podnikanie malých a stredných podnikov. Bratislava: Sprint, 2013. 320 p. ISBN 9 788089 393886

[6] STRÁŽOVSKÁ, Ľ. Podnikanie formou rodinných podnikov. In: Malé a stredné podnikanie / zmeny obsahu ekonomických nástrojov/. - Bratislava: Sprint 2, 2016. – p. 143-160. ISBN 978-80-89710-21-8

[7] STRÁŽOVSKÁ, H. a kol. Náuka o obchodnom podnikaní. Bratislava: Sprint, 2014. 334 p. ISBN 978-80-89393-98-5.

[8] Les Henokiens - medzinárodná organizácia viac ako storočných podnikov, www.leshenokiens.com, prípadové štúdie

[9] Trend, Journal of International Marketing, Marketing Science and Inspirations.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 40

A	ABS	B	C	D	E	FX	M
67,5	0,0	20,0	7,5	5,0	0,0	0,0	0,0

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

Last change: 23.06.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KMk/028AM/16	Course title: Marketing Research

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
40% research project
The evalua?on will be based on an assessment of the level and quality of the research project. The research project will include: - Research ?tle, Contents, Execu?ve Summary- Research objec?ves- Methodology- Results-Conclusions and recommenda?ons- Appendices
The research project must contain at least 3 of the following analyses: con?ngency tables including chi square tests, associa?on analysis, wilcoxon test, kruskal wallis test, conjoint analysis, cluster analysis, mul?dimensional scaling.
The final test will be a combina?on of open and closed ques?ons from lectures and seminars. Weight of the intermediate / final evalua?on: 40:60
From each seminar a brief summary will be prepared and sent to all students immediately aPer its comple?on. Detailed condi?ons of its processing will be determined by the teacher.
Grading scale: 100 –91=A/ 90-81=B/ 80-73=C/ 72-66=D/ 65-60=E/ 59-0=Fx

Learning outcomes:
The purpose of this course is to learn how plan and implement a marketing research project. Upon successful completion of this class, course participants will have a working knowledge of the following.
1. To be able to conduct a marketing research project from start to finish.
2. To design research to fit a variety of marketing problems.
3. To learn how to analyze marketing data using SAS
4. To interpret statistics and to make judgments about data.
5. To learn the language of marketing research.
6. To learn more about marketing and consumer behavior by conducting research.

Class syllabus:
C1. The role of research in markeFng
Content:
Defini?on, scope, meaning, limita?ons of marke?ng research. Understanding marke?ng research and ethics in marke?ng research. The difference between marke?ng research and market research.
Content of examples, tasks, assignments to consolidate the topic:

GeXng acquainted with the course of seminars, as well as with the condi?ons of course evalua?on. Jus?fica?on of the importance of marke?ng research in current economic prac?ce. The task is to visit the TNS website (www.tnsglobal.com) and examine the essence of the research services offered by the company, their descrip?on and analysis in the context of the topic presented.

2. Approaches to defining a research sample.

Content:

Basic terms. Advantages of using a research sample and its disadvantages. Sampling approaches and characteris?cs of good sampling prac?ce. Sampling errors. Sample size calcula?on. Prac?cal considera?ons for determining sample size. Panel research as a sample.

Content of examples, tasks, assignments to consolidate the topic:

Come up with one sentence summarizing the key difference between stra?fied and cluster sampling as if you were teaching this concept to a student who is just star?ng off in a sta?s?cs course.

Suppose you are going to be conduc?ng a study on FMCU students, asking for their opinion on an issue of interest to you (could be related to the university, or a wider societal issue). First, formulate your research ques?on. Then, describe how you would carry out the sampling of students using the following methods:

(a) simple random sampling

(b) stra?fied sampling

(c) cluster sampling

Think about what acributes of the FMCU student popula?on make sense to stra?fy vs. cluster on with respect to your research ques?on.

3. Research process.

Content:

Research management. Formula?on of a research problem. Logic of the research process. Common mistakes in research management. Evalua?on and control of marke?ng research. Iden?fying the problem.

Reviewing literature.

SeXng research ques?ons, objec?ves, and hypotheses. Choosing the study design.

Deciding on the sample design.

Collec?ng data.

Processing and analyzing data. Wri?ng the report.

Content of examples, tasks, assignments to consolidate the topic:

Write three research ques?ons that could guide the beginning of a research study. They can deal with any subject macer that asks about the behavior, aXtudes, and opinions of people. Be sure to follow the guidelines for wri?ng good ques?ons.

Imagine that you are the Marke?ng Director of McDonalds.

a Make a list of poten?al marke?ng objec?ves whose fulfilment could improve the performance of McDonalds during the pandemic.

b Select what you feel would be the most important marke?ng objec?ve. Develop a set of marke?ng research objec?ves that you consider would support the decisions needed to fulfil that marke?ng objec?ve

4. Research design and research methodology.

Content:

Defini?on of research proposal, its prepara?on. Marke?ng research methodology. Exploratory research. The essen?al elements of the research design are:

Accurate purpose statement

Techniques to be implemented for collec?ng and analyzing research The method applied for analyzing collected details

Type of research methodology

Probable objec?ons for research
SeXngs for the research study
Timeline
Measurement of analysis
Content of examples, tasks, assignments to consolidate the topic:
Visit www.neglix.com (look for the site in your home country) and search online using your library's online databases to gather informa?on of consumers' aXtudes towards TV and movie streaming services. Neglix would like to determine consumers' aXtudes towards entertainment streaming services and hope to repeat this project annually. What type of research design would you recommend and why? As the marke?ng director of Neglix in your country, how would you use informa?on about consumers' aXtudes towards streaming services to increase consumer sign-ups and reten?on?
5. Typology of research methods.
Content:
Observa?on, ques?oning, experiment, primary and secondary research. Limits and benefits of their use.
Experimental design and its use in marke?ng research
Experiment design. Dependent and independent variable. Classic experimental design. Solomon's four-group experimental design.
Content of examples, tasks, assignments to consolidate the topic:
Select two different perfume adver?sements for any brand of perfume. Design and conduct an experiment to determine which adver?sement is the most effec?ve. Use a student sample, with 10 students being exposed to each adver?sement (treatment condi?on). Develop your own measures of adver?sing effec?veness in this context.
6. QualitaFve and quanFtaFve research.
Content:
Differences and areas of applica?on. Methodology of qualita?ve and quan?ta?ve research. Differences between qualita?ve and quan?ta?ve research and the role of each in marke?ng research. Reasons for adop?ng a qualita?ve approach to marke?ng research (Stage 2 of the marke?ng research process). These reasons are developed by examining the basic philosophical stances that underpin qualita?ve research. The concept of ethnographic techniques is presented, with illustra?ons of how such techniques support marke?ng decision makers
Content of examples, tasks, assignments to consolidate the topic:
Describe the key elements to be balanced in the applica?on of ac?on research.
What do you see as the key advantages and challenges of conduc?ng
qualita?ve research online?
An adver?sing agency has selected three pieces of music that it could use in a new adver?sing campaign. It has come to you as a researcher to help in making the case for selec?ng the right piece of music for the campaign. What would be the case for using qualita?ve techniques for this task?
7. DescripFve staFsFcs
Descrip?ve sta?s?cs, raw data, interpreta?on of the data. How to properly describe data through sta?s?cs and graphs. Typically, there are two general types of sta?s?c that are used to describe data:
Measures of central tendency: these are ways of describing the central posi?on of a frequency distribu?on for a group of data. In this case, the frequency distribu?on is simply the distribu?on and pacern of marks scored by the 100 students from the lowest to the highest. We can describe this central posi?on using a number of sta?s?cs, including the mode, median, and mean. Measures of spread: these are ways of summarizing a group of data by describing how spread out the scores are. Measures of spread help us to summarize how spread out these scores are. To describe this

spread, a number of sta?s?cs are available to us, including the range, quar?les, absolute devia?on, variance and standard devia?on.

Content of examples, tasks, assignments to consolidate the topic:

Use descrip?ve sta?s?cs to summarize your group of data using a combina?on of tabulated descrip?on (i.e., tables), graphical descrip?on (i.e., graphs and charts) and sta?s?cal commentary (i.e., a discussion of the results).

8. Data typology and decisions on data analysis methods.

Content:

Data typology and decisions on data analysis methods. Hypothesis tes?ng. Test sta?s?cs as a suitably determined func?on of sampling data. The subsequently calculated value of this sta?s?c is used to decide whether or not to reject the null hypothesis. The decision rule of the sta?s?cal hypothesis test is a rule that specifies the condi?ons under which the null hypothesis can be rejected. Chi-square tests, analysis of variance, Kruskal-Wallis test.

Content of examples, tasks, assignments to consolidate the topic:

Determine the level of significance: in the social sciences, the level of significance is tradi?onally set at 0.05 ($p = 0.05$). By choosing the level of significance of α, we determine the risk of erroneous rejec?on of the null hypothesis and at the same ?me define how much difference from the null hypothesis we are willing to tolerate as a consequence of the influence associated with working with random selec?on. Formulate null and alterna?ve hypotheses for chi-square test, analysis of variance and Kruskal-Wallis test on the example of your own data. Iden?fy which data pairs are appropriate for the tests.

9. ApplicaFon of market research.

Content:

Basic concept and scope of cluster analysis and its importance in marke?ng research; sta?s?cs associated with cluster analysis;

procedure for conduc?ng cluster analysis, including formula?ng the problem, selec?ng a distance measure, selec?ng a clustering procedure, deciding on the number of clusters, interpre?ng clusters and profiling clusters; purpose and methods for evalua?ng the quality of clustering results and assessing reliability and validity; applica?ons of non-hierarchical clustering and clustering of variables;

Content of examples, tasks, assignments to consolidate the topic:

You are a marke?ng research analyst for a major airline. You have been set the task of determining consumers' aXtudes towards budget airlines. Construct a 15-item scale for this purpose. In a group of five students, obtain data on this scale and standard demographic characteris?cs from 25 males and 25 females in your community. These data should then be used to cluster par?cipants and to cluster the 15 variables measuring consumer aXtudes towards budget airlines.

10. MulFdimensional scaling and conjoint analysis.

Content:

Basic concept and scope of mul?dimensional scaling (MDS) in marke?ng research and its various applica?ons; steps involved in MDS of percep?on data, including formula?ng the problem, obtaining input data, selec?ng an MDS procedure, deciding on the number of dimensions, labelling the dimensions and interpre?ng the configura?on and assessing reliability and validity; MDS scaling of preference data and dis?nguish between internal and external analysis of preferences; basic concepts of conjoint analysis, contrast it with MDS and its various applica?ons; procedure for conduc?ng conjoint analysis, including formula?ng the problem, construc?ng the s?muli, deciding the form of input data, selec?ng a conjoint analysis procedure, interpre?ng the results and assessing reliability and validity.

Content of examples, tasks, assignments to consolidate the topic:

Consider 12 brands of bath soap (you can use the following – or other brands that you are more familiar with): Dove, Zest, Dial, Imperial Leather, Body Shop, Camay, Ivory, Palmolive, Irish Spring, Lux, Safeguard, Fairy. Form all the possible 66 pairs of these brands. Rate these pairs of brands in terms of similarity using a seven-point scale. Write a report on what you would see as the par?cipant experience in comple?ng the task of comparing these brands.

11. Internet and research.

Content:

Internet as a method of research. Internet as a object of research. Internet as a medium of research. U?lizing social media to start understanding the volume of conversa?ons and men?ons around a business idea. AB tes?ng. Advantages and disadvantages of online market research.

Content of examples, tasks, assignments to consolidate the topic:

Please divide the bellow techniques into qualita?ve and quan?ta?ve. Furthermore, as online research is becoming more and more relevant, try to do the same between the online and offline techniques. The result should be taxonomy of four quadrants: quadrant 1, online qualita?ve techniques; quadrant 2, online quan?ta?ve; quadrant 3, offline qualita?ve, quadrant 4: offline quan?ta?ve:

Online ethnography

Visual data

Telephone ques?onnaire

Online quesitonnaire

Online interview

In-depth interview Self-administrated ques?onnaire E-mail ques?onnaire

Online focus group Par?cipant observa?on Secondary data Content analysis

Focus group

Ethnography Semi-structured interview

12. Cross sell analysis.

Content:

Basic characteris?cs of marke?ng analy?cs. Marke?ng Research and its components. Role and status of marke?ng analy?cs in the organiza?on. Customer Life Cycle. Cross Sell and Up Sell. Defini?on of terms. Basic components of Cross Sell Modeling. Next Best Offer. Analysis of customer poten?al for sales of products and services. The analysis provides valuable pacerns of buying behavior in the form of transparent outputs. Its conclusions are used in referral systems, when compiling promo?onal packages, determining the content of promo?onal catalogs, and especially targe?ng marke?ng campaigns to exis?ng customers.

Content of examples, tasks, assignments to consolidate the topic:

Perform cross sell based on teachers instruc?ons.

13. AssociaFon analysis.

Content:

Associa?on analysis. Using associa?on analysis (shopping cart analysis) to iden?fy the Next Best Offer. Model results in managing campaigns. Sequence analysis. Using sequen?al analysis to iden?fy Next Best Offer. Sequence analysis also uses a variable to capture informa?on about the order of product purchase by individual customers. The result is two to mul?-element rules that show the sequence of purchases. Using modeling results in managing campaigns.

Content of examples, tasks, assignments to consolidate the topic:

Perform associa?on analysis model.

14. Marke8ng research trends.

Content:

The pace of global change, technological development, changing economic power, changing popula?on, pressure on the environment and the development of consumer values are

suppor?ng disrup?ons in almost every industry in the world. Market research is no excep?on. Automa?on and DIY surveys. Big Data and predic?ve analy?cs. Partnership 3.0.
Content of examples, tasks, assignments to consolidate the topic:
Present your research project.

Recommended literature:
[1]BRADLEY,N.,2013.Marke?ngResearchtoolsandTechniques.Oxford:OxfordUniversity Press, 2013. 359 p. ISBN 978-0-19-965509-0.
[2] CHURCHILL, A. G. – IACOBUCCI, D., 2018. Marke?ng Research. Methodological Founda?ons. Mason: Thomson/South-Western, 2018. 403 p. ISBN 0-324-22509-1.
[3]KUMAR,V.,2015.Marke?ngresearch.AglobalOutlook.NewDehli:SagePublica?ons, 2015. 412 p. ISBN 978-93-515-0248-7.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 171

A	ABS	B	C	D	E	FX	M
87,72	0,0	7,02	2,92	1,17	0,58	0,58	0,0

Lecturers: Mgr. Lucia Vilčeková, PhD.

Last change: 27.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/029AM/16	**Course title:** Marketing Research

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
The grading will be based on research project of the students. The project will be done in groups of 2-3 students; in every class the students make a part of the project. The reporting should be very detailed in terms of strategic implications and possible courses of action based on the research findings. The research project must include:
- Authorization letter for the research
- Table of contents
- Executive summary
- Research objectives
- Methodology
- Results
- Conclusions and recommendations
- Appendices (containing a copy of questionnaire)
Grading scale: 100 –91=A/ 90-81=B/ 80-73=C/ 72-66=D/ 65-60=E/ 59-0=Fx

Learning outcomes:
The purpose of this course is to learn how plan and implement a marketing research project. Upon successful completion of this class, course participants will have a working knowledge of the following:
1. To be able to conduct a marketing research project from start to finish.
2. To design research to fit a variety of marketing problems.
3. To learn how to analyze marketing data using SAS
4. To interpret statistics and to make judgments about data.
5. To learn the language of marketing research.
6. To learn more about marketing and consumer behavior by conducting research.

Class syllabus:
Course description:
1. Introduction To Marketing Research
• Role of marketing research in marketing
• Definition
• Scope

- Sampling methods
- Characteristics of Good Sampling Design
- sampling and non sampling errors
- Sample size calculation (Numerical expected)
- Practical considerations in determining sample size.

8. Data analysis
- Data Processing
- Data Analysis
- Univariate analysis
- Bivariate analysis
- Multivariate analysis
- Simple and cross tabulation
- Simple and multiple regression
- Factor analysis.

9. Hypothesis testing
- Introduction
- What is Hypothesis
- Types of tests and test selection
- One sample test
- Two-Independent Sample tests
- Two-related sample tests
- Chi-square test
- Tests for large and small samples (Numerical expected)

10. Report writing
- Purpose of Report
- Classification of Report
- Functions of Research Report
- Types of Reports
- Principles of report writing
- Fundamentals of good reports

11. Applications of Marketing Research
- Cluster analysis for identifying market segments
- Conjoint analysis for Product research
- Multi-dimensional scaling
- Discriminant analysis and perceptual mapping for Brand positioning research
- Advertising research
- Market and Sales Analysis
- Sales forecasting – objective and subjective methods
- Test marketing
- Multidimensional scaling - positioning research

12. Setting up & Implementation of Marketing Research Project
- Introduction
- Steps in formulating Market Research Projects

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:
English

Notes:

Past grade distribution
Total number of evaluated students: 203

A	ABS	B	C	D	E	FX	M
89,66	0,0	7,88	2,46	0,0	0,0	0,0	0,0

Lecturers: Mgr. Lucia Vilčeková, PhD.

Last change: 03.05.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KMk/016AM/16	Course title: Marketing management

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.
In-class case studies 40 percent.
Final exam 60 percent.

Learning outcomes:
The aim of the course is, after completion of the acquisition of the knowledge of the foundations of marketing in the bachelor degree study and dealing of basic "marketing alphabet" explore options for addressing the problems faced by the current practice of marketing management. It solves the problems of lack of effectiveness of marketing activities and proposes ways to measure their effectiveness, as in the ever-increasing expenditure on marketing is an ever smaller economic effect of them. How to proceed in this situation? How to deal with rising spending on marketing in the high competition environment? The answers to these questions provide an object which is a practical guide how to do it in the current competitive environment, which is in the field of marketing management increasingly tougher course is focused on acquiring the principles of rationality in marketing management. Based on an analysis of reviews of the criticisms of marketing and the trend of sustainability in marketing management organizations on the threshold of the third millennium.

Class syllabus:
 1. Why Sustainable Marketing?
 2. Critical Marketing.
 3. The Sustainable Consumer and Buyer Behaviour.
 4. Sustainable Marketing Planning.
 5. Sustainable Product Strategy – Customer Benefits.
 6. Sustainable Price Strategy – Cost to Customers.
 7. Sustainable Distribution Strategy – Convenience.
 8. Sustainable Communication Strategy.
 9. Marketing Themes in the 21st Century – Relationship Marketing.
 10. Marketing Themes in the 21st Century – Internal Marketing.
 11. Marketing Themes in the 21st Century – Sustainable Entrepreneurship.

12. Measurement of marketing activities and investments within the organization and the creation and organization of activities in the building of a unique marketing management within the organization.
Summary of the course and the lecture on actual topic.

Recommended literature:

[1] AMATULLI, C. – DE ANGELIS, M. – COSTABILE, M. 2017. Sustainable Luxury Brands. Evidence from Research and Implications for Managers. London : Macmillan, 2017, 259 p. ISB 978-1-137-60158-2
[2] BELZ, F. M. – PEATTIE, K. 2011. Sustainability Marketing. A Global Perspective. West Sussex : John Willey & Sons, 2011. ISBN 978-0-470-51922-6
[3] BRIDGES, C. M. – WILHELM, W. B. 2008. Going Beyond Green: The „Why and How" of Integrating Sustainability Into the Marketing Curriculum. In : Journal of Marketing Education. 2008, Vol. 30, No. 1, p. 33-46. ISSN 0273-4753
[4] HACKLEY, Ch. 2009. Marketing. A Critical Introduction. London : Sage Publications, 2009. 186 p. ISBN 978-1-4129-1149-8
[5] RICHARDSON, N. 2020. Sustainable Marketing Planning. London : Routledge, 2020, 271 p. ISBN 978-0-367-02521-2
[6] Databases of University Library, Slovak Centre of Scientific and Technical Information.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 165

A	ABS	B	C	D	E	FX	M
70,3	0,0	19,39	4,24	0,0	1,82	4,24	0,0

Lecturers: doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. Lukáš Vaľko, PhD.

Last change: 19.09.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/065AB/16	**Course title:** Mathematics II
Educational activities: **Type of activities:** lecture / seminar **Number of hours:** **per week:** 2 / 2 **per level/semester:** 28 / 28 **Form of the course:** on-site learning	
Number of credits: 5	
Recommended semester:	
Educational level: I., II.	
Prerequisites:	
Recommended prerequisites: Mathematics I	

Course requirements:
The course is taught as follows: Lectures will be accessible online through MS Teams. When logging in to MS Teams, it is necessary to use the university login and password and join the team FMUK_Mathematics_2_English using the code: bh3dwz2. All study materials will be available via Moodle (https://moodle.uniba.sk/).
According to the schedule, online consultations with the lecturer will be included. Students registered for the course will receive invitations to their calendar for regular online consultations. Exercises are mandatory, they will take place online via MSTeams. Participation on the exercices is mandatory, so you must be connected to exercice through MS Teams and respond to the requirements of the teacher throughout the whole exercces. If the student disconnects from the exercice after writing the test, the test will be evaluated with 0 points. Disconnection from teaching before the end of teaching will be understood as non-participation in teaching.
Individual students are firmly assigned to groups. It is not allowed to exchange in groups.
Course evaluation during the semester:
1.) 4x 10 min. test during online consultations, each for 3 points, without the possibility of writing a substitute test.
2.) 10-min. test at seminars, each for 2 points (min. 8 tests the student should pass, we take into account 2 possible absences) (16 points), without the possibility of writing a substitute test.
3.) 2 written test in the middle and at the end of the semester for 12 points (max. 24 points). The test can be taken in an alternate time during the semester, if the student proves his / her absence by a medicine confirmation.
4.) According to the University Act, a student can have max 2 absences (one on theoretical and one on practical exercises). Next absence will be evaluated by -1 point in the final assessment of each type of exercise.
Assessment of the subject during the Examinations period:
The final written exam (100 minutes), consists of 4 examples (2 from mathematical analysis and 2 from Linear Programming). (max. 50 points)
Exam: a student can complete 1 regular and one corrective term if he / she does not reach the required number of points to complete the course on the regular term.

The student completes the course if he / she obtains at least 60% of points (ie 30 points) from the continuous assessment, so that he / she can go to the exam and min. 60% of the exam points (ie 30 points) to pass the exam. The points that the student obtains during the semester and in the exam are included in the final grade of the subject.

Before solving the exam test, student must be logged in to the MS Teams application, have a microphone and camera switch on. Student is performing the exam test in the Moodle system. Student writes the solution by hand on paper, continuously is inserting own solution into the Moodle system while checking the compliance of its solution on paper with what it enters into the system. When the exam test is closed, the signed handwritten solution will be photographed or scanned together with student card (ISIC) and putted into the Moodle system. The student is obliged to have ensured a functioning internet connection during the exam tests.

Learning outcomes:

This course is a continuation of Mathematics I and gives students the possibility to gain mathematical skills in solving optimization problems. In many economic applications, a manager deals with situations where several variables have to be included into the mathematical model, e.g. usually the output depends on a set of different input factors. Therefore, this course deals with optimization problems for functions depending on more than one independent variable. Students will solve some real problem using software Wolfram Mathematica.

Class syllabus:

Functions of several variables: partial derivatives, gradient, total differential, competitive and complementary products.
Unconstrained and constrained optimization: optimality conditions, Lagrange multipliers, Kuhn-Tucker conditions.
Linear programming: simplex methods, duality, sensitivity analysis.
Integer linear programming.

Recommended literature:

1. Knor, M.: Mathematics for Managers II, Univerzita Komenského, Bratislava, 2003.
2. Winston, W. L. 2004. Operations Research. Applications and Algorithms. Belmont: Thomson. Brooks/Cole. 2004. ISBN 0-534-52020-0
3. Chiang, A.C.: Fundamentals Methods of Mathematical Economics. McGraw-Hill International Editions., Singapore , 1984
4. Werner, F. – Sotskov, Y. N.: Mathematics of Economics and Business
5. Miller, R. E.: Optimization. Foundations and applications. J. Wiley & Sons, Inc. N. Y. 2001.

Languages necessary to complete the course:

English

Notes:

Past grade distribution
Total number of evaluated students: 63

A	ABS	B	C	D	E	FX	M
0,0	0,0	3,17	4,76	11,11	22,22	58,73	0,0

Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Katarína Vechter Močarníková, PhD., doc. Ing. Mgr. Urban Kováč, PhD., Ing. Ján Káčer

Last change: 01.04.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KIS/086AM/16	Course title: Modeling of Economic Processes

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
    per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Attendance
Attendance of the seminars is absolutely necessary. In case of illness student must immediately notify me (the student must notify me about the absence prior to the seminar via e-mail). The student will get alternative assignment, which compensates the absence.
Homework
Some weeks you will have an assignment that is designed to assess your mastery of the topics and techniques covered the previous week(s) and provide feedback to improve your understanding of the material.
You may work with your colleagues to figure out the underlying concepts and problem solving processes, but you are expected to work individually to answer the specific problems that are assigned. Completed assignments will be submitted in electronic form. Timely submission of the completed assignments is essential. The due date of each assignment will be stated clearly in the assignment description.
Group Project
In groups of 2 or 3 (the groups must be mixed in each group of two or three persons there must be at least one Slovak student and one incoming Erasmus student) you will prepare project that can be either a report or a research paper. Additional details about the project you can discuss in class.
Exams
There will be a midterm test (10pts) and a final test (20pts) (final test will be in that case during the examination period) or one longer test (30pts) at the end of the semester. These exams provide an opportunity for you to test your understanding of the techniques, processes, and problems associated with analyzing data for use in individual and organization decision making.
Scale of assessment (preliminary/final): 1. Developing a group project. 2. Active participation in the exercises (Homework: solving problems and exercises with options).3. Class attendance: The base is plus 2 points. If the student does not attend lecture and seminar, on a given week, it is counted minus one point (so the number of negative points can reach -10 points or even -11 or -12 depending on the number f seminars in the semester). 4. Exams: Midterm (10pts), Final (10pts) (or alternatively only one longer final test (20pts)).Altogether the student must collect during the semester minimum 30points in order to be admitted to the exam5. The projectThe project should be sent electronically as a Wolfram Mathematica notebook files, if necessary accompanied by a

MS Word document (files should be clearly named: FirstName_LastName_MEP.docx, etc. to teacher's e-mail address not later than the date agreed upon on the first lecture. The data must accompany the previous files in a separate file, too. The document file must contain the detailed explanation the goal of the project, where the data come from, data structure and also it should be explained in sufficiently clearly the method of solution and the process of solution. The project evaluation will be sent to the student onto the faculty e-mail address or discussed directly during the examination.6. The oral examination and presentation of the project (15Pts).

Learning outcomes:

The course cover mainly financial time series as an important topic for managers from econometrics. It provides tools for empirical work with time series data and is an introduction into the theoretical foundation of time series models. Much of statistical methodology is concerned with models in which the observations are assumed to be independent. However, many data sets occur in the form of time series where observations are dependent. In this course, we will concentrate on both univariate and multivariate time series analysis, with a balance between theory and applications. Students expected to prepare a project report on real life data. After completing this course, a student will be able to analyze univariate and multivariate time series data using available software as well as pursue research in this area. In order to emphasize application of theory to real (or simulated) data, we will use Wolfram Mathematica.

Class syllabus:

1. Introduction to time series modeling, decomposition of time series, trend analysis regression methods, global and adaptive approach
2. Practical analysis
3. Simple exponential smoothing. The seasonal component of time series
4. Practical analysis
5. ARIMA models. Autocorrelation properties of time series, identification of the AR,I, MA component of the model
6. Practical analysis
7. ARIMA models. Autocorrelation properties of time series, verification of the model, seasonal models
8. Capital Asset Pricing Model (CAPM)
9. Practical analysis
10. Financial markets and products, forwards, futures and options.
11. Practical analysis
12. Option strategies
13. Practical analysis

Recommended literature:

1. Bohdalová, Mária - Greguš, Michal: Stochastické analýzy finančných trhov. Bratislava : Univerzita Komenského, 2012. ISBN: 978-80-223-3318-7
2. Komorníková, Komorník, Mikula: Modelovanie ekonomických a finančných procesov. Skriptum FM UK Bratislava 1997
3. T. Cipra: Finanční ekonometrie. Praha, EKOPRESS, 2008
4. D. N. Gujarati, D. C. Porter: Basic Econometrics. McGraw-Hill International Edition, 2009
5. Ruey S. Tsay: Analysis of Financial Time Series. John Wiley, 2010
6. Hull: Options, Futures, and Other Derivatives, Prentice Hall
7. Gebhard Kirchgässner, JürgenWolters, Introduction to Modern Time Series Analysis, Springer-Verlag Berlin Heidelberg 2007, ISBN 978-3-540-73290-7
8. Eduard Baumohl, Štefan Lyósca, Tomáš Výrost: Fundamentálna analýza akciových trhov, Košice 2011, ISBN 978-80-8086-191-6

9. Jan Říha, František Látal, Veronika Říhová: WolframAlpha ve výuce přírodovědných a ekonomických předmětů, Univerzita Palackého v Olomouci, Olomouc 2015, ISBN 978-80-244-4471-0

10. Wiliam T. Shaw: Modeling Financial Derivatives with Mathematica, Cambridge Univesity Press, 1998, ISBN 0 521 59233 X

Languages necessary to complete the course:
english

Notes:

Past grade distribution
Total number of evaluated students: 57

A	ABS	B	C	D	E	FX	M
75,44	0,0	3,51	3,51	5,26	12,28	0,0	0,0

Lecturers: prof. RNDr. Michal Greguš, PhD., Ing. Rastislav Kulhánek, PhD.

Last change: 30.07.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/086AM/16	**Course title:** Modeling of Economic Processes

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
The students will be assessed in the following way. The overall score is 100 points. The assessment will be divided into two parts: summative and formative assessment. The students have 3 class tests. The first class test will be after lecture 5 and the second will be after lecture 10. The students can obtain 30 points maximum from the first and second class test. The third class test will be the exam class test. The students can obtain 40 points overall mark from this test. The tests make up 70% of the overall mark score. These class tests are considered as a summative assessment form.
The students should do the project as part of a formative assessment. The project will be carried out by pairs of student. Each pair of student gets a different project. Each project outline will be specified after the third lecture for each pair of students. Each project consists of a basic economic problem. The students have to solve the project by using the selected software package from R, SPSS, Wolfram Mathematica, Eviews. They should demonstrate the ability to use skills which they have learned throughout the course. The deadline for projects is the last revision lecture. They can earn a maximum of 30 points from the project. The students have the opportunity to discuss the project with lecturers and tutors.
Grade table:
A : 100-91 points
B : 90-81 points
C : 80-73 points
D : 72-66 points
E: 65-60 points
FX : less than 60 points

Learning outcomes:
Course aims: To provide an accessible and understandable introduction to econometrics. Engaging and encouraging students to use econometrics and mathematics in a variety of economics examples. The lectures are primarily aimed at students of Faculty of Management master degree. By the end of this module, in both their written work and in tutorial discussion:
1. The student should be able to solve real economic processes, relations and problems using econometrics techniques and methods.
2. The student should be able to use the R, Wolfram Mathematica, SPSS and Eviews

software packages for solving economic problems with econometrics.

Class syllabus:

Introduction to Econometrics. Regression models. Statistical hypothesis
testing. Economterics model selection methods. Generelized least squares and
heteroskedasticity. Generalized method of moments. Maximum-likelihood estimation. Nonlinear
least squares. Endogenous and exogenous variables. Bootstrap. Autocorrelation.
Univariate time series. Box-Jenkins models (AR, MA, ARMA, ARIMA). GARCH and ARCH
models. Multivariate time series analyses. Cointegration. Panel data analyses. Nonparametric
approach to econometrics. Numerical methods used in econometrics. Simulation methods used
in econometrics. Software tools in econometrics R, SPSS, Wolfram Mathematica, Eviews.

Recommended literature:

Badi H. Baltagi, Econometrics, 2008 Springer-Verlag Berlin Heidelberg, ISBN 978-3-540-76515-8
Damodar N. Gujarati, Dawn C. Porter, Basic Econometrics. McGraw Hill International
Edition, Singapoure, 2009
Jeffrey M Wooldridge, Econometric Analysis of Cross Section and Panel Data, Second
Edition, The MIT Press, ISBN: 9780262232586, 1096 pp, October 2010
Peter Dalgaard, Introductory Statistics with R, Springer, 2008, ISBN: 978-0-387-79053-4
Jonathan D. Cryer, Kung-Sik Chan, Time Series Analysis With Applications in R, SpringerVerlag
New York,2008, ISBN 978-0-387-75958-6

Languages necessary to complete the course:

English

Notes:

Past grade distribution
Total number of evaluated students: 32

A	ABS	B	C	D	E	FX	M
43,75	0,0	25,0	9,38	6,25	9,38	6,25	0,0

Lecturers: prof. RNDr. Michal Greguš, PhD., Ing. Rastislav Kulhánek, PhD.

Last change: 30.07.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMk/101AB/16	Course title: Modern Marketing - New Trends

Educational activities:
 Type of activities: seminar
 Number of hours:
   per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
40 % – assessment during semester (semestral project - application of acquired theoretical knowledge on a selected organization – 20 %, semestral work on a preselected and approved topic – 20 %), 60 % – final written test.
To obtain a grade A, one must obtain at least 91 points, for B at least 81 points, C at least 73 points, D at least 66 points, and E at least 60 points.
Scale of assessment (preliminary/final): 40/60

Learning outcomes:
By completing the subject the student acquires an overview of current trends in marketing documented through concrete examples of domestic and foreign practice. The student is able to identify the most suitable ones for the needs of their implementation in marketing practice, respecting the conditions of the Slovak market environment.

Class syllabus:
1. Evolution of marketing thinking. Holistic marketing.
2. Market segmentation. One-to-one marketing.
3. Changes in customer buying behavior.
4. Building and managing customer relationships.
5. Current approaches towards market positioning, brand building and brand management.
6. Marketing mix from the perspective of the organization and from the point of view of the customer, extended marketing mix.
7. New technologies and their impact on partial marketing strategies.
8. Word of Mouth Marketing. Buzz marketing. Viral marketing.
9. Guerilla marketing. Ambush marketing.
10. Product placement. Ambient media and marketing.
11. Internet Marketing. Social media and marketing.
12. Mobile marketing and m-commerce.
13. Other new forms of marketing.
14. Current approaches to measurment and evaluation of marketing activities.

Recommended literature:

KOTLER, P. – KELLER, K. L. – BRADY, M. – GOODMAN, M. – HANSEN, T.: Marketing Management. 2nd edition. Harlow: Pearson Education Limited, 2012. ISBN 978-0-273-7461-3
BARKER, M. – BAKER, D. – BORMANN, N. – NEHER, K.: Social Media Marketing. A Strategic Approach. South-Western, Cengage Learning, 2013. ISBN 978-1-133-58927-3.

Languages necessary to complete the course:
English.

Notes:

Past grade distribution
Total number of evaluated students: 63

A	ABS	B	C	D	E	FX	M
82,54	0,0	12,7	1,59	0,0	1,59	1,59	0,0

Lecturers: prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Kočišová

Last change: 23.06.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KEF/306AM/18	**Course title:** Monetary Economics

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Economy (1), Economy (2), Economy (3)

Course requirements:
 Semestral project (40%), Exam Requirements: Written and oral verification of theoretical knowledge from the subject (60%)

Learning outcomes:
 Understand the working of a central bank, analyse the interaction between monetary and real economy, explain monetary policy decisions of the central bank.

Class syllabus:
 1. Impacts of monetary policy on the economy
 2. Financial markets – understanding interest rate, risk term structure of interest rate, basic relationships in the markets
 3. Instruments of monetary policy – monetary policy goals and price stability, monetary policy implementation by the European Central Bank, Federal Reserve System and Bank of England
 4. Central banking – ECB, FED, Bank of England, Bank of Japan
 5. Basic framework to analyse monetary economics – Classical approach (supply side of the economy, demand side of the economy, monetary policy in classical approach, classical approach assessment) Keynesian approach, Neo-classical synthesis (supply and demand side of the economy) – adaptive expectations
 6. Theory of inflation – Phillips curve, augmented Phillips curve, Law of Okun

Recommended literature:
 MISHKIN, F.S.: The economics of Money, banking, and financial markets. Fourth edition. Pearson Canada (2011)
 CASU, B. – GIRALDONE, C. – MOLYNEUX, P.: Introduction to Banking, latest edition, Pearson (2006)

Languages necessary to complete the course:
 English

Notes:

Past grade distribution							
Total number of evaluated students: 8							
A	ABS	B	C	D	E	FX	M
50,0	0,0	50,0	0,0	0,0	0,0	0,0	0,0

Lecturers: Mgr. Martin Pažický, PhD.

Last change: 20.02.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/307AM/18	**Course title:** Monetary Policy

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Economy (1), Economy (2), Economy (3), Monetary Economics

Course requirements:
Semestral project (40%), Exam Requirements: Written and oral verification of theoretical knowledge from the subject (60%)

Learning outcomes:
Explain monetary policy decisions of the central bank, Forecast the stance of monetary policy, Asses the implications of monetary policy decisions for financial markets and banking sector, interpret academic research on monetary policy.

Class syllabus:
Monetary policy in the worlds of rational expectations – rational vs. adaptive expectations, theories of expectations, New Classical model (flexible prices), Lucas island model, Lucas critique, time inconsistency problem
2. New Keynesian model – rigid prices and monetary policy
3. Monetary transmission mechanism – traditional channels of monetary transmission, cost and credit transmission channels of monetary policy
4. Conventional vs unconventional monetary policy – quantitative easing, effectiveness of unconventional monetary policy – empirical evidence
5. DSGE model and optimal monetary policy – Taylor rule and DSGE model (monetary policy)

Recommended literature:
MISHKIN, F.S.: The economics of Money, banking, and financial markets. Fourth edition. Pearson Canada (2011)
CASU, B. – GIRALDONE, C. – MOLYNEUX, P.: Introduction to Banking, latest edition, Pearson (2006)

Languages necessary to complete the course:
 English

Notes:

Past grade distribution

Total number of evaluated students: 10

A	ABS	B	C	D	E	FX	M
50,0	0,0	10,0	20,0	0,0	10,0	10,0	0,0

Lecturers: Mgr. Martin Pažický, PhD.

Last change: 20.02.2020

Approved by:

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KEF/098AB/17	**Course title:** Money and Banking

Educational activities:
  Type of activities: lecture
  Number of hours:
   per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: Successful completion of the course requires active lessons' participation during semester, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons.   Scale of assessment (preliminary/final): Seminar: 50% (individual work/active lessons' participation during semester 20%, written essay 15%, and presentation 15%) Result of final written exam: 50 %

Learning outcomes: Graduates of the course will know the theoretical aspects of the money, banking system and money market as part of the financial market and the practical functioning of the most important segment of the money market – the interbank market focused on the conditions for the functioning of the euro area. Graduates will be able to obtain and process relevant economic data from reliable international sources.

Class syllabus: Money and circulation of money: Fundamentals, functions and forms of money, currency and monetary system, monetary policy and its goals, instruments of monetary policy, foreign currency policy.   Financial system: the task of financial system, financial markets and financial means, participants of financial markets, regulation of financial markets, financial market in Slovak republic and in other foreign countries.   Banking system in Slovak republic and in other foreign countries: forms of banking system, development and present state of banking system, banking sector, specialised non-banking institutions.   Position and main activities of commercial banks: legal form, main activities of commercial banks, requirements on banks, assets and debits management, banking risks.   Counterfeiting and money laundering – definition, clarification, anti-counterfeiting measures, anti-money laundering measures.   New forms of banking systems.   Electronic banking and virtual money.

Recommended literature:

Stephen G. Cecchetti, Kermit L. Schoenholtz (2015) Money, Banking, and Financial Markets. McGraw-Hill Education, 2015. ISBN 978-981-4575-16-4

Cheol S. Eun, Bruce G. Resnick (2014) International Finance. McGraw-Hill Education, 2014. ISBN 978-0-0771-6161-3.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 61

A	ABS	B	C	D	E	FX	M
50,82	0,0	31,15	11,48	1,64	3,28	1,64	0,0

Lecturers: Mgr. Katarína Rentková, PhD.

Last change: 10.05.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KSP/063AM/17	**Course title:** New Venture Strategy and Financing

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
   per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Evaluation during the semester 80 points (project work and seminar activities divided into three parts, 4x 20 points). Tests during semester 10 points, Final exam 10 points. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:
Main goal:
1/ to provide knowledge related to key topics of the new venture strategic development and financing; 2/ to ensure learning outcomes from key topics through experiential learning, particular by: a) Application of the selected tools and methods through using them in practical solving issues of the cooperated start-ups; b) Working on solution of the designated assignments from the selected areas of new ventures financing; c) Transferring knowledge from guest speakers – practitionairs to students.
Based on that goal learning outcomes are:
Getting to know with the nature and specifics of new businesses with high growth potential - so called new ventures. Understanding the life cycle of new ventures, techniques and design methods of individual phases with an emphasis on uncertainty, funding opportunities and interdependencies. Acquisition of practical skills with the application of selected methods of strategic planning and financing of new ventures using multiple "toolkits" containing trained methods and models. They are very practical tools that are widely used in the management of specific of new ventures, as well as in the analytical units of financial institutions and audit companies. Thanks to guest speakers, the students become familiar with practical alternatives to the possibility of applying their knowledge.

Class syllabus:
1. Introduction to course
2. Key steps of the new venture financing according to MIT model
2.1. Customer, segmentation, the last profile user, detail characteristics of the concrete customer in the selected beachhead market
2.2. New venture and its development in line with customer requirements, life cycle of the offered product, competition and competitive advantage
2.3. Selling process

2.4. How to make Money: business model design, pricing, calculation of the value of the acquired customer during the life cycle, calculation of the costs of the customer

2.5. High level product specification

3. New venture financing: financial tools and products according to phases of the new venture builing

3.1 Bootstraping, Venture capital, Mezanin capital...

3.2. Crowdfunading

3.3. Project financing

4. Financial forecasting: a/ methods of financial forecasting of new venture yields under conditions of certainty and uncertainty; b/ financial forecasting method using an integrated financial model of new venture

5. The project approach to strategic management and financing of new ventures: the basic principles of project approach (funding of balance sheet assets, the share of each participant to risk, financing based on cash flow), analysis of business ideas, risk matrix and due diligence, financial modelling of possible alternatives, commercial contracts and the riskiness, financial contracts, monitoring of the fulfilment of strategic objectives of new ventures

6. Stages of funding selection of new ventures

7. Exit and its forms: a/ failure and restart; b/ "going public", c/ acquisition, d/ management buy-out

Recommended literature:
[1] AULET, B. Disciplined Entrepreneurship. Wiley, 2013.
[2] SMITH, J. K., SMITH, R. L., BLISS, R. T. Entrepreneurial Finance: Strategy Valuation & Deal Structure. Stanford Economics and Finance, 2011.
[3] WICKKHAM, P. A. Strategic Entrepreneurship. 4th edition. FT Prentice Hall, 2006.
[4] VINTURELLA, J. B., ERICKSON, S. M. Raising Entrepreneurial Capital. Elsevier, 2003.
[5] PILKOVÁ, A., HOLIENKA, M., KUBIŠOVÁ, M. Lecturing Notes and Case Studies.

Languages necessary to complete the course:
English

Notes:
In the summer semester 2020/2021, the course is taught online through MS Teams.

Past grade distribution
Total number of evaluated students: 55

A	ABS	B	C	D	E	FX	M
52,73	0,0	29,09	14,55	0,0	3,64	0,0	0,0

Lecturers: prof. Ing. Anna Pilková, PhD., MBA, doc. PhDr. Marian Holienka, PhD.

Last change: 20.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KSP/022AB/16	**Course title:** Operations Management and Logistics

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Completed course on Basics of Management

Course requirements:
The grade you receive for the course will be based on the following tasks. Students prepare the presentation of their seminary work or project. The evaluation consists of three parts. (1) Attendance (at least 90%) 10%, (2) Presentation of seminary work or project 30%, (3) Final Examination 60%. Total 100%. The final grade is derived using Comenius University Bratislava's decimal grading system based on the following scale. Grade scale: A = 91-100% points – excellent; B = 81 90% points – very good; C = 73-80% points – good; D = 66-72% points – sufficient; E = 65-60% points – bare fulfilling; F = 0-59% points – not fulfilling.

Learning outcomes:
The aim of the course is to provide students with basic knowledge and skills from two management areas – operations management and logistics – that closely correlate and thus enhance the professional competencies of the future managers and company professionals.
After successful completion of the course student will be able to:
• Understand the importance and functions of operations management and logistics and explain the basic managerial terms and processes.
• Apply systemic, professional and creative approach to identify and address the problems and challenges in productivity improvement.
• Understand the core concepts and measurement tools of quality of products and processes.
• Work effectively in team and apply principles of process improvement.
• Understand the role of software systems for production planning and managing.
• Analyze the inventory and warehouse management systems.
• Understand the principles of purchasing, procurement, and sourcing in logistics.
• Describe the new approaches in information and communication technologies in logistics.
• Demonstrate knowledge of the new concepts of industry 4.0 and internet of things.

Class syllabus:
 1. Characteristics of operations management and logistics
 2. Productivity management
 3. Quality management

4. Process improvement
5. ERP and MES systems
6. Inventory and warehouse management
7. Procurement and purchasing
8. ICT in logistics
9. Industry 4.0 and internet of things

Recommended literature:
Obligatory:
[1] HEIZER, J., RENDER, B., MUNSON, CH. Operations Management: Sustainability and supply chain management. Pearson Education, 2017, 2014, 2011. 886 p. ISBN 978-0-13-413042-2.
[2] GUPTA, S., STARR, M. Production and Operations Management Systems. CRC Press, Taylor & Francis Group, 2014. 473 p. ISBN 978-1-4665-0734-0.
[3] RICHARDS, G. Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse, 2nd edition. Kogan Page, 2014. 448 p. ISBN 9780749469344.
[4] RUSHTON, A., CROUCHER, P., BAKER, P. The Handbook of Logistics and Distribution Management. 6th edition. Kogan Page, 2017. 912 p. ISBN 9780749476779.
Recommended:
[1] CHARRON, R., HARRINGTON, H., J., VOEHL, F., WIGGIN, H. The Lean Management Systems Handbook. Productivity Press, 2015, 550 p. ISBN 9781466564350.
[2] GRANT, B., D. (ed). Logistics, Supply Chain and Operations Management Case Study Collection. Kogan Page, 2016. 384 p. ISBN 9780749475956.
[3] GRANT, B. D., TRAUTRIMS, A., WONG, Y. CH. Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management. 2nd edition. Kogan Page, 2017. 304 p. ISBN 978-0749478278.
[4] WANG, Y., PETTIT, S. (eds). E-Logistics: Managing Your Digital Supply Chains for Competitive Advantage. Kogan Page, 2016. 536 p. ISBN 9780749472665.
Home page of the CU library is: https://uniba.sk/en/about/faculties-and-units/comenius-university-academic-library/. On this address, you can find different bibliography sources. You can also utilize Web pages, like: http://scholar.google.sk/ which is also recommended.

Languages necessary to complete the course:
English or German

Notes:
In the summer semester 2020/2021, the course is taught online through MS Teams.

Past grade distribution
Total number of evaluated students: 107

A	ABS	B	C	D	E	FX	M
89,72	0,0	10,28	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. Ing. Milan Fekete, PhD.

Last change: 20.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMn/039AM/16	**Course title:** Organizational Behavior

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., 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.
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
Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 93

A	ABS	B	C	D	E	FX	M
23,66	0,0	19,35	25,81	15,05	11,83	4,3	0,0

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

Last change: 14.10.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/041B/10	**Course title:** Personnel Management (Selected Topics)

Educational activities:
Type of activities: seminar **Number of hours:** **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning

Number of credits: 3
Recommended semester:
Educational level: I., II.
Prerequisites:
Recommended prerequisites: 0

Course requirements:
Case study solution and presentation, passing the final comprehensive exam. Scale of assessment (preliminary/final): 100/0

Learning outcomes:
Understanding of basic features of traditional Japanese approach to management such as life-time employment, Ringi system, and seniority system.

Class syllabus:
Introduction to the course Role of HRM in the organization. HRM functions (Western approach) A brief outline of Japanese history Japanese society and business environment in Japan The postwar recovery and the "miracle" of Japanese economy Bubble economy and the "lost ten years" era Typical characteristics of traditional Japanese approach to management Specific features of HRM in Japanese large industrial companies Management development in Japan Total Quality Management philosophy in Japan

Recommended literature:
Rudy, J. - Rudyová, J.: Human Resource Management in Japan, VHK Altdorf, 2008 Ouchi, W.: Theory Z, Addison- Wesley Publishing Company, Massachusetts, 1981

Languages necessary to complete the course:
English language

Notes:

| **Past grade distribution** | | | | | | | |
| Total number of evaluated students: 91 | | | | | | | |
A	ABS	B	C	D	E	FX	M
54,95	0,0	18,68	13,19	2,2	0,0	10,99	0,0

Lecturers: prof. Ing. Ján Rudy, PhD., doc. Mgr. Jana Fratričová, PhD.

Last change: 23.09.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KKM/105B/20	Course title: Portfolio Management

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
Recommended:
Basics of financial management,
Statistical methods,
Financial markets and institutions

Course requirements:
1 / Continuous on-line tests (duration of one test 10-15 min). Test form: usually a choice of 3-4 alternative answers.
2 / Final online test. Test form: usually a choice of 3-4 alternative answers.
Scale of assessment (preliminary/final): Continuous tests: 50%Final test: 50%

Learning outcomes:
Graduates of this course will gain an overview of historical developments and the latest trends in international investment management.
The course emphasizes the understanding of key investment techniques based on "Smart Beta", active management and also the basic approaches of fundamental and technical analysis.
Students can use the acquired knowledge in various positions in the asset management industry in investment, hedge, pension funds and banks.

Class syllabus:
1. Historical development of investment management. Modern portfolio management theory. Markowitz model.
2. CAPM
3. Sharp's model and the theory of efficient markets
4. Multi-factor models
5. Applications of multi-factor models
6. Active management
7. Current trends and future developments in investment management
8. Preparation of investment plan
9. Fundamental analysis: market and industry valuation
10. Asset allocation
11. Technical analysis

12. Performance evaluation

Recommended literature:

Languages necessary to complete the course:
English

Notes:
The course will be taught in full-time form (or online, depending on the situation).
Lectures will be stored within MSTeams at least 1 week in advance and students will be able to get acquainted with the topic before the actual exercise.
The exercise will be divided into 2-3 parts:
1 / Brief recapitulation of the lecture
2 / Examples and questions / answers
3 / Test for the previous curriculum (assumed every 2 weeks) in the form of an online quizz within MSTeams (students connect using a laptop / mobile phone)
Recordings of online exercises will be made available within MSTeams.
Minutes from the exercises in full-time form will be made available within MSTeams.
Communication will take place within MSTeams, or by e-mail (students will be assigned to classes according to the schedule).
If the situation allows, face-to-face consultations will also be possible.

Past grade distribution
Total number of evaluated students: 14

A	ABS	B	C	D	E	FX
7,14	0,0	42,86	28,57	14,29	0,0	7,14

Lecturers: doc. RNDr. Mária Bohdalová, PhD., Ing. Vladimír Valach, PhD., MBA

Last change: 21.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/192AM/17	**Course title:** Practical Financial Markets I

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
1/ Continuous testing -each second week an MSTeams quiz (15 min.), consisting of aprx. 5 questions (choice from 3-4 answers). Weight 50%.
2/ Final test. Weight 50%

Learning outcomes:
The subject introduces practical aspects of handling key financial market´s products, reflecting the curriculum of the certificate/diploma of ACI-Financial Markets Association ACIFMA. At the end of the semester, students will understand main tools, techniques and strategies used by the market makers (banks, dealers) and market users (corporates, institutional investors, traders…) in trading, hedging and arbitraging on the global financial markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.

Class syllabus:
1/ Intro 2/ Interest rates and returns 3/ Money markets 4/ FX spot 5/ FX forward, FX swap 6-7/ Applications 8/ Bonds 9/ Long term swaps 10/ Futures 11/ Options 12/ Recap

Recommended literature:
Non obligatory:
1. „FINANCIAL INSTRUMENTS, THE HANDBOOK". LEX VAN DER WIELEN, ISBN 978-90-816351-3-, THE FINANCIAL MARKETS ACADEMY, LONDON 2011
2. „TREASURER'S HANDBOOK".HANNES ENTHOFFER, PATRICK HAAS, ISBN-10 3714302387, LINDE VERLAG, FRANKFURT 2013
3. "CFA LEVEL I, II, III". CFA INSTITUTE, ISBN 978-1-939515, WILLEY, NEW YORK 2015

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 64

A	ABS	B	C	D	E	FX	M
48,44	0,0	17,19	17,19	6,25	10,94	0,0	0,0

Lecturers: Ing. Vladimír Valach, PhD., MBA
Last change: 21.01.2021
Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/193AM/17	**Course title:** Practical Financial Markets II

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Exam Period 100%

Learning outcomes:
 The subject introduces the interest rate markets, reflecting the curriculum of the certificate/diploma of ACI-the Financial Markets Association (the ACI certificate/diploma is required in several countries for positions in bank dealing rooms). The course focuses on the practical applications of the key concepts with numerous examples/case studies. At the end of the semester, students will understand main tools, techniques and strategies used by the market makers (banks) and market users (corporates, institutional investors, traders..) in trading, hedging and arbitraging on the global interest rate markets. Suitable for bank traders, sales staff, brokers, fund managers, risk managers, corporate treasury staff and back office staff.

Class syllabus:
 Return calculations: Expected vs required yield. Short term and long term yields, spot and forward rates, spot and forward yield curves. Basic types of returns in money markets and fixed income markets: holding period yield, discount rates, effective annual yields, yield to maturity, yield to call, yield to put.
 Institutions active in the interest rate markets: Banks, corporates, insurance companies, pension funds, fund managers, hedge funds, endowments and their interest rate related business. O-T-C markets vs exchanges, systematic internalization, trading platforms, market makers, market users, brokers, market users, clearing centres.
 Key activities in the interest rate markets: investing, hedging, trading, arbitraging, asset and liabilities management.
 Cash market's products: money markets and instruments (deposits, T-bills, certificates of deposits, repos, commercial papers), fixed income markets (treasuries, corporate and bank bonds, mortgage backed securities, collateral debt obligations, callable and putable bonds).
 Derivatives: FRA, short term interest rate futures, bond futures, interest rate swaps, basis swaps, overnight index swaps, cross ccy interest rate swaps, interest rate guarantees, caps, floors, collars, swaptions.
 Structured products: various combinations of cash and derivative products.

Asset and liabilities management (ALM): interest rate risk, ALM in banks, insurances and investment managers.

Recommended literature:
1. „FINANCIAL INSTRUMENTS, THE HANDBOOK". LEX VAN DER WIELEN, ISBN 978-90-816351-3-4, THE FINANCIAL MARKETS ACADEMY, LONDON 2011
2. „TREASURER'S HANDBOOK".HANNES ENTHOFFER, PATRICK HAAS, ISBN-10 3714302387, LINDE VERLAG, FRANKFURT 2013
3. "CFA LEVEL I, II, III". CFA INSTITUTE, ISBN 978-1-939515, WILLEY, NEW YORK 2015,

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 56

A	ABS	B	C	D	E	FX	M
3,57	0,0	44,64	10,71	10,71	28,57	1,79	0,0

Lecturers: Ing. Vladimír Valach, PhD., MBA

Last change: 25.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KEF/220AB/16	**Course title:** Principles of Financial Accounting I

Educational activities: **Type of activities:** lecture / seminar **Number of hours:**   **per week:** 2 / 2 **per level/semester:** 28 / 28 **Form of the course:** on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites: Introduction into Business

Course requirements: test 1 - 15% test 2 -15 % 2 critical thinking -20% final exam - 50% Scale of assessment (preliminary/final): 50/50

Learning outcomes: The goal of the subject is to master basic accounting procedures for double-entry accounting for entrepreneurs and process of the financial statements preparation and their interpretation.

Class syllabus: Principles of Financial Accounting is taught in two terms. The course covers principles of the Financial Accounting. Students will learn fundamentals of financial accounting (double-entry bookkeeping), accounting procedures. The emphasis is given to practical exercises of the most frequent accounting transactions within accounting categories. Topics focused on are: Accounting as an information system, global sets of Accounting US GAAP and IFRS, Conceptual framework of Accounting, Financial Statements preparation and interpretation, Accounting cycle, accounting transactions and adjusting entries, Merchandise operations, Cash and Cash equivalents, Accounts Receivables, Inventory and Marketable securities, Liabilities and Equity, Financial Statement analysis.

Recommended literature: [1] Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business Decision Making, WileyPLUS, 2020 [2] Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and Managerial Accounting, WileyPLUS, 2nd Edition, 2018 [3] www.ifrs.org

Languages necessary to complete the course: English

Notes:							
Past grade distribution Total number of evaluated students: 73							
A	ABS	B	C	D	E	FX	M
9,59	0,0	23,29	26,03	15,07	15,07	10,96	0,0
Lecturers: prof. RNDr. Darina Saxunová, PhD., Mgr. Lenka Papíková, PhD.							
Last change: 19.01.2021							
Approved by:							

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/221AB/16	Course title: Principles of Financial Accounting II

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 per level/semester: 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Introduction to Business
 .

Course requirements:

Learning outcomes:
 The goal of the subject is to master basic accounting procedures for double-entry accounting for entrepreneurs and process of the financial statements preparation and their interpretation.

Class syllabus:
 Principles of Financial Accounting is taught in two terms
 The course covers principles of the Financial Accounting. Students will learn fundamentals of financial accounting (double-entry bookkeeping), accounting procedures. The emphasis is given to practical exercises of the most frequent accounting transactions within accounting categories. Topics focused on are: Accounting as an information system, global sets of Accounting US GAAP and IFRS, Conceptual framework of Accounting, Financial Statements preparation and interpretation, Accounting cycle, accounting transactions and adjusting entries, Merchandise operations, Cash and Cash equivalents, Accounts Receivables, Inventory and Marketable securities, Liabilities and Equity, Financial Statement analysis.

Recommended literature:
 Literature:
 1. Companion website: http://bcs.wiley.com/he-bcs/
 2. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business
 Decision Making, WileyPLUS, 7th Edition, 2013
 3. Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and Managerial Accounting, WileyPLUS, 2nd Edition, 2015
 4. Carl S. Warren, Jonathan Duchac, Jim Reeve - Principles of Financial Accounting
 South-Western, Cengage Learning, 14th edition,
 5. Curtis L. Norton & Gary A. Porter: Introduction to Using Finance Accounting Information:
 Publisher: South-Western, Cengage Learning, 8th Edition 2013.

| **Languages necessary to complete the course:** |
| English |

| **Notes:** |

Past grade distribution
Total number of evaluated students: 83

A	ABS	B	C	D	E	FX	M
16,87	0,0	31,33	19,28	15,66	8,43	8,43	0,0

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

Last change: 02.07.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/006AB/16	**Course title:** Programming in Wolfram Mathematica II

Educational activities:
  Type of activities: seminar
  Number of hours:
   per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., 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: 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

Lecturers: prof. RNDr. Michal Greguš, PhD., doc. RNDr. Mária Bohdalová, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KIS/051AB/16	**Course title:** Project Management

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 no

Course requirements:
Scale of assessment (preliminary/final): Assessment of the course by grades from A to FX is in accordance with the rules set by the study regulations at FM UK, valid for the academic year. From 100% points, it is possible to get 50% during the semester and 50% points during the final exam in the trial period.Assessment points during the semester can be obtained:- 30% Elaboration and presentation of a semester project- 10% Midterm test 1- 10% Midterm test 2Assessment points in the final exam:- 45% Final test- 5% Oral answer

Learning outcomes:
- Understanding the basics, basic principles of project management and its importance for practice
- Familiarity with the terminology of project management, their mapping to practical examples, the dictionary of the project manager
- Explanation of basic methodologies in project management, explanation of differences, approaches to their implementation in real projects
- Importance and use of tools to support project management

Class syllabus:
Brief syllabus - lectures:
1. Introduction to project management, its basic principles, building components, Triple Constraint of project management, organization of exercises
2. Project creation, operation - project, justification of projects
3. Project management methodologies, their differences, implementation for different types of projects, soft and hard skills of a project manager
4. Organizational structure of the project team, its creation and RACI matrix, the role of the project team
5. Mind maps, time planning of projects, creation of project plans
6. Quality management in project management, quality management process, quality register
7. Risk management in project management, risk management process, risk register
8. Change management in project management, change management process, register of open points

9. Project budgeting and return on investment
10. Project management tools, software support, MS project, MS Visio
11. Consultations and preparation of presentations for semester projects
12. Presentation of semester projects
13. Summary and conclusion of the subject
Scope of Exercises:
1. Division of students into teams, assignment of teams to a semester project, assignment of tasks for the next exercise, Creating a rationale for the project
2. Presentations of team preparations - Creating the rationale of the project, assigning tasks for the next exercise, Creating the organizational structure of the project team
3. Presentations of team preparations - Creating the organizational structure of the project team, assigning tasks for the next exercise, Creating the RACI matrix
4. Presentations of team preparations - Creating a RACI matrix, assigning tasks for the next exercise, Creating project plans
5. Presentations of team preparations - Creating project plans, assigning tasks for the next exercise, Design of qualitative indicators of the project, quality register
6. Presentations of team preparations - Design of qualitative indicators of the project, quality register, assignment of tasks for the next exercise, Identification of project risks, risk register
7. Presentations of team preparations - Identification of project risks, risk register, assignment of tasks for the next exercise, Identification of project changes, register of open points
8. Presentations of team preparations - Identification of project changes, register of open points, assignment of tasks to the next exercise, Project budgeting and return on project investment
9. Presentations of team preparations - Creation of the project budget and return on project investment, assignment of tasks for the next exercise, Creation of a project plan in the SW application MS Project
10. Presentations of team preparations - Creating a project plan in the SW application MS Project
11. Consultations and preparation of presentations for semester projects
12. Presentation of semester projects
13. Summary and conclusion of the subject

Recommended literature:
PRINCE2, Managing Successful Projects with PRINCE2, www.tso.co.uk Project Management For Dummies, http://ce.sharif.edu/courses/90-91/1/ce428-1/resources/root/ ebooksclub.org__Project_Management_For_Dummies__3rd_Edition.pdf

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 75

A	ABS	B	C	D	E	FX	M
42,67	0,0	25,33	16,0	8,0	4,0	4,0	0,0

Lecturers: prof. RNDr. Michal Greguš, PhD., Mgr. Martina Halás Vančová, PhD., Ing. Peter Balco, PhD.

Last change: 03.02.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KIS/032AM/16	Course title: Project Management - A Managerial Approach

Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: Total 100% grade of the course consists of three parts: active participation, term paper with presentation and tests. Term paper usually has two parts : the theoretical part at least five or six pages of text or, alternatively, instead of writing a paper, you can prepare a presentation for minimum 15 minutes - that is minimum 17 slides, is to be submitted within the specified deadline (the exact date will be specified after the beginning of lectures, if it is in the form of presentation, then it must be presented in class) in electronic form in MS Word, MS Excel, Mindjet and MS Project on a professional level of processing with complete citations, And the practical part: the theoretical part has to be illustrated by a practical example. Both parts can be intertwined into one logical document. If the term paper is being prepared by a team it must be of course longer, depending on the number of the team members. Term paper – and/or presentation 40 percent: Active participation in the seminars: tests (during the classes in form of several open tests during the semester or one final closed test) of the total up to 40% of the value of the grade and participation is 20 percent of the grade Instead of active participation it is not possible to make a substitute work. Late submission of the term paper can be compensated by a longer term paper and/or longer presentation of the paper in PowerPoint in class. Alternative to the abovementioned conditions is a team project (up to 4 or 5 students). Project and defense of the project is then max 40 points and test 40 points, participation 20 points . Team project must be at least 25 pages long with detailed output from MS Project and Mindjet (output from equivalent open-source software is also accepted). The mentioned test is a comprehensive test (similar to PMP certification tests). Scale of assessment (preliminary/final): 40/20/40

Learning outcomes: This course is aimed to give the student a deep knowledge of the problems involved with projects and will examine various methods and techniques used in project management. The course addresses project management from a managerial perspective rather than a technical perspective. We will address the basic nature of managing all types of projects—public, business, engineering, information systems, and so on—as well as the specific techniques and insights

required to carry out this unique way of getting things done. We intend to deal with the problems of selecting projects, initiating them, and operating and controlling them. We intend to discuss the demands made on the project manager and the nature of the manager's interaction with the rest of the parent organization. The course wants to cover the difficult problems associated with conducting a project using people and organizations that represent different cultures and may be separated by considerable distances. Finally, we also will cover the issues arising when the decision is made to terminate a project.

Class syllabus:
Project Management – The Basics / Seminar – Introduction to MS Project
The Project Stakeholders / Seminar – Stakeholder Analysis
Project Management Environment / Seminar – The Project Feasibility
Project Planning and Project Scheduling / Seminar – The Project Scheduling
Estimating, Budgeting and Cost Control / Seminar – The Project Budget
Project Resources Planning / Seminar – The Project Resource Planning
Project Organization / Seminar – The Project Team
Project Control - The Control Process / Seminar – The Earned Value Analysis
Project Control - The Monitoring / Seminar – The Project Risk Analysis and Identification
Project Execution / Seminar – The Project Execution
Project Communications / Seminar – The Project Communication Plan
Human Factors in Project Management / Seminar – The Project Conflicts Management

Recommended literature:
Obligatory Literature:
Meredith and Mantel, Project Management: A Managerial Approach, 6th ed., Wiley and Sons, 2005, ISBN 0471715379
PROJECT MANAGEMENT INSTITUTE: A Guide to the Project Management Body of Knowledge (PMBOK Guide) – Fourth
Edition. An American National Standard ANSI/PMI 99-001-2008, ISBN 978-1-933890-51-7
Additional Literature:
KATHY SCHWALBE: Information Technology Project Management, Course Technology, Fifth edition, 2008, ISBN 978-0324665215
Sharepointportal of the Faculty of Management ("STUDIJNE MATERIALY"):
https://fmuniba.sharepoint.com/materialy/Project%20Management/Forms/AllItems.aspx
or briefly
https://fmuniba.sharepoint.com/materialy/

Languages necessary to complete the course:
The students will be expected to read the assigned texts before the class begins in English language! This will allow for the efficient presentation of project management theory and simultaneous development of a case-study projects also in English language. All assignments, tests and presentations must be in English language.

Notes:
Conditions for the evaluation of the performance.
The expanding capabilities of information technology increase their complexity. Finishing the project on time and at the same time within the planned financial budget and ensure the quality means for today's project managers a great professional challenge. Often they work under pressure and strict deadlines and they must perform tasks with limited human and financial resources.
Therefore project leader should be able to answer the following types of questions:

• What capacities are needed to carry out the project?
• How to create a realistic timetable?
• What risks are associated with the project and how to effectively eliminate them?
• How clearly a project manager needs to state certain task and how to ensure quality output?
• What kind of resources will be needed in various stages of the project?
• What tools and techniques are to be used in carrying out various activities? Where you can have freedom and where it is necessary to standardize?
• How to monitor progress of the project costs and execution of tasks and what mechanisms should be introduced for "Change Management"?
• And more
Each student demonstrates the ability to make a corresponding analysis of the objectives of the project and answer the above questions.

Past grade distribution
Total number of evaluated students: 172

A	ABS	B	C	D	E	FX	M
76,16	0,0	22,67	1,16	0,0	0,0	0,0	0,0

Lecturers: prof. RNDr. Michal Greguš, PhD., Mgr. Martina Halás Vančová, PhD., Mgr. Sharon Cherono Murgor

Last change: 06.10.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KSP/049AM/16	Course title: Risk Management I

Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: Presentations of the results of the assignments stated during semester. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes: Course on the one hand, deepens understanding of the bank management and on the other side extends the knowledge from risk management field (with emphasis on current international regulations) in accordance with the best practices applied at current practice. Students gain practical experience through a numerous assignments solving that are related to current analysis and risk management practices in commercial banks and use concrete commercial banks data. Course creates solid knowledge basis for further studying courses focused on credit and market risk management in financial institutions. The main goals are: 1. To provide basic theoretical knowledge and practical experiences on the commercial bank risk management as a component of the whole bank management so that students will be able to understand the role of the risk management within the bank´s managerial framework. 2. To provide key ideas on relationship of strategic management of non financial institution and its key risks.

Class syllabus: 1. Commercial Bank and its Business-Risk-Financial Profile - financial mediation and intermediation in the commercial bank - key business segments at commercial banks and their management - key commercial bank risk, they relationships with business activities, regulation and management. 2. Financial Analysis of the Commercial Bank – Key Components for Business-Risk Strategy Definition - Balance Sheet Analysis - Income Statement Analysis - Performance and Value Chain Analysis. 3. Strategy and Policies of Funds Management in the Banks - business-risk characteristics of deposit products. - repo a reverse repo

- securitisations.
4. Liquidity Risk Management
- key issues and principals of the liquidity risk management
- liquidity risk policy
- liquidity management process.
5. Interest Rate Risk Management
- time structure of the interest rate risk and its theories
- gap analysis in interest rate risk
- interest rate risk strategies based on gap analysis.
6. Off Balance Sheet and Risk Management
- credit-based products and their key characteristics
- investment banking
- private banking.
7. Capital Management and Current Regulation
- Basel I, II, III.
- key risks and calculation of capital requirements to cover them.
8. Risk Management in Non-Financial Institutions
- ERM System and its Key Components.
- Key steps to implement ERM in accordance with COSO methodology.

Recommended literature:
[1] SAUNDERS, A., CORNETT, M. Financial Institutions Management. 11ht edition. McGraw-Hill, 2014.
[2] MONAHAN, G. Enterprise Risk Management: A Methodology for Achieving Strategic Objectives. John Willey & Sons, 2008.
[3] The other relevant materials will be distributed during course.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 66

A	ABS	B	C	D	E	FX	M
33,33	0,0	43,94	12,12	4,55	4,55	0,0	1,52

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

Last change: 03.06.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KMn/054B/00	**Course title:** Russian I

Educational activities:
 Type of activities: seminar
 Number of hours:
  per week: 2 **per level/semester:** 28
 Form of the course: on-site learning

Number of credits: 2

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
 100% - active participation in class
 Scale of assessment (preliminary/final): 80/20

Learning outcomes:
 To learn the Russian alphabet (azbuka) – the ability to write read and communicate in Russian on general level.

Class syllabus:
 Making and developing contacts, greeting and introducing oneself
 Let's get Acquainted
 Initial contacts
 At the office
 Family
 Studies
 University - Faculty
 My work day
 Leisure time and Life style
 Hobbies
 Professions

Recommended literature:
 Blum Tamara, Gorelova Elena: Puť k uspechu 1. (The road to success). Course book. Russian for everyday life and business communication. Vienna 2017, 192 p.
 Blum Tamara, Gorelova Elena: Puť k uspechu 1. (The road to success). Workbook. Russian for everyday life and business communication. Vienna 2017, 116 p.

Languages necessary to complete the course:
 English language

Notes:

Past grade distribution							
Total number of evaluated students: 710							
A	ABS	B	C	D	E	FX	M
64,08	0,0	24,93	6,34	1,83	0,14	2,68	0,0

Lecturers: doc. Mgr. Emília Charfaoui, CSc.

Last change: 26.09.2019

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KSP/067AB/18	Course title: Social Entrepreneurship

Educational activities: Type of activities: seminar **Number of hours:**   **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements: Sudents are evaluated for their active participation at seminars during the semester. They work on several individual and group assignments and they are expected to develop their own social entrepreneurship project idea and business model. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes: Understand the character and role of social entrepreneurship in the current socio-economic context. Understand motives and qualities of social entrepreneurs. Understand different types of social entrepreneurship and different business models and scaling strategies. Able to develop own social entrepreneurship project ideas using state-of-the-art tools and techniques.

Class syllabus: 1. What is social entrepreneurship and who are social entrepreneurs? 2. Ideation and prototyping social entrepreneurship ideas 3. What methods and instruments can be used to develop and implement social entrepreneurship projects? 4. How to scale an impact of social enterprise? 5. How social enterprises operate?

Recommended literature: [1] Study materials by Social Entrepreneurship Akademie. online https://seakademie.org/en/ [2] YOUNG, Dennis R., SEARING, Elisabeth A. M., BREWER, Cassady V., eds. The Social Enterprise Zoo. Edward Elgar Publishing: Cheltenham, UK, Northampton, MA, 2016.

Languages necessary to complete the course: English

Notes: In the summer semester 2020/2021, the course is taught online through MS Teams.

Past grade distribution							
Total number of evaluated students: 59							
A	ABS	B	C	D	E	FX	M
55,93	0,0	23,73	11,86	3,39	1,69	3,39	0,0

Lecturers: doc. PhDr. Marian Holienka, PhD.

Last change: 20.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KIS/008AM/16	**Course title:** Solving Business Problems with Wolfram Mathematica II

Educational activities:
  Type of activities: seminar
  Number of hours:
   per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., 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: 4

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

Lecturers: prof. RNDr. Michal Greguš, PhD., doc. RNDr. Mária Bohdalová, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KIS/307AB/16	**Course title:** Special Topics in IT Projects

Educational activities:
  Type of activities: seminar
  Number of hours:
    per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., 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: 10

A	ABS	B	C	D	E	FX	M
80,0	0,0	0,0	10,0	0,0	0,0	10,0	0,0

Lecturers: doc. RNDr. Michal Greguš, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	

Course ID: FM.KEF/115AB/16	**Course title:** Statistical Methods

Educational activities: **Type of activities:** lecture / seminar **Number of hours:**   **per week:** 2 / 2 **per level/semester:** 28 / 28 **Form of the course:** on-site learning
Number of credits: 5
Recommended semester:
Educational level: I., II.
Prerequisites:
Recommended prerequisites: Statistics
Course requirements: Scale of assessment (preliminary/final): 30/70
Learning outcomes:
Class syllabus: Introduction to the subject: The view of the methods of examining dependencies between statistical variables. 2. Analysis of dependence between qualitative variables - association (chi-quadrate test). 3. Analysis of variance - ANOVA. Parametric and nonparametric ANOVA methods. 4. Correlation analysis. Covariance and correlation matrix. 5. Regression analysis: Linear and nonlinear models. Simple linear model. Least squares method (LSM). 6. Multiple linear model. Methods of selecting variables for a model. Multicollinearity. 7. Introduction to stochastic processes: types of stochastic processes, stationary process, autocorrelation function. 8. Application of time series in management. Indices. 9. Decomposition of time series into components (multiplier, additive): trend, cycle, seasonality and random component. Subjective trend in the time series. 10. Estimation of trend using mathematical curves (line, parabola, Gomperz curve, exponential trend, logistic trend). 11. Moving averages method in determining the trend. Exponencional smoothing. 12. Seasonal component in time series. Winterson method (additive, multiplier). 13. Random tests. Forecasting by time series analysis.
Recommended literature: 1. Pacáková a kol.: Štatistické metódy pre ekonómov. Iura Edition 2009, resp. Wolters Kluwer (kniha tlačená+ zbierka príkladov B, info na https://www.wolterskluwer.sk/sk/statisticke-metodypre- ekonomov.p570.html)

2. Erik Šoltés a kol.: Štatistické metódy pre ekonómov - zbierka príkladov. Wolters Kluwer 2015. ISBN 978-80-8168-234-6 (aj elektronicky, info na https://www.wolterskluwer.sk/sk/statistickemetody-
pre-ekonomov-zbierka-prikladov.p2120.html)
Strana: 2
3. Pacáková a kol.: Štatistické indukcia pre ekonómov a manažérov. Wolters Kluwer 2015. (obsahuje riešené príklady v SASe, aj elektronicky, info na https://www.wolterskluwer.sk/sk/statisticka-indukcia-pre-ekonomov-a-manazerov.p2006.html)
Literature - older:
Chajdiak J., Rublíková E., Gudába M: Štatistické metódy v praxi. STATIS Bratislava 1997.
Chajdiak J., Komorník J., Komorníková M.: Štatistické metódy. STATIS Bratislava 1999
Eva Rubíková: Analýza časových radov. IURA EDITION, Bratislava 2007,
ISBN-978-80-8078-139-2
McClave J. T., Benson P. G., Sincich T.: Statistics for Business and Economics, Prentice-Hall, INC., 2001 http://www.prenhall.com/mcclave/
Wonnacot T. H., Wonnacot R. J.:Introductory Statistics. John Wiley and Sons; Third Edition edition (1977)
Hanke J. H., Reitsch A. G.: Understanding Business Statistics, Richard D. Irwin, INC., 1991
E-book: http://www.statsoft.com/textbook/stathome.html
SAS on-line documentation: http://support.sas.com/onlinedoc/913/docMainpage.jsp

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 57

A	ABS	B	C	D	E	FX	M
63,16	0,0	8,77	21,05	1,75	3,51	1,75	0,0

Lecturers: prof. RNDr. Michal Greguš, PhD., doc. Ing. Mgr. Urban Kováč, PhD., doc. RNDr. Mária Bohdalová, PhD.

Last change: 19.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management	

Course ID: FM.KEF/116AB/16	**Course title:** Statistics

Educational activities:
  Type of activities: lecture / seminar
  Number of hours:
   per week: 2 / 2 **per level/semester:** 28 / 28
  Form of the course: on-site learning

Number of credits: 5

Recommended semester:

Educational level: I., II.

Prerequisites:

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

Learning outcomes:

Class syllabus:
 1. Introduction into the course. Introduction into probability theory.
 2. Conditional probability, independence, and Bayes theorem.
 3. Random variable – definition, types (discrete and continuous), transformation, probability division.
 4. Distribution function and its basic characteristics. Density functions for continuous random variable.
 5. Types of theoretical probability distributions.
 6. Probability distributions derived from normal probability distribution.
 7. Limits: Convergence of random variables, law of large numbers, central limits.
 8. Random vector. Dependence and independence of random variables.
 9. Introduction into mathematical statistics. Descriptive statistics, primary graphic representation of statistical data. Classification of statistical data. Frequency table.
 10. Random choice and its basic characteristics. Selective characteristics. Unbend and consistent estimates. Basic characteristics of realization of random choice.
 11. Interval estimates for random choice from normal distribution.
 12. Introduction into statistical hypothesis testing. Errors of first and second category during statistical hypothesis testing.
 13. Statistical hypothesis testing: parametric tests (for parameters of normal distribution).

Recommended literature:
 Literature – basic, new:
 1. Pacáková a kol.: Štatistické metódy pre ekonómov. Iura Edition 2009, resp. Wolters Kluwer (kniha tlačená+ zbierka príkladov B, info na https://www.wolterskluwer.sk/sk/statisticke-metody-pre-ekonomov.p570.html)
 2. Erik Šoltés a kol.: Štatistické metódy pre ekonómov - zbierka príkladov. Wolters Kluwer 2015. ISBN 978-80-8168-234-6 (aj elektronicky, info na https://www.wolterskluwer.sk/sk/statisticke-metody-pre-ekonomov-zbierka-prikladov.p2120.html)

3. Pacáková a kol.: Štatistické indukcia pre ekonómov a manažérov. Wolters Kluwer 2015. (obsahuje riešené príklady v SASe, aj elektronicky, info na https://www.wolterskluwer.sk/sk/statisticka-indukcia-pre-ekonomov-a-manazerov.p2006.html)
Literature - older:
1. Chajdiak J., Rublíková E., Gudába M: Štatistické metódy v praxi. STATIS Bratislava 1997. Chajdiak J., Komorník J., Komorníková M.: Štatistické metódy. STATIS Bratislava 1999
2. McClave J. T., Benson P. G., Sincich T.: Statistics for Business and Economics, Prentice-Hall, INC., 2001 http://www.prenhall.com/mcclave/
3. Viera Pacáková a kolektív: Štatistika pre ekonómov. IURA EDITION, Bratislava 2003.
4. Viera Pacáková a kolektív: Štatistika pre ekonómov. Zbierka príkladov B. IURA EDITION, Bratislava 2005.
5. Electronic textbook of statistics (in Czech): http://badame.vse.cz/iastat/
6. Electronic textbook of statistics (in English): http://www.statsoft.com/textbook/stathome.html

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 121

A	ABS	B	C	D	E	FX	M
38,84	0,0	28,1	14,88	9,92	7,44	0,83	0,0

Lecturers: Ing. Rastislav Kulhánek, PhD., prof. RNDr. Michal Greguš, PhD., doc. Ing. Iveta Stankovičová, PhD.

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KSP/032AM/16	Course title: Strategic Management

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Evaluation during the the semester (60 percent), final exam in the exam period (40 percent).
60 percent of evaluation during the semester can be obtained for the elaboration of project, class activities and testing of knowledge. The final exam in the exam period is written. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 60-65%; F = 0-59% points.

Learning outcomes:
- Advanced understanding of strategy and strategic management
- Application of various methods, tools and models in strategic management
- Development of analytical and strategic thinking skills and practical application of knowledge on selected company/companies

Class syllabus:
1. Introduction
2. Nature of Strategic Management
3. Key Terms and Relations in Strategic Management
4. Strategic Management Process
5. The Business Vision and Mission
6. Analysis of Macro Environment
7. Analysis of Industry
8. Analysis of Internal Environment
9. SWOT Analysis
10. Hierarchy of Strategy
11. Strategic Implementation and Control
12. Recapitulation and Conclusion

Recommended literature:
[1] HITT, M. A, IRELAND, R. D., HOSKISSON, R. E. Strategic Management: Competitiveness and Globalization. Thompson, South-Western, 2005 (and later editions).
[2] THOMSON, J. L. Strategic Management. 4th edition. London 2001 (and later editions).

[3] PAPULA, J., PAPULOVÁ, Z. Approaches to Strategy: Experiences of Slovak enterprises. In: Proceedings of Annual Paris Business and Social Science Research. Melbourne: World Business Institute, 2013 [online].
[4] PAPULOVÁ, Z. The Significance of Vision and Mission Development for Enterprises in Slovak Republic. In: Journal of Economics, Business and Management, 2014, Vol.2(1), pp. 12-16. [online].
Obligatory literature is accessible in faculty library. Additional materials will be given to students during classes or post in faculty eLearning.

Languages necessary to complete the course:
English

Notes:
Forms of teaching transfer also the results of own original research into the teaching process.

Past grade distribution
Total number of evaluated students: 219

A	ABS	B	C	D	E	FX	M
57,53	0,0	20,09	12,79	5,94	3,2	0,46	0,0

Lecturers: doc. Mgr. Zuzana Papulová, PhD.

Last change: 03.06.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	

Faculty: Faculty of Management

Course ID: FM.KEF/014AM/16	**Course title:** Taxation

Educational activities:
  Type of activities: seminar
  Number of hours:
    per week: 2 **per level/semester:** 28
  Form of the course: on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites:
 Principles of Financial Accounting 1, 2

Course requirements:
 Presentation of direct and indirect taxes in a selected country -10%
 Problem solving - case studies -40%
 Final test - 50%
 Scale of assessment (preliminary/final): 50/50

Learning outcomes:
When students complete the course they will be capable to:
1. Use appropriate terminology to communicate tax accounting concepts.
2. Explain the theory and objectives of tax law, and distinguish between different tax strategies, elections, and related decisions.
3. Calculate taxable income as it relates to corporate, partnership, and individual tax returns.
4. Explain tax law as it relates to various taxable entities (individuals, corporations, partnerships)
5. Identify tax research resources to solve tax problems.
6. Gain a better understanding of the Internal Revenue Code and the IRS administrative process as related to tax law.
This course begins with a discussion of the general aspects of the OECD tax classification, Model Double Taxation Convention (policy, background and development), The treaty attribution rules are analysed with regard to business and professional income (Art. 7), transportation income (Art. 8), real property income (Art. 6), dividends (Art. 10), interest (Art. 11), royalties (Art. 12) and capital gains (Art. 13). This course in the second part covers the income tax issues involved in the organization and operation of business entities in the EU. Both corporations and partnerships are studied, and attention is given to the choice of entity and income tax classification. The course provides the background necessary for understanding and participating in many types of business transactions involving both publicly and closely held organizations.

Class syllabus:
1. Tax and OECD tax classification.
2. Direct taxes
3. Indirect taxes

4. Corporate Income Taxation and Corporate Tax systems
5. Taxable and tax deductibles elements of the income statement, Taxable Income, taxable base, adjustments of the taxable base
6. Deferred Tax asset and Deferred Tax Liability
7. Income tax return preparation
8. Legislation and taxes, in the EU and in the member states
9. CCCTB – Common Consolidate Corporate Tax Base – harmonization of the taxes
10. Ethics In Tax Practice
11. Fraud in Tax practice,
12. Tax evasion, tax avoidance, Carrousel schemes

Recommended literature:

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 105

A	ABS	B	C	D	E	FX	M
79,05	0,0	13,33	1,9	0,0	5,71	0,0	0,0

Lecturers: doc. Ing. Jana Kajanová, PhD., Mgr. Lenka Papíková, PhD.

Last change: 18.01.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KSP/046AM/17	Course title: Value Based Management and Entrepreneurial Risks at SME´s

Educational activities:
 Type of activities: lecture / seminar
 Number of hours:
  per week: 2 / 2 **per level/semester:** 28 / 28
 Form of the course: on-site learning

Number of credits: 6

Recommended semester:

Educational level: I., II.

Prerequisites:

Course requirements:
Project (80%), exam (20%). The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.

Learning outcomes:
The main goal is to provide theoretical knowledge, the latest trends and practical experiences from the value based management in SME ´s so that students would be able to practice strategic management of the intrinsic value of the company, to identify its key drivers and key areas of focus for the potential company value creation improvement in the future. In addition to hat they will learn about key entrepreneurial risks which are important to be considered in value based management approach. Course both extend knowledge from the Strategic Management and combine them with knowledge from the Finance in line with the current best practices. Main focus is on explanation of concrete methodology/model of intrinsic value calculation and identification of the key value drivers both from historical and strategic perspectives. During course the Valuation xls. based toolkit is used for practical demonstration of valuation methodology implementation and for own project development. In addition to that special focus is also put on „soft facts" of value creation – company values and principles and their impact on value creation/destroying as we are witnessing at current crisis period.

Class syllabus:
1. Introduction
- Key terms/concept of the value-based management
2. Value-based management and strategic management in SME
- Historical development of the value-based management inside of the
strategic management
- New trends in the value-based management – following the results of BCG and McKinsey research
- VBM specifics in SME´s
3. Key building blocks of the value-based management (top level)
- Set up strategic goals/targets for sustainable value growth
- Analysis: financial analysis, strategic analysis, qualitative analysis
- Impact of intellectual capital on value creation
- WACC (Weighted Average Cost of Capital)

- Strategic scenarios development and company options creation
- Measurement of strategic options impacts on intrinsic value of company through corporate valuation model - formulation of inputs and analysis of results for each analysed option.
- Final decision on strategy/strategic option that is relevant from VBM perspectives and stated strategic goals/targets
4. Intellectual capital and its impact on value creation
5. Risk and its impact on company value
- Risk categorization in financial and non-financial institutions
- Strategic risk and value-based management
6. Strategic corporate value management under downturn
- Short-term „survival" strategy (time buying)
- Restructuring
- Sustainable competitive advantage as a longer-term strategy
(behavioristic, social, reproductive, evolution)
- Flexibility, adaptability to the new conditions
7. Sustainability as a new phenomenon in value-based management

Recommended literature:
Mandatory:
[1] PILKOVÁ, A. Value Based Management in SME´s – Lecturing Notes. FM UK, 2020.
[2] SMITH, J. K., SMITH, R. R. L., BLISS, R. T. Entrepreneurial Finance. Strategy Valuation & Deal Structure. Stanford Economics and Finance, 2011.
[3] COPELAND, T., KOLLER, T., MURRIN, T. Valuation: Measuring & Managing the Value of companies. John Willey & Sons, 2005.
[4] KROL,F. Value based management in SME´s. Arbeitspapier 1-9; 2007
[5] HENSCHEL,T: Risk management practices of SME´s. Erich Schmidt Verlag, 2007.
[6] AMEELS, A., BRUGGEMAN, W., SCHEIPERS, G. Value-Based Management control processes to create value through integration a literature review. Vlerick Leuven Gent Management School, 2002.
Recommended:
[1] BRIGHAM, E. F., DAVES, P. R. Intermediate Financial Management. 10th edition. South-Western Cengage-Learning, 2010.
[2] Articles and research papers distributed during the course.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 39

A	ABS	B	C	D	E	FX	M
56,41	0,0	12,82	12,82	7,69	10,26	0,0	0,0

Lecturers: prof. Ing. Anna Pilková, PhD., MBA, Mgr. Juraj Mikuš, PhD.

Last change: 03.06.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava

Faculty: Faculty of Management

Course ID: FM.KIS/150AM/20	**Course title:** Writing Scientific Papers

Educational activities: **Type of activities:** seminar **Number of hours:**   **per week:** 2 **per level/semester:** 28 **Form of the course:** on-site learning

Number of credits: 3

Recommended semester:

Educational level: I., II.

Prerequisites:

Recommended prerequisites: The course intends to give students the skills necessary to write a research thesis, and to prepare other professional materials for presentation or publication. It also should prepare them to be able to write scientific papers especially if they intend to follow research career, or teaching carrier at university. Topics covered in this course include: searching the scientific literature; scientific writing style; writing graduate level papers, proposals, projects, and thesis components; preparing scientific presentations; presentation of data; using visual aids; and using word processing, spreadsheet, and presentation software. Further, the course is designed to introduce students to basic scientific writing skills. Participants will review the general principles of clear, persuasive writing, and will apply these principles to writing for a scientific audience. Particular emphasis will be placed on conveying the significance of research, outlining the aims, and discussing the results for scientific papers. The course will also provide an overview of the structure and style of scientific manuscripts. Classes are highly interactive, and the majority of class time will be spent discussing student scientific writing. The goal of the course is to encourage active and open interaction among students. Ideal endpoints include improved self-editing, and development of effective strategies for offering and receiving concise editorial recommendations among peers. The course aims to clarify the writing process and teach the fundamentals of effective scientific writing. The course will take a multi-modal approach so that students can also work on presentations and posters, using visuals and graphics effectively to convey their message in the scholarly and public realm, including print and digital publishing sites, adapting the materials and texts as needed to become increasingly critical thinkers and writers, who can shape material effectively. While working on clear, correct, concise style, the course will also address the evolution of scientific writing and conventions. A wide range of scientific fields will be addressed, with special emphasis on the field of management.

Course requirements: The following course learning objectives form the basis. The goal of each assignment is to demonstrate mastery in one of the following areas: • Model effective scientific and technical communication in the workplace by actively participating in writing activities, both individually and collaboratively. • Apply technical information and knowledge in practical documents for a variety of a.) professional audiences (including peers and colleagues or management), and b.) public audiences. • Write documents that demonstrate professional style: concise, clear,

accurate, honest, economical, and unambiguous. • Use professional writing strategies: Direct order organization, objective voice, unbiased analysis and summary, and use of transitional devices to create coherence. • Recognize, explain, and use the rhetorical strategies and the formal elements of specific genres of technical communication, such as technical abstracts, data based research reports, instructional manuals, technical descriptions, web pages, wikis, and correspondence. • Collect, analyze, document, and report research clearly, concisely, logically, and ethically; understand the standards for legitimate interpretations of research data within scientific and technical communities. • Recognize and develop professional format features in print, html, and multimedia modes, as well as use appropriate nonverbal cues and visual aids. • Revise and edit effectively in all assignments, including informal media (such as email to the instructor). • Demonstrate professional work habits, including those necessary for effective collaboration and cooperation. Focus Areas: The core of this course consists of the following four skill areas: • Research skills - using primary and library research to discover information • Correspondence skills - learning the generic conventions of each • Explanatory or demonstrative writing skills - to disseminate technical information to either nontechnical or technical readers, such as descriptions, instructions, informational handouts, international conferences • Visual communication skills - may appear as separate assignments or as components of other assignments

Learning outcomes:

The successful student will demonstrate the ability to: • Present scientific information in appropriate language for various audiences, including scholarly and general, in print and online • Understand of the needs of various audiences/readerships and how these needs affect the style, vocabulary, and content of writing • Recognize the conventions governing the dissemination of scientific knowledge • Understand the origins of scientific writing styles • Write concisely, concretely, and accurately to present complex scientific ideas clearly • Expand information literacy (researching primary and secondary sources) for finding, evaluating, integrating and synthesizing ethically the necessary information and visuals for the completion of a project • Effectively and ethically incorporate appropriate scientific exhibits (visuals, graphs, charts, etc) for designing presentations and posters, and for supplementing text • Competence in the mechanics of writing is essential, including use of appropriate documentation styles. At the end of the course, students should be able to: • Distinguish different types of research, their audiences and how research material might be effectively presented • Prepare scientific and technical papers, and presentations • Format documents and presentations to optimize their visual appeal when viewed in-press, as a podcast or audio/video file format on the internet, or through personal presentations to an audience • Effectively use features of Microsoft Office to create eye-catching professional documents and presentations • Effectively use features of Microsoft Word, Powerpoint, and Excel to create professional looking tables, graphs and figures • Accept constructive criticism and use reviewers' comments to improve quality and clarity of written reports and presentations.

Class syllabus:

Module-1: Introduction • Research – What is it? • How do researchers communicate? • Examining examples of different types of scientific communication • Introduction to concepts, investigation of scholarly and popular science writing categories, understanding the difference, rhetorical situation and audiences, disciplinary expectations, what counts as evidence Module-2: Scientific Literature • Searching the scientific literature • Using online search engines • What is a refereed journal? • Plagiarism and how to avoid it • Reading sample Lit Reviews as models of thinking and organizing material • Work on Lit Review/Annotated bibliography to provide background for longer article • Work on summary and analysis, rhetorical précis, abstracts, keywords • Discover a research question and find the conversation to enter Module-3: Beginning to Write • Establishing your constraints • Organizing your writing • Preparing outlines • Standard formats for scientific papers,

research projects and theses style guides Module-4: Content • Creating a literature review • Preparing other sections of a research report (abstract, introduction, materials and methods, results and discussion, conclusions) • Including and summarizing research data • Presentations/sharing of research report on scientific writing in the disciplines, scholarly and popular media • Continued work on writing styles and correctness Module-5: Style and grammar • Scientific writing style • First-person vs. Third-person; Passive vs. active voice • Avoiding excessive wording • Grammar • Avoiding misuse of words • When to use footnotes • More reading. Polishing prose and adapting to audiences. Module-6: Reference citations • How to use references - Within the text - How to make lists of references Module-7: Revising • Dealing with revisions • Accepting criticism • Making sense of reviewers' comments • Making the changes • What to do if you do not agree with reviewers' comments Module-8: Other communication and other types of scientific writing • research proposals • creating a fact sheet/bulletin • articles for popular press • memos, letters and emails Module-9: Using Computer technologies • Microsoft Word - Formatting (including margins, tabs, indents, justification, etc) - Using the table feature - Creating tables of content • Microsoft Excel - Creating tables, charts, graphs Module-10: Poster and Oral Presentations • Organization and formats for posters • Using Microsoft Powerpoint • Designing and preparing slides for an oral presentation • Importing tables, charts and graphs from Excel • Optimizing pictures for use in presentations • Using visual aids without overdoing it • Using Microsoft Powerpoint

Recommended literature:
1. Robert A. Day and Barbara Gastel. How to Write and Publish a Scientific Paper, 8 edition. Greenwood, 2016, ISBN 978-1440842801. 2. Alley, M. 2003. The Craft of Scientific Presentations: Critical steps to succeed and critical errors to avoid. Springer, NY. ISBN:0-387-95555-0. 3. George D. Gopen and Judith A. Swan, "The Science of Scientific Writing" American Scientist (1990) vol 78: 550-558. Available at http:// www.americanscientist.org/ 4. Penrose and Katz. Writing in the Sciences. Pearson, 2004. 5. Scott L. Montgomery. The Chicago Guide to Communicating Science. University Of Chicago Press, 2003. ISBN-10: 0226534847. 6. Rebecca Skloot, Floyd Skloot, Jesse Cohen (eds.) The Best American Science Writing 2011. Ecco, 2011. ISBN-10: 0062091247. 7. Thomas A Easton (editor) Taking Sides: Clashing Views in Science, Technology, and Society. 10th edition. McGraw-Hill/Dushkin, 2011. ISBN-10: 0078050278. 8. Björn Gustavii, 2008. How to Write and Illustrate Scientific Papers, Second Edition. Cambridge University Press, ISBN-13 978-0-521-87890-6. 9. UNDERSTANDING THE PUBLISHING PROCESS. How to publish in scholarly journals. Published by Elsevier, April 2015. 10. Ann M. Körner. 2008. Guide to Publishing a Scientific Paper. Routledge, Taylor & Francis Group, ISBN 978–0–415–45265–6. 11. C. Bauer, C. Strauss, "Location-based Advertising on Mobile Devices: A Literature Review and Analysis", Management Review Quarterly (MRQ), Springer, Vol. 66, No. 3, 2016, pp. 159-194. 12. N. Kryvinska, R. Olexova, P. Dohmen, C. Strauss, "The S-D Logic Phenomenon-Conceptualization and Systematization by Reviewing the Literature of a Decade (2004-2013)", Journal of Service Science Research, Springer, Vol. 5, No. 1, 2013, pp. 35-94. https://www.researchgate.net/publication/262601746_The_S-D_logic_phenomenon_-_conceptualization_and_systematization_by_reviewing_the_literature_of_a_decade_2004-2013

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 5

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

Lecturers: prof. Ing. Natalia Kryvinska, PhD.

Last change: 24.01.2021

Approved by: