

Course descriptions

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COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/161P/10		Course title: Analysis of credit risks of financial portfolios				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester:						
Educational level: III.						
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
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.						
Last change: 26.09.2019						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/160P/10		Course title: Analysis of market risks financial portfolios				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 6						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.						
Last change: 26.09.2019						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/055P/09		Course title: Calculations and Budgets				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 2						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers:						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KMk/009P/09		Course title: Communication Techniques in Marketing				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester:						
Educational level: III.						
Prerequisites:						
Course requirements: Paper 15-20 pages long. Students choose the topic.						
Learning outcomes: Deep knowledge on marketing communication.						
Class syllabus: 1 Social Communication. Communication skills as a professional manager in marketing. 2 Communication technology manager in a business meeting and vyjednávání.Podstata trade talks. Techniques of persuasion. 3 Communication techniques in lobbying. World, Europe and us. 4 .Interkultúrne differences in communication techniques in marketingu.Obchod and marketing in a global world. 5 Summary of communication with verejnosťou.Uplatnenie PR communication principles in internal and external communication. 6 Application of communication skills in marketing manager. Blogs, press conferences, events, word of mouth marketing. 7 Sales skills managers. Communication with the customer. Nature of neuromarketing. 8 guerrilla marketing techniques. Communication guerrilla marketers.						
Recommended literature: Kotler, P., & Keller, K. L. (2012). Marketing management . New Jersey, US: Pearson Education. Keller, K. L., & Kotler, P. (2016). Marketing management. Pearson.						
Languages necessary to complete the course: Slovak						
Notes:						
Past grade distribution Total number of evaluated students: 7						
A	ABS	B	C	D	E	FX
71,43	0,0	28,57	0,0	0,0	0,0	0,0

Lecturers: doc. PhDr. Magdaléna Samuhelová, CSc.
Last change: 15.02.2018
Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KMn/035P/09		Course title: Compensation and Motivation of Employees				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 8						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/056_M_P/14		Course title: Data modeling in management				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester:						
Educational level: III.						
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
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.						
Last change: 13.03.2018						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/060P/09		Course title: Decision Support Systems and Expert Systems in Management				
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 1						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers:						
Last change:						
Approved by:						

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM/Diz.skúška/11	Course title: Dissertation Examination
Number of credits: 20	
Educational level: III.	
State exam syllabus:	
Last change:	
Approved by:	

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM/Diz10/16	Course title: Dissertation Examination
Number of credits: 10	
Educational level: III.	
State exam syllabus:	
Last change:	
Approved by:	

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/018P/09		Course title: Economics I				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 1.						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 142						
A	ABS	B	C	D	E	FX
26,06	0,0	30,99	27,46	9,86	4,93	0,7
Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Michal Páleník, PhD., doc. PhDr. Paulína Stachová, PhD.						
Last change: 30.01.2021						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/019P/09		Course title: Economics II				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 2.						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 138						
A	ABS	B	C	D	E	FX
35,51	0,0	23,19	21,74	11,59	7,25	0,72
Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Michal Páleník, PhD.						
Last change: 05.04.2020						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/046P/10		Course title: Enterprise Information Systems				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 6						
A	ABS	B	C	D	E	FX
83,33	0,0	16,67	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD.						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KSP/069P/18		Course title: Entrepreneurship and Management of Small and Medium-Sized Enterprises				
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester:						
Educational level: III.						
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
0,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/034P/09	Course title: Financial Accounting
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: Scale of assessment (preliminary/final): 50/50	
Learning outcomes:	
Class syllabus: 1. Financial accounting – objectives, functions, conceptual framework of US.GAAP, cash and accrual basis of accounting 2. Financial statements- Balance sheet, Income Statement, Cash Flow, The statement of shareholders' equity – basic characteristics 3. Earnings management, Earnings of the higher and lower quality, Realization and matching principle, accrual basis of accounting 4. Current assets – Cash and Cash equivalents, receivables 5. Inventories 6. Long term assets 7. Short-term and long-term investments 8. Current Liabilities 9. Long-term Liabilities and Reserves 10. Lease - operational and financial 11. Shareholders' Equity 12. Multistep-income statement and its distribution, EPS, P/E 13. Dividends – cash and stock dividends	
Recommended literature: 1. Stickney, Weil: – Financial Accounting and Analysis – theory, analysis and interpretations, 14th edition, 2013 2. Revsine: Financial Statement and Analysis, Prentice Hall, 4th edition, 2009 3. Saxunová, D.: Financial Accounting : Financial statements - theory and problems, Wolters Kluwer, 2014	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 7						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Darina Saxunová, PhD.						
Last change: 22.09.2019						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/029P/09		Course title: Financial Investment				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 14						
A	ABS	B	C	D	E	FX
85,71	0,0	14,29	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Ing. Ľudomír Šlahor, CSc.						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/027P/09		Course title: Financial analysis and control				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 6						
A	ABS	B	C	D	E	FX
83,33	0,0	0,0	16,67	0,0	0,0	0,0
Lecturers:						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KMn/017P/09		Course title: Human Resources Management				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements: Case study (35%), in-class activities (15%), test (50%). Scale of assessment (preliminary/final): 50/50						
Learning outcomes: Students will be able to understand relations between HRM functions with other managerial activities in the company. Identify new HR trends in business environment.						
Class syllabus: Strategic Approach to HRM HR Planning and Job Analysis Recruitment and Selection Performance Appraisal Training - Development Compensation Systems and Motivation Employee Relations International Aspects of HRM						
Recommended literature: Bajžíková, L. – Luptáková, S. – Rudy, J. – Vargic, B. – Weidlich, R.: Manažment ľudských zdrojov. Bratislava UK, 2010. Journal of Human Resource management FM UK, 1998-2014. Koubek, J.: Řízení lidských zdroju, Management Press. Praha, 2002. Milkovich – Boudreau: Human Resource Management. McGraw, 2002. Personal Management special topics, undergraduate spring 1996 course reading materials.						
Languages necessary to complete the course: English						
Notes:						
Past grade distribution Total number of evaluated students: 7						
A	ABS	B	C	D	E	FX
85,71	0,0	14,29	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Ľubica Bajžíková, PhD.
Last change: 02.06.2015
Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/045P/10	Course title: Innovation Management
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: Semestral project. 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: Students acquire knowledge on the management of innovation and the creation of mechanism to promote innovation in the enterprise. They recognize the importance of innovation and its potential for increasing the competitiveness of enterprises. The course focuses on product and process innovation at a strategic and operational level of management. Through the work with the current scientific literature students obtain knowledge about successful practices and methods applied to research in the field of innovation management.	
Class syllabus: <ol style="list-style-type: none"> 1. Definition, significance and types of innovation 2. National innovation systems and support for innovation 3. Innovation strategies in the enterprise 4. The strategy of open innovation 5. Models of innovation processes 6. Organization of innovation projects 7. Methods to support the innovation process 8. Specific aspects of innovation of goods and services 9. Innovation in small and medium enterprises 10. Protection of intellectual property 	
Recommended literature: <p>[1] TIDD, J., BESSANT, J., PAVITT, K. Řízení inovací: zavádění technologických tržních a organizačních změn. Brno: Computer Press, 2007. ISBN 978-80-251-1466-7.</p> <p>[2] BESSANT, J., TIDD, J. Managing innovation: integrating technological, market and organizational change. 5th ed. Chichester: John Wiley, 2013. ISBN 978-11-183-6063-7.</p> <p>[3] BOROVSKEÝ, J., GÁL, P. Inovácie a transfer technológií. Bratislava: Eurounion, 2005. ISBN 80-88984-86-6.</p> <p>[4] KOŠTURIÁK, J., CHAL, J. Inovace: vaše konkurenční výhoda! Brno: Computer Press, 2008. ISBN 978-8-02511-929-7.</p>	

- [5] PITRA, Z. Management inovačných aktivít. Praha: Professional, 2006. ISBN 808694610X.
- [6] HIPPEL, E. v. Democratizing innovation. Cambridge: MIT Press, 2005. ISBN 0-262-00274-4. Available from: <http://web.mit.edu/evhippel/www/books/DI/DemocInn.pdf>.
- [7] CHESBROUGH, H. W. Open services innovation: rethinking your business to grow and compete in a new era. 2nd ed. [online]. Hoboken: Jossey-Bass, 2010. ISBN 978-0-470-90574-6. Available in the ebrary: <http://site.ebrary.com/lib/uniba/docDetail.action?docID=10441387>.
- [8] CHESBROUGH, H., VANHAVERBEKE, W., WEST, J. Open innovation: researching a new paradigm. [online]. Oxford: Oxford University Press, 2006. ISBN 978-0-19153-743-1. Available in the ebrary: <http://site.ebrary.com/lib/uniba/docDetail.action?docID=10194775>.
- [9] STERN, T., JABERG, H. Erfolgreiches Innovationsmanagement: Erfolgsfaktoren, Grundmuster, Fallbeispiele. 4. Aufl. Wiesbaden: Gabler, 2010. ISBN 978-3-8349-2245-8.
- [10] HUL'VEJ, J. Integrovaný vývoj produktov. In: Rozvoj manažmentu v teórii a praxi = Management Development in Theory and Practice. Žilina: Fakulta riadenia a informatiky Žilinskej univerzity, 2010. ISBN 978-80-554-0294-9. pp. 104-108.
- [11] HUL'VEJ, J. Integrovaný manažment vývoja informačno-technických služieb. In: Moderné prístupy k manažmentu podniku. Bratislava: STU, 2009. ISBN 978-80-227-3169-0. pp. 196-201.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 1

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

Lecturers: doc. Ing. Milan Fekete, PhD., Ing. Jaroslav Hul'vej, PhD.

Last change: 12.02.2016

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/084P/09		Course title: International Financial Management				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 11						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers:						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KMn/023P/09		Course title: International Human Resource Management				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 5						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/056_P_M/14		Course title: Knowledge Management				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning						
Number of credits: 8						
Recommended semester:						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 5						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD.						
Last change: 15.10.2017						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KSP/006P/09		Course title: Logistics				
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 1						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. Ing. Milan Fekete, PhD., Ing. Jaroslav Hul'vej, PhD.						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/068P/10	Course title: Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Written semestral work on the topic related to the dissertation thesis topic and its main objective Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Students are acquainted with the history and present trends of management development. Based on this students have got competency and skills necessary for research and generalization of these knowledge for further development of the scientific discipline.	
Class syllabus: <ul style="list-style-type: none"> • Evolution of Management Theory and Practice • Management as a Process, Science, and Profession • Organizational Behavior and Management • Management in Global Business Environment – High-performance Organization • Specific Features of Japanese Traditional Approach to Management. • Organizational Design for Strategic Competency • New Model of Organization • Power, Leadership, and Organizational Politics • Strategic Management as a Process 	
Recommended literature: Schermerhorn, J.R – Hunt, J.G. – Osborn, R.N.: Organizational Behavior, John Wiley & Sons, Inc. N.Y., 2008. Robbins, S. P. – Judge, T.A.: Organizational Behavior, Pearson, 2011. Rudy, J. – Rudyová, J.: Human Resource Management in Japan, Verlag Harald Kupfer, 2008 Rudy, J.: Management and Chaos Theory, Faber, 1997. Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ. : Manažment a organizačné správanie, MV Wissenschaft, Münster, 2013 Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ. : Organizačné správanie, UK Bratislava, 2013	
Languages necessary to complete the course: Slovak, English	

Notes:						
Past grade distribution Total number of evaluated students: 105						
A	ABS	B	C	D	E	FX
99,05	0,0	0,0	0,95	0,0	0,0	0,0
Lecturers: prof. Ing. Ján Rudy, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/024P/09		Course title: Management Information Systems				
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 9						
A	ABS	B	C	D	E	FX
88,89	0,0	11,11	0,0	0,0	0,0	0,0
Lecturers:						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/014P/09	Course title: Managerial Ethics
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Recommended prerequisites: None.	
Course requirements: Written semestral thesis on the topic that analyses the ethical aspect of the issue related to the habilitation thesis. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will be able to identify the ethical aspect of the problematics that they are researching within their habilitation thesis and will be able to apply it into the scientific solution of the analyzed issues.	
Class syllabus: <ol style="list-style-type: none"> 1. Managerial ethics as one of the theoretical assumptions of the manager 2. The significance of the manager for the ethics development 3. Application of ethical theories into the managerial praxis 4. Stakeholders theory, corporate social responsibility, corporate citizenship 5. The program of the UN Global Compact 6. Ethical decision-making models 7. Prerequisites for implementation of ethics into the company: ethical leadership, building trust, motivation, power 8. Ethics as a part of the management: institutionalization of ethics into the organizational culture 9. Analysis of forms of institutionalization of ethics within the organizational culture 	
Recommended literature: CRANE A. & MATTEN, D. (2010). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford: Oxford University Press. LAŠÁKOVÁ, A. & REMIŠOVÁ, A. (2015). Unethical leadership: Current theoretical trends and conceptualization. Procedia Economics and Finance, 34, pp. 319–328. TREVINO, L. K., HARTMAN, L. P. & BROWN, M. (2000). Moral person and moral manager: How executives develop a reputation for ethical leadership. In: California Management Review, 42(4), pp. 128–142.	

WEAVER, G. R. & TREVINO, L. K. (1999). Compliance and values-oriented ethics programs: influences on employees' attitudes and behaviour, *Business Ethics Quarterly*, Vol. 9, No. 2, pp. 315–335.

TREVINO, L. K., WEAVER, G. R. & BROWN, M. E. (2008). It's lovely at the top: hierarchical levels, identities, and perceptions of organizational ethics. *Business Ethics Quarterly*, Vol. 18, No. 2, pp. 233–252.

TREVINO, L. K. (1986). Ethical decision making in organizations: a person-situation interactionist model. *Academy of Management Review*, vol. 11, No. 3, pp. 601–617.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 16

A	ABS	B	C	D	E	FX
93,75	0,0	6,25	0,0	0,0	0,0	0,0

Lecturers: prof. PhDr. Anna Remišová, CSc.

Last change: 22.02.2021

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/056P/09	Course title: Market Research
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: To obtain assessment and must be obtained at least 91 points, to obtain evaluations of at least 81 points B, C for the evaluation of at least 73 points for the evaluation of at least 66 points D and E on the evaluation of at least 60 points.	
Learning outcomes: Graduates of the course will receive the ability to plan and implement the process of defining the marketing research and providing information for decision making in marketing management with reference to its practical consequences, will be able to identify and exploit specific data collection methods, conduct and implement data collection process, analyze the results, and distribute knowledge exchange them so that they can effect decisions.	
Class syllabus: 1 Market research - basic characteristics. 2 Role and types of marketing research. 3 The process of marketing research. 4 Secondary research. 5 Methods of collecting primary data. 6 Sampling. 7 Editing data. 8 Use of statistical methods in data analysis. Data Minig. 9 Presentation of the results of marketing research. 10 media research and advertising research. 11 research purchasing behavior. 12 New technologies and approaches in marketing research. 13 Specifics of marketing research in the international market environment.	
Recommended literature: KOZEL, R. – MYNÁŘOVÁ, L. – SVOBODOVÁ, H.: Moderní metody a techniky marketingového výzkumu. Praha: Grada, 2011. MALHOTRA, K. N.: Marketing Research. An applied orientation. New Jersey: Prentice Hall, 2010.	

SCHMIDT, M. J. – HOLLENSSEN S.: Marketing Research an International Approach. Essex: Prentice Hall, 2006.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 14

A	ABS	B	C	D	E	FX
85,71	0,0	0,0	14,29	0,0	0,0	0,0

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 02.06.2015

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/014P/09	Course title: Marketing
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: To obtain assessment and must be obtained at least 91 points, to obtain evaluations of at least 81 points B, C for the evaluation of at least 73 points for the evaluation of at least 66 points D and E on the evaluation of at least 60 points.	
Learning outcomes: In addition to acquisition of theoretical knowledge doctoral students acquire the ability to analyze and understand changes in the market environment with their practical consequences of partial functional marketing strategies as well as in the context of re-defining the basic postulates of marketing in terms of the interconnection of the organization and its customers.	
Class syllabus: Marketing in the "new" market environment. 2 Transformation in marketing philosophy. 3 Flexible marketing strategies. 4 Holistic marketing. 5 Managing profitable customer relationships. 6 Current trends in marketing - new media and technology. 7 Current trends in marketing and alternative marketing approaches. 8 Relationship marketing - company.	
Recommended literature: ARMSTRONG, G. – KOTLER, P.: Marketing. An Introduction. 8th Edition. Upper Saddly River: Pearson Prentice Hall, 2007. ISBN 0-13-186591-9 BARKER, M. – BARKER, D. – BORMANN, N. – NEHER, K.: Social Media Marketing. A Strategic Approach. South-Western, Cengage Learning, 2013. ISBN 978-1-133-58927-3 HESKOVÁ, M. – ŠTARCHOŇ, P.: Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica, 2009. ISBN 978-80-245-1520-5 KOTLER, P. – KELLER, K. L. – BRADY, M. – GOODMAN, M. – HANSEN, T.: Marketing Management. Harlow: Pearson Education Limited, 2012. ISBN 978-0-273-7461-3 ŠTARCHOŇ, P. – FALTYS, J. – DZUGASOVÁ, J.: Priamy marketing. Alebo Priama cesta ako si získať a udržať zákazníka. Bratislava: Direct Marketing Beta, 2004. ISBN 80-969078-5-9	

ZYMAN, S.: Konec marketingu jak jsme jej doposud znali. Praha: Management Press, 2005.
ISBN 80-7261-134-8

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 10

A	ABS	B	C	D	E	FX
80,0	0,0	20,0	0,0	0,0	0,0	0,0

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 02.06.2015

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/015P/09	Course title: Marketing Management
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: 30 percent in class work 70 percent final test	
Learning outcomes:	
Class syllabus: 1 New Trends in Marketing Management (lovemarks, experiential marketing, situational marketing, holistic marketing, customer relationship marketing) on the example of companies and organizations from practice. A critique of the application of the irrational extent or content of image marketing activities. 2 The procedures used in the analysis of the market, the importance of measuring the cost of customer acquisition, comparing the cost of their maintenance, the estimate of lost customers, calculate customer satisfaction index, and so on. 3 The importance of the implementation process of customer relationship management for organizations and companies in the current market environment. Nature of these processes, their components and the application of the corporate practice at home and abroad. 4 Elements product strategy "dominant" in the marketing strategies of companies currently. The importance of the building market brand position in the current market environment. The role of design, packaging, style ... in the process of product strategy in the current market environment. 5 Critical analysis of approaches to pricing strategies of firms currently. Pricing practices of companies currently, discounts, price differentiation and the like. 6 Distribution Policy firms on the threshold of the third millennium. Changes in distribution channels. Physical distribution currently. 7 Integrated marketing communication and its focus. The combination of elements with respect to their effect on the recipients of the message at the current stage of market development. 8 Options, respectively. prognosis of various forms of physical store sales to telemarketing, e-marketing, doorstep selling, ... 9 The necessity of measuring marketing activities at present. Indicators to measure the effectiveness of marketing activities.	
Recommended literature:	

1. BARTÁKOVÁ, Gabriela a kolektív. 2007. Marketing manažment II – ako v súčasnom trhovom prostredí postupovať. Bratislava : 228 s.r.o., 2007. ISBN 978-80-969856-1-6
2. KOTLER, P. 2010. Chaotika: Manažment a marketing firiem v turbulentných časoch. Bratislava : Eastone Books, 2010. ISBN 978-80-8109-114-8
3. KOTLER, P. – KELLER, K. L. – BRADY, M. – GOODMAN, M. – HANSEN, T. 2012. Marketing management. Harlow : Pearson Education, 2012. ISBN 978-0-273-74361-3
4. PAJTINKOVÁ BARTÁKOVÁ, G. – GUBÍNIOVÁ, K. 2012. Udržateľný marketingový manažment. Trenčín : Inštitút aplikovaného manažmentu, 2012. ISBN 978–80–89600–08–3

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 4

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

Lecturers: doc. Ing. Gabriela Pajtinková Bartáková, PhD.

Last change: 02.06.2015

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/019P/09	Course title: Non-profit Marketing
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: To obtain assessment and must be obtained at least 91 points, to obtain evaluations of at least 81 points B, C rating on at least 73 points, the evaluation of at least 66 points D and E on the evaluation of at least 60 points.	
Learning outcomes: This course covers the principles of planning, execution and assessment of strategic marketing in nonprofit organizations.	
Class syllabus: Overview of nonprofit management; definitions of marketing; marketing as a general business practice. Increasing importance of marketing in the nonprofit sector; changing behavior; consumer-centered approach; structural implications of incorporating marketing activities. Application of marketing knowledge to fundraising, volunteer management and board governance; marketing and information technology.	
Recommended literature: [1] BARTÁKOVÁ, G. – CIBÁKOVÁ, V. – ŠTARCHOŇ, P. a kol. 2007: Základy marketingu. Bratislava: 228 s.r.o., 2007. ISBN 978-80-969588-3-2 [2] BLOOM P.N. – GUNDLACH, G.T. 2013: Handbook od Marketing and Society. New York: Hill and Wang, 2013. ISBN 0-7619-1626-1 [3] MAJDÚCHOVÁ, H. a kol. 2007: Neziskové organizácie. Bratislava: Sprint, 2007. ISBN 80-88848-59-8 [4] GOLDGERG, E.M. – FISCHBEIM, M. – MIDDLESTADT, E.S. 2015: Social Marketing, Theoretical and Practical Perspectives. New Yersey: Lawrence Erlbaum Associates Publishers, 2015	

[5] Aktuálne zákony o súkromných neziskových organizáciách						
Languages necessary to complete the course: Slovak, English						
Notes:						
Past grade distribution Total number of evaluated students: 7						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. Ing. Mgr. Ľubomíra Strážovská, PhD.						
Last change: 24.02.2019						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KSP/016P/16		Course title: Operations Management				
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester:						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 2						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. Ing. Milan Fekete, PhD.						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/022P/09	Course title: Process Management
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: Final evaluation 100%. 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 the nature of process management, its importance and relevance to the management of enterprises in current environment and orientation in the context of foundation and areas of development of process management theory as well as in current trends in process management. - Knowledge in the areas of process management principles, techniques and tools used in process management.	
Class syllabus: 1. Basic concepts related to process management 2. Process management and its principles 3. Business processes and their identification 4. Process analysis, typology of processes and creation of process maps 5. Possibilities of process visualization and optimalization 6. Process tools, IT support and software solutions 7. Process management implementation 8. Methods and concepts based on process management principles 9. Current trends in process management	
Recommended literature: [1] PAPULOVÁ, Z., PAPULA, J., OBORILOVÁ, A. Procesný manažment: ucelený pohľad na koncepciu procesného manažmentu. Bratislava: Kartprint, 2014. [2] BOROVSKEÝ, J. Manažment zmien: cesta k rastu konkurencieschopnosti. Bratislava: Eurounion, 2005. [3] HAMMER, M., CHAMPY, J. Reengineering - radikální proměna firmy: Manifest revoluce v podnikání. Praha: Management Press, 1995.	
Languages necessary to complete the course: Slovak, English	
Notes:	

Past grade distribution						
Total number of evaluated students: 1						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. Mgr. Zuzana Papulová, PhD.						
Last change: 12.02.2016						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/016P/09	Course title: Production Management and Operations Management
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Recommended prerequisites: Basic management course I, II	
Course requirements: Evaluation during semester 40 %. Evaluation in the exam period 60 %.	
Learning outcomes: The goal of the Operations management course is to obtain the basic knowledge about the effective management of processes regarding transformation of the inputs into outputs, and corresponding operations within these processes, and the value creation and addition to the inputs in producing the goods or providing services. The effective management of transformation processes and operations and value creation will be explained based on the principles and applied tools of lean management and lean logistics concepts. Both manufacturing and service companies are a subject of the research.	
Class syllabus: 1. Characteristics of Operations Management and Effective Production System 2. Characteristics of Lean Management 3. Process Management in Capacity Shortage 4. Process Management in Capacity Excess 5. Process Improvement through Target Condition 6. Tolls for Process Improvement and Problem Solving 7. Inventory Management and Pull System 8. Characteristics of the Design for Operational Excellence 9. Creating the Culture of Continuous Improvement and Engaged Workforce	
Recommended literature: 1. HILL, A. – HILL, T.: Operations management. Third Edition. Palgrave Macmillan. USA. 778 p. 2012. ISBN 978-0-230-36290-1. 2. TAYLOR, David – BRUNT, David: Manufacturing Operations and Supply Chain Management. 2001. ISBN 1-86152-604-0. 3. CHASE, R., B. – JACOBS, F., R. – AQUILANO, N., J.: Operations Management for Competitive Advantage. The McGraw-Hill/Irwin Series. 11th edition, 2006, ISBN 0-07-111552-8.	

4. LIKER, J.: The Toyota Way. McGraw-Hill, 2004. 330 p. ISBN 0-07-139231-9.						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 0						
A	ABS	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. Ing. Milan Fekete, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/MP_P/10	Course title: Project Management
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning	
Number of credits: 8	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: Scale of assessment (preliminary/final): during semester: 100%at the end of semester (examination period): 0%	
Learning outcomes: Students will learn the theory and study cases from practice of project management. Further they learn how managers plan and control operations and processes within organisation to achieve goals through proper methodologies.	
Class syllabus: Project management techniques, basic concepts of business processes and strategies, methodology and strategies - measurability of key precesses, relationship between processes and tools and their use to achieve process efficiency, modern PM integrated processes, flow change management , culture to support management, management support tools ERP, CRM, Integration processes, trends and use cases, Prince2, PMBoK, CPMM (Cornell) and other methodologies.	
Recommended literature: Sabol T., Macej P.: Projektový manažment, TU Košice, 2001 Kerzner H.: Applied Project Management, by John Wiley, 2000 Berkun, Scott (2005). Art of Project Management. Cambridge, MA: O'Reilly Media. ISBN 0-596-00786-8 Project Management Institute (2003). A Guide To The Project Management Body Of Knowledge, 3rd ed., Project Management Institute. ISBN 1-930699-45-X Mantel, Samuel J., Meredith, Jack R., Shafer, Scott M., & Sutton, Margaret M.3rd edition (2008). Project Management in Practice. NJ, USA: John Wiley & Sons	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 22						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD.						
Last change: 11.02.2021						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KSP/015P/09		Course title: Project Management				
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements: Scale of assessment (preliminary/final): 60%/40%						
Learning outcomes:						
Class syllabus: 01 Projects in the new environment 02 Overview of project management methodologies 03 PRINCE 2 04 Project Portfolio Management 05 Project Office 06 Strategic aspects multiproject management 07 Evaluation of project management maturity 08 Specifics of the project management team 09 Specifics projects - research projects, Euro projects 10 Advice and consulting projects 11 IT / software projects						
Recommended literature: Papula, J.:Strategický manažment projektov. Pagoda, 2012						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 16						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD., doc. Ing. Ján Papula, PhD., Ing. Peter Balco, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM/002P/18		Course title: Publications, participation in conferences, teaching, projects solving etc.				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, combined						
Number of credits: 153						
Recommended semester:						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 32						
A	ABS	B	C	D	E	FX
53,13	46,88	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Andrea Studeničová						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/016P/15	Course title: Regulation, competition and corruption
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: 30 % case study, 30% consultation , 40 task elaboration. To obtain a rating A, at least 91 points must be obtained, to obtain B at least 81 points must be obtained, for rating C at least 73 points, for rating D at least 66points and for rating E at least 60 points. Scale of assessment (preliminary/final): 70/30	
Learning outcomes: The aim of the course is to develop analytical skills of students in the evaluation of strategic decisions regarding the functioning of markets, competition, regulations; assessing the impacts of business decisions on the market, the market position of competitors. The course is based on practical experience of the lector and focusses on analysing concrete cases in Slovakia, the EU and other countries. After completion of the course, students will have basic information about rights and obligations of undertakings when applying the competition rules and other regulations. Course will allow future managers a better understanding of the phenomenon of corruption and how it can be restricted.	
Class syllabus: 1. Definition of regulation, legislative and institutional framework. Impact on businesses. 2. Regulation of monopoly sectors (energy, telecommunication, transport etc.) 3. Case studies focussed on monopoly sectors. 4. Competition rules in the EU and Slovak Republic. 5. Mergers and acquisition, forms and impacts. 6. Merger case study (EU, Slovak Republic). 7. Sector inquiries. 8. Case studies focussed on sector inquiry. 9. Cartel agreements. 10. Case study focussed on cartel agreements (EU and Slovak Republic). 11. Abuse of dominant position, case studies. 12. Compliance programmes. 13. Corruption and its impact on the business environment.	
Recommended literature:	

1. KUNOVÁ, V., NOVÁČKOVÁ, D. ZEMANOVIČOVÁ, D. Vnútorné politiky a činnosti EÚ. Plzeň: Aleš Čeněk, 2014. ISBN 978-80-7380-498-5.
2. KALESNÁ, K.; BLAŽO, O.: Zákon o ochrane hospodárskej súťaže –komentár. C. H. Beck, 2012. ISBN 978-80-7400-257-1.
3. KARAS, V.; KRÁLIK, A. Právo európskej únie. C. H. Beck. Bratislava. 2012. ISBN 978-80-7400-307-3.
4. PETR, M. Zakázané dohody a zneužívaní dominantního postavení v ČR. C. H. Beck. Praha. 2010. ISBN 978-80-7400-307-3.
5. ZEMANOVIČOVÁ, D.; BEBLAVÁ, E. Krajinka rovných a rovnejších? Slovensko a korupcia. Bratislava: Kalligram. ISBN 80-7149-563-8.

Languages necessary to complete the course:

slovak and english

Notes:

Past grade distribution

Total number of evaluated students: 0

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

Lecturers: doc. Ing. Daniela Zemanovičová, CSc.

Last change: 05.12.2017

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/265P/16	Course title: Research Methodology and Paper Writing
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 1.	
Educational level: III.	
Prerequisites:	
Course requirements: Individual and group assignment and essays during the term, preparation of the scientific paper for the impact journal.	
Learning outcomes: Course contains following elements: (i) strategy and techniques of interdisciplinary research and collaboration (ii) production of draft paper for impact factor journal (iii) online tutoring.	
Class syllabus: 1. Methodological pluralism and research methodology 2. Individual and collective research project 3. Principles of interdisciplinary research in management 4. Principles of collaborative research in management 5. My first research paper: Technique of writing 6. My first research paper: Publication strategy	
Recommended literature: Poteete, A., Janssen, M., Ostrom, E., 2010, Working together: collective action, the commons, and multiple methods in practice, chapter 1, pp. 3-27, Princeton University Press, Princeton, NJ T. Kotze 2007: Guidelines on writing quantitative academic article	
Languages necessary to complete the course: English	
Notes: Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.	

Past grade distribution						
Total number of evaluated students: 36						
A	ABS	B	C	D	E	FX
88,89	0,0	8,33	0,0	2,78	0,0	0,0
Lecturers: doc. Mgr. Veronika Gežík, PhD., prof. Ing. Natalia Kryvinska, PhD.						
Last change: 05.06.2016						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/265P/17	Course title: Research Methodology and Paper Writing
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 2.	
Educational level: III.	
Prerequisites:	
Course requirements: Individual and group assignment and essays during the term, preparation of the scientific paper for the impact journal.	
Learning outcomes: Course contains following elements: (i) strategy and techniques of interdisciplinary research and collaboration (ii) production of draft paper for impact factor journal (iii) online tutoring.	
Class syllabus: 1. Methodological pluralism and research methodology 2. Individual and collective research project 3. Principles of interdisciplinary research in management 4. Principles of collaborative research in management 5. My first research paper: Technique of writing 6. My first research paper: Publication strategy	
Recommended literature: Poteete, A., Janssen, M., Ostrom, E., 2010, Working together: collective action, the commons, and multiple methods in practice, chapter 1, pp. 3-27, Princeton University Press, Princeton, NJ T. Kotze 2007: Guidelines on writing quantitative academic article	
Languages necessary to complete the course: English	
Notes: Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.	

Past grade distribution						
Total number of evaluated students: 27						
A	ABS	B	C	D	E	FX
85,19	0,0	7,41	0,0	7,41	0,0	0,0
Lecturers: doc. Mgr. Veronika Gežík, PhD., prof. Ing. Natalia Kryvinska, PhD.						
Last change: 11.09.2017						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/007P/09	Course title: Small and Medium Size Companies
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: Evaluation in the exam period 100%. 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 obtain new knowledge and extent existing one as far as the latest entrepreneurship theories are and SME management. To obtain specific knowledge from analysis of the entrepreneurship in Slovakia in comparison to surrounding economies and benchmark states.	
Class syllabus: 1. Small and medium size companies and entrepreneurship: definition and measurement of entrepreneurial process a/ new venture and nascent entrepreneurs b/ new entrepreneurs c/ established entrepreneurs d/ discontinuation of entrepreneurship and restarted entrepreneurs 2. The basoc theories of SME-s and societies 3. Creation of entrepreneurial SME a/ successful SME strategies b/ Start-ups c/ Buying an existing business – its value measurement 4. SME financing according to business cycle phases a/ SME financing theories b/ debt financing c/ venture capital financing d/SME support financing programs	
Recommended literature: [1] PILKOVÁ, A., KOVAČIČOVÁ, Z., HOLIENKA, M., REHÁK, J. Podnikanie na Slovensku: vysoká aktivita, nízke rozvojové aspirácie. Bratislava: Univerzita Komenského, Fakulta managementu, 2012. ISBN 978-80-223-2823-4.	

<p>[2] PILKOVÁ, A., HOLIENKA, M., KOVAČIČOVÁ, Z., REHÁK, J., PEŠOUT, I. Podnikanie na Slovensku: nadpriemerná podnikateľská aktivita v podpriemernom podnikateľskom prostredí. Bratislava: Univerzita Komenského v Bratislave, Fakulta managementu, 2013. ISBN 978-80-223-3481-5.</p> <p>[3] PILKOVÁ, A., HOLIENKA, M., KOVAČIČOVÁ, Z., REHÁK, J. Podnikanie na Slovensku: aktivita, inkluzivita, prostredie. Bratislava: Univerzita Komenského v Bratislave, Fakulta managementu, 2014. ISBN 978-80-223-3756-4.</p> <p>[4] PILKOVÁ, A., HOLIENKA, M., REHÁK, J., KOVAČIČOVÁ, Z. Podnikateľská aktivita a prostredie na Slovensku. Bratislava: Kartprint, 2015. 978-80-223-4012-0.</p> <p>[5] PARKER, S. C. The economics of entrepreneurship. Cambridge University Press, 2009. ISBN 978-0-521-89960-4.</p>						
Languages necessary to complete the course: Slovak, English						
Notes:						
Past grade distribution Total number of evaluated students: 7						
A	ABS	B	C	D	E	FX
85,71	0,0	14,29	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA						
Last change: 12.02.2016						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/117P/09	Course title: Statistics
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 2.	
Educational level: III.	
Prerequisites:	
Course requirements: Development and presentation of independent case study and processing of real data in selected statistical software using adequate statistical methods. Project processing: 45% of the evaluation project presentation, eg. using ppt: 15% of the evaluation. test online 40% of the evaluation, 11.6.2020 o 15:30. Test will be sent by e-mail. Scale of assessment (preliminary/final): 45 case study/15 presentation of case study/ 40 on line test	
Learning outcomes: Students will be able to analyze real data using the selected statistical methods using appropriate software, IBM SPSS, Wolfram Mathematica, SAS, R, etc. and to apply them in management, focusing on data processing of managerial practice.	
Class syllabus: Descriptive statistics. Probabilistic distributions of one and multivariate random variables. Random choice. Create a sample from a given distribution. Point estimates (Moment method, Maximum Likelihood Method). Interval estimates, hypothesis testing - parametric, non-parametric, bootstrap. Analysis of dependence of random variables of different types. Pivot tables. ANOVA one and two factor. Linear regression models, OLS. Multivariate regression method. Nonparametric and robust statistics. Logistic regression. Bayesian estimates, Decision Trees. Modeling of stationary time series, ARIMA models, estimation of model parameters, selection of suitable model. Modeling of trend and time series. GARCH models. Data analysis using IBM SPSS, SAS, R, respectively Wolfram Mathematica. Working with real data - evaluation of questionnaires, or verification of economic, marketing and financial models based on real data.	
Recommended literature: 1. Berenson, M. L., Levine, D. M., Krehbiel, T.C.: Basic Business Statistics. Concepts and Applications. Pearson. 2012 2. Cipra, T.: Finanční ekonometrie. EkoPress, Praha, 2008 3. Damodar N.Gujarati: Basic Econometrics. McGraw-Hill International Edition, 2009 4. Newbold, P., Carlson, W., Thorne, B. M.: Statistics for Bussiness and Economics. Pearson, 2013	

5. Vercellis, C.: Business Intelligence: Data Mining and Optimization for Decision Making. John Wiley&Sons., 2009

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 71

A	ABS	B	C	D	E	FX
77,46	0,0	16,9	1,41	1,41	2,82	0,0

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

Last change: 15.04.2020

Approved by:

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/057P/09		Course title: Strategic Information Systems				
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 6						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers:						
Last change:						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/033P/09	Course title: Strategic Management
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: Evaluation in the exam period 100%	
Learning outcomes: Advancement of knowledge about strategy and strategic management development. Showing the specifics of strategic thinking and the possibilities of its development and application in strategy creation. View on strategic management as a process and methodological apparatus which provides theoretical background for each of its phases.	
Class syllabus: <ol style="list-style-type: none"> 1. Strategy as a critical factor of success of organizations 2. Strategic thinking of managers 3. Development of strategy theory, basic approaches and directions of theory development 4. Exploring factors of macroenvironment as a basis for strategy development 5. Exploring subjects of microenvironment and their action 6. Examination of the internal environment and position in the external environment 7. Analytical and synthetic techniques and the creation of competitive strategy 8. General strategy and portfolio analyses 9. Strategy implementation 10. Strategic control 11. Specifics of strategic management of organizations of different types and orientations 	
Recommended literature: HITT,M.A, IRELAND, R.D., HOSKISSON, R.E.: Strategic Management. Competitiveness and Globalization. Thompson, South-Western, 2005 THOMSON,J.L.: Strategic Management. Thompson. Fourth edition, London 2001 PAPULA, J. – PAPULOVÁ, Z.: Approaches to Strategy: Experiences of Slovak enterprises. Proceedings of Annual Paris Business and Social Science Research, Melbourne : World Business Institute, 2013 [online] PAPULOVÁ, Z.: The Significance of Vision and Mission Development for Enterprises in Slovak Republic. JOEBM 2014 Vol.2(1): 12-16 ISSN: 2301-3567 [online]	
Languages necessary to complete the course:	

Slovak, English						
Notes:						
Past grade distribution						
Total number of evaluated students: 19						
A	ABS	B	C	D	E	FX
94,74	0,0	5,26	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Jozef Papula, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/012P/09	Course title: Tax systems
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus: <ol style="list-style-type: none"> 1. History of taxation 2. History of tax system in SR 3. Characteristics of tax system in SR 4. Definition, concept, division and classification of taxes 5. Indirect taxes, VAT 6. Indirect taxes, consumption tax 7. System of tax administration 8. Goals of taxation, function of public finance 9. Tax principles, optimal taxation, tax justice 10. Tax influence on economic behaviour and decision-making of businesses 11. Tax harmonization in EU 	
Recommended literature: <ol style="list-style-type: none"> 1. Bojňanský, J. a kol.: Dane podnikateľských subjektov, 2010, VES SPU 2. Široký, J.: Dane v Európskej únii. 2.vyd. Linde Praha, a s. 2007. 3. Harumová, A. - Kubátová, K.: Dane podnikateľských subjektov. 1. vyd. Bratislava: Poradca podnikateľa, 2006 4. Zákon č. 511/1992 Zb. o správe daní a poplatkov a o zmenách v sústave územných finančných orgánov v znení neskorších predpisov 5. Zákon č. 222/2004 Z. z. o dani z pridanej hodnoty v znení neskorších predpisov 6. Zákony o spotrebných daniach v platnom znení. 	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 8						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. Ing. Jana Kajanová, PhD.						
Last change: 08.02.2018						
Approved by:						

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM/O3/11	Course title: dissertation Thesis Defence
Number of credits: 30	
Educational level: III.	
State exam syllabus:	
Last change:	
Approved by:	