

Course descriptions

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COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/044ME/20	Course title: Business Ethic for Personnel Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: To obtain an A grade it is necessary to obtain at least 91 points, to obtain a B grade at least 81 points, to a C grade at least 73 points, to a D grade at least 66 points and to an E grade at least 60 points. Evaluation in the exam period - written exam (100%). Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Students will learn to identify ethical issues in the field of human resource management and learn to address these issues at a professional level. Through the solution of case studies and ethical dilemmas, students will gain the ability to apply the acquired ethical knowledge in practice.	
Class syllabus: 1. Information on the content of the subject, the method of evaluation and the organization of teaching. Introduction to the study. 2. Corporate social responsibility in relation to employees and ethical principles in HRM. 3. Ethical dilemmas and decision-making process. 4. Human rights. Discrimination and sexual harassment in the work environment. 5. Ethical aspects of employee recruitment. 6. Ethics in pre-screening and selection of employees. 7. Ethical aspects in performance appraisal, feedback, career development and management. 8. Motivation and remuneration of employees from the perspective of ethics. 9. Mobbing and bossing. Ethical development of managers. 10. Code of ethics and whistleblowing. 11. Implementation of HRM functions in accordance with ethics - Good examples from the Slovak business practice. 12. Summary. Results of the continuous evaluation. Consultations for the exam.	
Recommended literature: REMIŠOVÁ, A. 2011. Etika a ekonomika. Bratislava: Kalligram (kapitoly 1, 4 – 8). REMIŠOVÁ, A. 2012. Etika a morálka. Bratislava: Sprint dva. LAŠÁKOVÁ, A. 2011. Etické princípy v manažmente ľudských zdrojov: Vymedzenie	

a praktická aplikácia. In: Aplikovaná etika a profesionálna prax. Banská Bystrica: Fakulta humanitných vied UMB, s. 73 - 80. Dostupné na: Aplikovaná etika a profesionálna prax. Banská Bystrica: Fakulta humanitných vied UMB. Dostupné na: https://www.researchgate.net/publication/281449045_Eticke_principy_v_manazmente_ludskych_zdrojov_Vymedzenie_a_prakticka_aplikacia

Languages necessary to complete the course:

English language

Notes:

Past grade distribution

Total number of evaluated students: 1

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

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

Last change: 15.10.2020

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMn/078ME/20				Course title: Business Ethic for Personnel Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 12 / 12 per level/semester: 168 / 168 Form of the course: combined							
Number of credits: 3							
Recommended semester: 2., 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 27							
A	ABS	B	C	D	E	FX	M
25,93	0,0	33,33	14,81	18,52	7,41	0,0	0,0
Lecturers: prof. PhDr. Anna Remišová, CSc., prof. Mgr. Anna Lašáková, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/043ME/00	Course title: Business Ethics
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Exam: Written. In the exam period according to the Schedule of the FM CU in Bratislava. Max. amount of points from the exam is 100. For the „A“ evaluation 91 points at least are needed, for the „B“ evaluation 81 points at least are needed, for the „C“ evaluation 73 points at least are needed, for the „D“ evaluation 66 points at least are needed, for the „E“ evaluation 60 points at least are needed. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Students will get familiar with business ethics as an academic discipline. They will acquire the theory of business ethics and learn how to implement new knowledge through case studies and solution of ethical-economic dilemmas. Simultaneously they will gain skills and techniques related to the successful implementation of business ethics into practice.	
Class syllabus: 1. Introduction to the study. 2. The essence of business ethics. Profit versus ethics - Origin, essence, subject of business ethics - Economic and ethical rationality - Profit versus ethics - Different levels of ethical and economic intersection 3. Professional ethics of a manager - Manager as a profession - Managerial oath. Integrity of the manager. - Basic ethical principles of a manager. 4. Ethics. Ethics and morality. Main ethical principles. Ethical principles: honesty, sincerity, responsibility, justice, duty. - Ethics as a part of managerial decision-making - What is ethics. Ethics and morality. Ethics and law. - Main ethical principles: duty, responsibility, justice, human rights (+ honesty, tolerance) 5. Corporate social responsibility - The essence of the concept of corporate social responsibility	

- Stakeholder theory
- Forms of corporate social responsibility
- The essence of the UN Global Compact initiative
- The essence of the Sustainable Development Program
- 6. Ethics in human resource management
 - Ethical issues in individual HRM functions
 - Ethical issues in labor relations - discrimination
 - Ethical aspects in interpersonal relationships in the workplace - sexual harassment, mobbing, bossing. Analysis of the causes of their origin.
- 7. Ethics in services
 - The essence of ethics in services
 - Stakeholder theory: The relationship with the consumer and the client
 - Dynamics of the relationship between ethics and etiquette in employee behavior in services
- 8. Ethical aspects of corruption. Whistleblowing
 - The nature and types of corruption
 - Ethical measures to fight corruption
 - Link: Corruption and whistleblowing
- 9. Key ethical issues in my specialization
 - Basic ethical issues in the field of financial management
 - Basic ethical problems in the field of marketing
 - Basic ethical issues in entrepreneurship
 - Basic ethical issues in the field of strategic management
 - Basic ethical issues in the IT field
- 10. Institutionalization of ethics. Ethics and compliance program. Code of ethics
 - Ethics program and compliance program
 - Basic forms of institutionalization of ethics
 - The meaning of the code of ethics
- 11. How the ethics and compliance program works in a particular organization - examples from practice.
- 12. Creation of an ethics program of the Faculty of Management, Comenius University in Bratislava
 - Group work: Students will design the Ethical Program of FM CU in Bratislava.
- 13. Final seminar
 - Final evaluation of students' work during the semester and seminars
 - Consultations for the exam

Recommended literature:

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

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution							
Total number of evaluated students: 131							
A	ABS	B	C	D	E	FX	M
48,09	0,0	25,19	16,79	6,87	2,29	0,76	0,0
Lecturers: Mgr. Zuzana Kirchmayer, PhD., prof. PhDr. Anna Remišová, CSc., prof. Mgr. Anna Lašáková, PhD.							
Last change: 16.09.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/045ME/17	Course title: Business Ethics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Exam: Written. In the exam period according to the Schedule of the FM CU in Bratislava. Max. amount of points from the exam is 100. For the „A“ evaluation 91 points at least are needed, for the „B“ evaluation 81 points at least are needed, for the „C“ evaluation 73 points at least are needed, for the „D“ evaluation 66 points at least are needed, for the „E“ evaluation 60 points at least are needed. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Students will get familiar with business ethics as an academic discipline. They will acquire the theory of business ethics and learn how to implement new knowledge through case studies and solution of ethical-economic dilemmas. Simultaneously they will gain skills and techniques related to the successful implementation of business ethics into practice.	
Class syllabus: 1. Introduction to the study 2. The essence of business ethics. Profit versus ethics - Origin, essence, subject of business ethics - Economic and ethical rationality - Profit versus ethics - Different levels of ethical and economic intersection 3. Professional ethics of a manager - Manager as a profession - Managerial oath. Integrity of the manager - Basic ethical principles of a manager 4. Ethics. Ethics and morality. Main ethical principles. Ethical principles: honesty, sincerity, responsibility, justice, duty - Ethics as a part of managerial decision-making - What is ethics. Ethics and morality. Ethics and law - Main ethical principles: duty, responsibility, justice, human rights (+ honesty, tolerance) 5. Corporate social responsibility - The essence of the concept of corporate social responsibility	

- Stakeholder theory
- Forms of corporate social responsibility
- The essence of the UN Global Compact initiative
- The essence of the Sustainable Development Program
- 6. Ethics in human resource management
 - Ethical issues in individual HRM functions
 - Ethical issues in labor relations - discrimination
 - Ethical aspects in interpersonal relationships in the workplace - sexual harassment, mobbing, bossing. Analysis of the causes of their origin.
- 7. Ethics in services
 - The essence of ethics in services
 - Stakeholder theory: The relationship with the consumer and the client
 - Dynamics of the relationship between ethics and etiquette in employee behavior in services
- 8. Ethical aspects of corruption
 - The nature and types of corruption
 - Ethical measures to fight corruption
- 9. Whistleblowing
 - Link: Corruption and whistleblowing
 - Requirements for functioning of channels for reporting unethical activities in the company
- 10. Institutionalization of ethics
 - Ethics program and compliance program
 - Basic components of institutionalization of ethics in the company
- 11. Code of Ethics
 - The meaning and functions of the code of ethics
 - Creation of a code of ethics
- 12. How ethics and compliance program works - examples from practice. Best practices in implementing ethics into the company

Recommended literature:

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

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 462

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

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

Last change: 25.09.2020

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/310ME/19				Course title: Business Intelligence			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 6.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 15							
A	ABS	B	C	D	E	FX	M
46,67	0,0	33,33	13,33	0,0	0,0	6,67	0,0
Lecturers: RNDr. Zuzana Kovačičová, PhD.							
Last change: 03.03.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/008ME/20	Course title: Communication in Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 3., 5.	
Educational level: II.	
Prerequisites:	
Course requirements: A - at least 91% , B - at least 81%, C - at least 73%, D - at least 66% , E - at least 60%. Scale of assessment (preliminary/final): 20/80	
Learning outcomes: The business world needs competent communicators. This course will teach students how to understand the fundamentals of successful business communication, how to make good presentations; and to deal with cross-cultural communication issues and problems, how to prepare effective meetings.	
Class syllabus: Introduction Communication in organizations - type, tools.. Barriers of effective communication in organizations Interpersonal communication and active listening Interview Assertiveness in interpersonal interaction Intercultural differences Presentation skills Effective negotiations and meetings.	
Recommended literature: Sulíková, R.: Psychológia pre manažérov.Kartprint. Bratislava, 2012. Thill, J. V., Boveé, C. L.: Business Communication Essentials. Pearson. New Yersey, 2012. Novák, T., Capponi, V: Aserktivně do života. Grada , 2004. Khelerová, V.: Komunikační a obchodní dovednosti manažéra. Grada. Praha, 1999. Whetten, D. A., Cameron, K. S.: Developing management skills. Adison -Wesley Educational Publishers Inc. New York, 1998.	
Languages necessary to complete the course: Slovak and English	
Notes:	

Past grade distribution							
Total number of evaluated students: 51							
A	ABS	B	C	D	E	FX	M
58,82	0,0	9,8	13,73	5,88	7,84	3,92	0,0
Lecturers: doc. PhDr. Rozália Sulíková, PhD., doc. PhDr. Eva Smolková, CSc.							
Last change: 15.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/339ME/19				Course title: Communication within Enterprise Environment			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3., 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 45							
A	ABS	B	C	D	E	FX	M
77,78	0,0	20,0	2,22	0,0	0,0	0,0	0,0
Lecturers: Mgr. Andrea Studeničová, doc. Ing. Jaroslava Kniežová, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMn/059ME/20				Course title: Compensation Systems			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 1., 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 30							
A	ABS	B	C	D	E	FX	M
16,67	0,0	26,67	20,0	20,0	13,33	3,33	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD., Mgr. Zuzana Kirchmayer, PhD.							
Last change: 15.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/051ME/19	Course title: Computer Networks Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 6.	
Educational level: II.	
Prerequisites:	
Course requirements: The assessment of the subject is in accordance with the FM UK Study Regulations. Evaluation is aimed at assessing the skills and work habits of students, which are assessed on the basis of OCTO in ACVA phases: Objective 25% Complexity 25% Team work 25% Outputs 25% Together, max. 100 points/semester, where the following points can be obtained in the individual AKVA phases: Analytical - 20 points, Conceptual - 20 points, Verification - 20 points, Argumentative - 40 point Scale of assessment (preliminary/final): 100/0	
Learning outcomes: By completing the subject, the student will acquire skills in the field of computer network management using the subject of the software available to the faculty will acquire deeper theoretical knowledge of computing network management systems and individual network elements. The education is in alternate form divided into 4 phases AKVA - Analytical (2-4 weeks), Conceptual (2-4 weeks), Verification (1-3 weeks), Argumentative (1-3 weeks).	
Class syllabus: 1. Comparing Windows Servers 2. Install the Windows Server 3. Configure Windows Server 4. Install the Ubuntu server and Free BSD 5. Configure the Ubuntu server and Free BSD 6. Compare Windows and Linux and Unix servers 7. Configure servers in Webmin environment 8. Setting server privileges in active directories (Quota, IIS server, FTP server)	
Recommended literature: Books:	

[1]. 1BRIAN SVIDERGOL, VLADIMIR MELOSKI, BYRON WRIGHT, SANTOS MARTINEZ, DOUG BASSETT, 2017. Mastering Windows Server 2016. Sybex ISBN ISBN: 978-1-119-40497-2.

[2]. KYLE RANKIN, BENJAMIN MAKO HILL, 2013. The Official Ubuntu Server. 3rd edition. B.m.: Pearson Education (US). ISBN ISBN13 9780133017533.

Internet:

[3]. <http://www.microsoft.com> – knowledge base Microsoftu

[4]. <http://www.ubuntu.com/server>

[5]. <http://www.freebsd.org/>

[6]. <http://webmin.com/>

Languages necessary to complete the course:

slovak language, english language

Notes:

Past grade distribution

Total number of evaluated students: 21

A	ABS	B	C	D	E	FX	M
76,19	0,0	9,52	9,52	0,0	0,0	4,76	0,0

Lecturers: Mgr. Vincent Karovič, PhD., prof. RNDr. Michal Greguš, PhD.

Last change: 13.09.2019

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/040ME/19				Course title: Consumer Behavior			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 25							
A	ABS	B	C	D	E	FX	M
48,0	0,0	36,0	4,0	0,0	0,0	8,0	4,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/229ME/19	Course title: Corporate Valuation
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: In the course of the semester, the student will be awarded a project of evaluation of the selected company, which will serve for the overall evaluation. In order to obtain an A rating, it is necessary to obtain a minimum of 91 points, to obtain a score B of at least 81 points, a C rating of at least 76 points, a D score of at least 66 points and an E score of at least 60 points.	
Learning outcomes: Learning outcomes: The seminar should provide students with basic knowledge of business valuation as they are implemented in practice. An essential part of effective management is the correct determination of the company's value. The course will provide students with insights into the basic processes of determining the value of the company from the initial analysis of financial statements and ratios to the understanding of the complex method of discounted cash flows. The course will provide students with answers to questions such as what the value of a company is and what basic parameters it affects; what techniques analysts use on the financial markets to determine whether a stock company's stock is overestimated or underestimated; what is the difference in understanding the value of the firm as a self-sustaining entity and potential acquisition target; how to compile a simplified valuation model for a listed company? Practical examples will be used for seminars to understand the issue. Bloomberg Professional Terminal will be used for seminars to quickly and efficiently gather and analyze information from both the financial and business environment. Upon successful completion of the course the student should understand the basic aspect of the company's valuation and should be able to perform an advanced financial analysis of the company. After completing the subject, the student should be prepared to work in the financial field as a financial adviser or financial analyst at positions requiring basic to advanced knowledge of corporate financial analysis and valuation.	
Class syllabus: Basic business valuation characteristics. 2. The legal minimum for business combinations in Slovakia. 3. Company valuation methods based on price multiples.	

4. Company valuation methods based on discounted cash flows. 5. Estimate of future cash flows of the company. 6. Determination of the weighted average cost of capital. 7. Company valuation methods based on discounted dividends. 8. Valuation of non-operating assets of the company. 9. Case Study - Valuation of a publicly traded company on the stock exchange. 10. Case Study - Valuation of a publicly traded company on the stock exchange. 11. Case Study - Valuation of a publicly traded company on the stock exchange. 12. Case Study - Valuation of a publicly traded company on the stock exchange							
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:							
Past grade distribution Total number of evaluated students: 24							
A	ABS	B	C	D	E	FX	M
33,33	0,0	20,83	20,83	8,33	0,0	16,67	0,0
Lecturers: Mgr. Martin Vozár, PhD.							
Last change: 12.07.2019							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/071ME/19				Course title: Creating, Marketing and Management of E-shop			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 49							
A	ABS	B	C	D	E	FX	M
95,92	0,0	4,08	0,0	0,0	0,0	0,0	0,0
Lecturers: Ing. Jaroslav Vojtechovský, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMn/100ME/19				Course title: Current Trends in Personnel Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 3., 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 32							
A	ABS	B	C	D	E	FX	M
43,75	0,0	21,88	12,5	12,5	6,25	3,13	0,0
Lecturers: prof. Ing. Ján Rudy, PhD., doc. Ing. Zdenko Stacho, PhD., doc. Ing. Katarína Stachová, PhD.							
Last change: 20.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/043ME/19				Course title: Customer Relationship Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 3., 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 20							
A	ABS	B	C	D	E	FX	M
60,0	0,0	15,0	5,0	0,0	15,0	5,0	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. JUDr. PhDr. Katarína Gubíniiová, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/120ME/19	Course title: Digital Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: 40 % interim evaluation, 60 % final evaluation - Interim evaluation: • active attendance, • semester project – application of theoretical knowledge on selected organization – 20%, • interim test or case study - 20%. - Final evaluation: • written exam - 60%. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: By completing the course, the students will gain a comprehensive base of information from the environment of digital marketing, understand its key concepts, including benefits and limitations. Furthermore, students will be able to work with the acquired knowledge in a digital environment.	
Class syllabus: 1. Comparison of traditional and digital marketing. 2. Digital marketing and its basic concepts. 3. Digital environment. 4. Digital marketing mix. 5. Specifics of customer behavior in a digital environment. 6. Digital marketing research and analytics. 7. Digital marketing communication. 8. Tools of digital marketing communication. 9. Measuring the effectiveness of digital marketing communication. 10. Digital marketing strategies. 11. GDPR and consumer protection in the digital environment. 12. New trends in digital marketing. 13. Marketing 4.0.	
Recommended literature: [1] DODSON, I. 2016. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Hoboken : John Wiley and Sons, 2016, 400 p. ISBN 978-11-192-6570-2 [2] HEINZE, A. – FLETCHER, G. – RASHID, T. – CRUZ, A. 2016. Digital and Social Media Marketing: A Results-Driven Approach. Abingdon : Routledge, 2016, 346 p. ISBN 978-11-389-1791-0 [3] CHAFFEY, D. – SMITH, Pr. 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. 5th Edition. Abingdon : Routledge, 2017, 690 p. ISBN 987-11-381-9170-9 [4] KIRBY, J. – MARSDEN, P. 2016. Connected Marketing. Abingdon : Routledge, 2016, 320 p. ISBN 978-11-381-5269-4 [5] KOLEKTÍV AUTOROV 2021. Uspejte v online. Čo najlepši marketéri vedie, robia a hlásajú. Bratislava: Performics Slovakia, 2021, 291 s. ISBN 978-80-973694-0-8 [6] KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I. 2017. Marketing 4.0. Hoboken : John Wiley and Sons, 2017,	

184 p. ISBN 987-11-193-4120-8 [7] LABSKÁ, H. a kol. 2014. Marketingová komunikácia. Bratislava : Ekonóm, 2014, 324 s. ISBN 978-80-225-3852-7 [8] SCOTT, D. M. 2017. The New Rules of Marketing & PR. How to Use Social Media, Online Video, Mobile Applications, Blogs, New Releases, and Viral Marketing to Reach Buyers Directly. 6th Edition. Hoboken : John Wiley and Sons, 2017, 448 p. ISBN 978-11-193-6241-8 [9] SPONDER, M. – KHAN, G. F. 2017. Digital Analytics for Marketing. Abingdon : Routledge, 2017, 310 p. ISBN 978-11-381-9068-9 [10] WRIGHT, T. – SNOOK, CH. J. 2016. Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience. Hoboken : John Wiley and Sons, 2016, 304 p. ISBN 978-11-192-9170-1 [11] Website of the Academic Library of Comenius University in Bratislava - external information sources and databases: <http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/>. [12] Additional sources will be continuously supplemented and updated (with regard to new and available sources).

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 82

A	ABS	B	C	D	E	FX	M
13,41	0,0	29,27	23,17	18,29	13,41	2,44	0,0

Lecturers: prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD.

Last change: 30.09.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/112ME/19				Course title: Digital Marketing Innovations			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 49							
A	ABS	B	C	D	E	FX	M
53,06	0,0	14,29	8,16	14,29	6,12	4,08	0,0
Lecturers: doc. JUDr. PhDr. Katarína Gubíniová, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/142ME/16			Course title: Diploma Thesis Project				
Educational activities: Type of activities: seminar / independent work Number of hours: per week: 12 / 12 per level/semester: 168 / 168 Form of the course: combined							
Number of credits: 3							
Recommended semester: 6.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 105							
A	ABS	B	C	D	E	FX	M
41,9	0,0	19,05	3,81	1,9	6,67	26,67	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA, prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Peter Gál, PhD., Mgr. Andrea Gažová, PhD., doc. PhDr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., doc. Mgr. Lucia Kohnová, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., Mgr. Martina Drahošová, PhD., prof. Ing. Ľubica Bajžíková, PhD., doc. PhDr. Lukáš Copuš, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., doc. Mgr. Emília Charfaoui, CSc., Mgr. Zuzana Kirchmayer, PhD., prof. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. PhDr. Helena Šajgalíková, PhD., doc. Ing. Daniela Špírková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. Ing. Daniela Zemanovičová, CSc., prof. Mgr. Peter Štarchoň, PhD., Ing. Viera Ölvecká, PhD., Mgr. Katarína Rentková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. František Olšavský, PhD., Mgr. Lucia Vilčeková, PhD., doc. RNDr. Mária Bohdalová, PhD., doc. JUDr. Ján Matlák, CSc., doc. Ing. Jaroslava Kniežová, PhD., Ing. Miloslav Chalupka, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Eleonóra Beňová, PhD., Mgr. Vincent Karovič, PhD., Mgr. Július Selecký, PhD., prof. RNDr. Michal Greguš, PhD., doc.							

JUDr. PhDr. Silvia Treľová, PhD., doc. Ing. Jana Kajanová, PhD., prof. RNDr. Darina Saxunová, PhD., doc. PhDr. Paulína Mihaľová, PhD., doc. Ing. Zuzana Stoličná, PhD., Mgr. Janka Kottulová, PhD., doc. Mgr. Petra Milošovičová, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Lucia Paškrťová, PhD., Mgr. Ján Smoleň, PhD., Mgr. Martin Vozár, PhD., doc. PhDr. Daniela Majerčáková, PhD., MBA, Ing. Martin Mravec, PhD., Ing. Lenka Ližbetinová, PhD., Mgr. Rita Szalai, PhD., PhDr. Gabriela Bérešová, PhD., MUDr. Ján Lakota, CSc., prof. RNDr. Ing. Ľudomír Šlahor, CSc.

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/141ME/19		Course title: Diploma Thesis Seminary II					
Educational activities: Type of activities: seminar / independent work Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 299							
A	ABS	B	C	D	E	FX	M
51,17	0,0	11,71	5,69	2,34	6,35	22,74	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD., doc. Mgr. Jana Fratričová, PhD., Mgr. Zuzana Kirchmayer, PhD., prof. PhDr. Anna Remišová, CSc., prof. Ing. Ján Rudy, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., prof. Mgr. Anna Lašáková, PhD., Mgr. Michaela Poláková, PhD., doc. Mgr. Emil Wojčák, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. Ing. Daniela Zemanovičová, CSc., prof. Ing. Anna Pilková, PhD., MBA, prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Peter Gál, PhD., Mgr. Andrea Gažová, PhD., doc. PhDr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., doc. Mgr. Lucia Kohnová, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., Mgr. Peter Mrázik, PhD., doc. PhDr. Lukáš Copuš, PhD., doc. PhDr. Helena Šajgalíková, PhD., Mgr. Július Selecký, PhD., Mgr. Martin Vozár, PhD., prof. RNDr. Darina Saxunová, PhD., prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD., Ing. Viera Ölvecká, PhD., Mgr. Lucia Paškrťová, PhD., Mgr. Katarína Rentková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., Mgr. Samuel Smolka, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. Eleonóra Beňová, PhD., Mgr. Janka Kottulová, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Ing. Miloslav Chalupka, PhD.,							

doc. JUDr. PhDr. Silvia Treľová, PhD., doc. JUDr. Ján Matlák, CSc., doc. PhDr. Paulína Mihaľová, PhD., Mgr. Vincent Karovič, PhD., doc. Ing. Jana Kajanová, PhD., doc. PhDr. René Pawera, PhD., Mgr. Mário Papík, PhD., Mgr. Lenka Procházková, PhD., doc. Ing. Jaroslava Kniežová, PhD., doc. Ing. Zuzana Stoličná, PhD., doc. RNDr. Michal Greguš, PhD., Ing. Vincent Karovič, PhD., doc. Ing. Iveta Stankovičová, PhD., prof. RNDr. Michal Greguš, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Lucia Kočišová, doc. Ing. Andrej Miklošík, PhD., doc. PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Petronela Klačanská, PhD., Ing. Vladimír Valach, PhD., CFA, MBA, doc. Mgr. Emília Charfaoui, CSc., Mgr. Magdaléna Musilová, PhD., LL.M., PhDr. Gabriela Bérešová, PhD.

Last change: 08.09.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM/100ME/20			Course title: Diploma Thesis Seminary III				
Educational activities: Type of activities: seminar / independent work Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 130							
A	ABS	B	C	D	E	FX	M
46,92	0,0	16,15	10,0	5,38	7,69	13,85	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD., Mgr. Eleonóra Beňová, PhD., PaedDr. Jarmila Brtková, PhD., Ing. Miloslav Chalupka, PhD., doc. PhDr. Lukáš Copuš, PhD., doc. Ing. Milan Fekete, PhD., doc. Mgr. Jana Fratričová, PhD., Ing. Robert Furda, PhD., Mgr. Andrea Gažová, PhD., Ing. Pavol Gono, prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. Peter Gál, PhD., doc. PhDr. Marian Holienka, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Janko Hraško, Ing. Martin Husár, Ing. Jaroslav Huľvej, PhD., doc. Ing. Jana Kajanová, PhD., Mgr. Vincent Karovič, PhD., Ing. Vincent Karovič, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Petronela Klačanská, PhD., doc. Ing. Jaroslava Kniežová, PhD., doc. Mgr. Lucia Kohnová, PhD., RNDr. Zuzana Kovačičová, PhD., Mgr. Martin Krajčík, prof. Ing. Natalia Kryvinska, PhD., Mgr. Tomáš Kuchár, PhD., Ing. Rastislav Kulháněk, PhD., prof. Mgr. Anna Lašáková, PhD., doc. Ing. Andrej Miklošík, PhD., Ing. Marián Mikolášik, Mgr. Juraj Mikuš, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Miloš Mrva, PhD., JUDr. Boris Mucha, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., PaedDr. Lenka Môcová, Mgr. František Olšavský, PhD., PhDr. Peter Ondris, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., prof. Ing. Jozef Papula, PhD., doc. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Mário Papík, PhD., Mgr. Lenka Papíková, PhD., doc. PhDr. René Pawera, PhD., Mgr. Lucia Paškrtová,							

PhD., Mgr. Emilie Perrin, doc. JUDr. PhDr. Tomáš Peráček, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Michaela Poláková, PhD., Mgr. Lenka Procházková, PhD., Mgr. Michal Páleník, PhD., prof. PhDr. Anna Remišová, CSc., Mgr. Katarína Rentková, PhD., prof. Ing. Ján Rudy, PhD., prof. RNDr. Darina Saxunová, PhD., Ing. Brigita Schmognerová, CSc., Mgr. Július Selecký, PhD., doc. PhDr. Eva Smolková, CSc., doc. PhDr. Paulína Mihal'ová, PhD., doc. Ing. Iveta Stankovičová, PhD., doc. Ing. Zuzana Stoličná, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Andrea Studeničová, doc. PhDr. Rozália Sulíková, PhD., Mgr. Rita Szalai, PhD., Mgr. Zuzana Tenglerová, doc. JUDr. PhDr. Silvia Treľová, PhD., PhDr. Peter Veselý, PhD., Mgr. Lucia Vilčeková, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Martin Vozár, PhD., Ing. Vladimír Vánik, Ing. Viera Őlvecká, PhD., Mgr. art. Ladislav Šipeky, prof. Ing. Dušan Šoltés, CSc., prof. Mgr. Peter Štarchoň, PhD., doc. PhDr. Daniela Majerčáková, PhD., MBA, prof. RNDr. Ing. Ľudomír Šlahor, CSc., doc. Ing. Mgr. Urban Kováč, PhD.

Last change: 08.09.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/096ME/17			Course title: E-business and E-marketing				
Educational activities: Type of activities: lecture / practicals Number of hours: per week: per level/semester: 24s / 24t Form of the course: combined							
Number of credits: 6							
Recommended semester: 1., 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 453							
A	ABS	B	C	D	E	FX	M
71,96	0,0	12,8	7,95	1,55	1,55	3,97	0,22
Lecturers: Mgr. Andrea Studeničová, prof. RNDr. Michal Greguš, PhD., Ing. Jaroslav Vojtechovský, PhD.							
Last change: 15.11.2018							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KEF/256ME/16				Course title: Economy Processes Modelling			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 620							
A	ABS	B	C	D	E	FX	M
26,29	0,0	12,26	20,32	16,29	15,32	9,52	0,0
Lecturers: doc. RNDr. Ján Pekár, PhD.							
Last change: 26.09.2019							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/047ME/20				Course title: Enterprise Communication Systems			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 3., 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 14							
A	ABS	B	C	D	E	FX	M
64,29	0,0	35,71	0,0	0,0	0,0	0,0	0,0
Lecturers: Ing. Miloslav Chalupka, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/046ME/20				Course title: Enterprise Information Systems			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 12 per level/semester: 12s / 168 Form of the course: combined							
Number of credits: 6							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 5							
A	ABS	B	C	D	E	FX	M
80,0	0,0	0,0	20,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Ivan Osvald							
Last change: 23.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/054ME/19	Course title: Ethical Hacking
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 3., 5.	
Educational level: II.	
Prerequisites:	
Course requirements: Online presentation on a selected topic. The student will present his / her exchange work created in MS Power point or another full-time device - online via MS Teams or another agreed platform. (30% of the following ratings) Interim evaluation for tasks or for effectiveness in class (10% of the following evaluations) The student will prepare a seminar paper in MS Word on a selected topic in agreement with the teacher. (60% of the following ratings) The date of the exam will be set during the online teaching in agreement with the students. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The aim of the course is to clarify the complexity and scope of the problem of securing data processing systems and providing information with emphasis on the role of the manager in the process of building and operating such systems. Upon successful completion, students will master the basics of IT security and will be able to test IS / ICT security in the company, apply the principles of IS / IT and information security in their managerial activities in positions within IT and outside IT and work in the field of information security management system in the company in various stages of information system life cycle development in all managerial positions.	
Class syllabus: 1 seminar: Introduction to ethical hacking, Basic concepts - Past, present and future in the field of computer security, Legislation, OWASP, Kali Linux, Penetration testing, Website security, Basic hacking techniques, Hardware vulnerabilities, Personnel security, Trends in security management, Social engineering, OWASP - Open Web Application Security Project 2 seminar: Demonstration of network monitoring, Practical example of server security penetration test, Presentation of students on a selected topic Topics of seminar papers: Ways to protect against Phishing WIFI network security	

Modern viruses cryptography OWASP Penetration testing Network monitoring Penetration testing techniques Distribution and testing methodologies Personal Data Protection Act Methods of protection against DDoS Ways to protect against Cross-site Scripting Botnet							
Recommended literature: [1.] Engebretson P.: The Basics of Hacking and Penetration Testing: Ethical Hacking and Penetration Testing Made Easy (Syngress Basics Series), 2011, ISBN-13: 978-1597496551 [2.] Scambray J., Liu V., Sima C. Hacking Exposed Web Applications, Third Edition, 2010, ISBN-13: 978-0071740647 [3.] Tipton, H F. -- Krause, M. Information security management [elektronický zdroj]: handbook. [S.l.]: Auerbach Publications, 2007. 978-1-4200-6045-4 [4.] Stallings, W.; Brown, L.: Computer Security, Principle and Practise, 2nd Edition, Prentice Hall, 2011, ISBN-10: 0132775069; [4.] Stallings, W.: "Cryptography and Network Security: Principles and Practice", 5th Edition. Prentice Hall, 2010, ISBN-10: 0-13-609704-9							
Languages necessary to complete the course: slovak language, english language							
Notes:							
Past grade distribution Total number of evaluated students: 14							
A	ABS	B	C	D	E	FX	M
42,86	0,0	42,86	14,29	0,0	0,0	0,0	0,0
Lecturers: Mgr. Vincent Karovič, PhD., PhDr. Peter Veselý, PhD.							
Last change: 16.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/258ME/16	Course title: Financial Accounting
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined	
Number of credits: 6	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Recommended prerequisites: Accounting I.-II.	
Course requirements: problems and case studies - 40% Final exam -60% Scale of assessment (preliminary/final): 40/60	
Learning outcomes: To enhance understanding of corporate financial accounting and the interpretation of its information with emphasis on selected topics of Financial Accounting within the course linked to Financial analysis and Reporting, The correct understanding of information contained in Financial Statements and Notes to the Financial Statements will be practised in case studies of real companies. The objective is to give students conceptual comprehension of US GAAP so that students will be able to understand the US GAAP's influence on reported information in financial statements and will become well-informed users of the information for decision making in finance and management area.	
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] 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] Stickney, Weil – Financial Accounting and Analysis – theory, analysis and interpretations, 13th edition, 2010

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 523

A	ABS	B	C	D	E	FX	M
6,31	0,0	12,43	16,06	22,94	23,9	18,16	0,19

Lecturers: prof. RNDr. Darina Saxunová, PhD.

Last change: 22.09.2019

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KEF/316ME/19				Course title: Financial Instruments of European Integration Processes			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 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. Darina Saxunová, PhD., Mgr. Katarína Rentková, PhD., Mgr. Janka Kottulová, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KEF/317ME/20				Course title: Financial Instruments of European Integration Processes			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 6.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 18							
A	ABS	B	C	D	E	FX	M
11,11	0,0	16,67	11,11	5,56	44,44	11,11	0,0
Lecturers: prof. RNDr. Darina Saxunová, PhD., Mgr. Katarína Rentková, PhD., Mgr. Janka Kottulová, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/255ME/16	Course title: Financial Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Scale of assessment (preliminary/final): 40/60%	
Learning outcomes: The subject deepens the knowledge of the Introduction to the financial management. The emphasis is put on the role of the financial manager in the decision making process about optimal capital structure of the business, on the yields and risks in the capital budgeting, on the chosen problems of management and control of individual components of short-term assets. It deals also with problems of financial investments and theory of stocks and bonds portfolio, financial derivatives and their role in the financial management of the company. It explains chosen problems of international financial management.	
Class syllabus: Brief Syllabus: Analysis of project's cash flows: factors, which influence project's cash flows, value of project's managerial option, evaluation of projects with different life cycles, optimal economic project life cycle, inflation influences on project's cash flows. Risk analysis and optimal capital budgeting: project's risk, sensitivity analysis and potential scenarios analysis, simulation Monte Carlo, decision trees, optimal capital budget, rationalization of capital. Long-term financial planning: formal financial statements – method of steady state ratio, formula for calculation of supplementary financial resources. Linear and nonlinear prognostic models, financial control system. Introduction into theory and practice of capital structures: business risks and influencing factors, financial risk, basic theories of capital structures, optimal capital structure. Dividend policy: theories of investor's preferences, residual dividend model, practical dividend policy and influencing factors. Sources of long-term financing: stock markets, organized bourses and OTC markets, transaction types on stock markets, advantages and disadvantages of common stocks, process of investment banking, bonds and their rating, advantages and disadvantages of financing from foreign sources, basic characteristic of leasing, advantages of leasing financing, preferred stocks – advantages and disadvantages, warrants, convertible bonds.	

Short-term assets management: working capital, alternative investment policies of financing short-term assets, working capital and economic added value. Management of finance in form of cash: cash cycle, resources and use of cash, cash budgeting. Management of inventories and management of accounts receivable: inventories and expenses for their holding, examples of inventory management systems, accounts receivable analysis, accounts receivable monitoring, financial and other analysis of customer, debt recovery, discount for customers, the change of payment conditions. Short-term financing: assets financing– aggressive and conservative approach, alternatives of current assets financing, resources of short-term financing, business loan and its costs. Short-term financing – common bank loans: techniques for loans, forms of loan securities, banking loans and their price, criteria for choice of bank. Short-term financing – bills of exchange, factoring: functions of bill of exchange, significant necessities of own and foreign bill of exchange, types of factoring, advantages and disadvantages of factoring. Cash conversion cycle: conversion cycle, Baumol's model, optimal cash transfer, simulation Monte Carlo and safety level for cash, cash budget. Estimation of optimal level of inventories: inventory pricing methods, optimal size of order, discount and sensitivity analysis.																							
Recommended literature: Komorník J., Majerčáková D., Husovská M. : Financial Management, Kartprint 2011 2. Brigham, E. F., Ehrhardt, M. C. : Financial Management, 13th Edition, Thomson, South-Western, 2005 3. Brealey, R. A., Myers, S. C. : Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003 4. Vlachynský, K., Král'ovič, J. : Financial Management, Elita, 2004																							
Languages necessary to complete the course: English																							
Notes:																							
Past grade distribution Total number of evaluated students: 640 <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th><th>M</th></tr> </thead> <tbody> <tr> <td>29,22</td><td>0,0</td><td>27,03</td><td>19,06</td><td>8,91</td><td>8,91</td><td>6,88</td><td>0,0</td></tr> </tbody> </table>								A	ABS	B	C	D	E	FX	M	29,22	0,0	27,03	19,06	8,91	8,91	6,88	0,0
A	ABS	B	C	D	E	FX	M																
29,22	0,0	27,03	19,06	8,91	8,91	6,88	0,0																
Lecturers: Mgr. Martin Vozár, PhD., Mgr. Ján Smoleň, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc.																							
Last change: 30.10.2019																							
Approved by:																							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/072ME/19	Course title: Financial Markets and Institutions
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Recommended prerequisites: Banking, Corporate Finance, Investment Banking	
Course requirements:	
Learning outcomes: The subject deals with the characteristics of individual securities of the money and capital market, their legal security and various transactions with them. It deals with the valuation and evaluation of the holdings of individual securities. It also explains the basic characteristics of the derivative market in relation to securities. The main institutions of the financial market (outside banks), such as management companies, pension funds, stock exchanges, securities traders, are also involved in the subject.	
Class syllabus: Financial system and its components. Financial intermediaries. Financial Market Instruments. Institutions in the financial market and their functions. New Trends in the Development of Financial Markets. Securities - characteristics, classification and legislation in our country. The problem of dematerialisation of securities and immobilisation. Financial crises. Mechanism of money market functioning. Interbank market and its forms. Treasury bills, the reasons for their issue, trading patterns. Types of auctions with ŠPP, repo deals with ŠPP. Change as the most common money market instrument. Legislative adjustment of the bill as a security. Deposit certificates as securities of commercial banks. Commercial papers of business entities. The capital market and its instruments. Bond market by issuer and yield. Government bonds - their issue - state debt. Rating as a sign of the credibility of the quality of the bond. Basic Criteria for Ratings - Economic, Political Risk. Obligations of territorial units. Corporate and bank bonds. Bonds and Market Risks in the Bond Market Action Market. Tribe, priority stocks. Stock indices. Fundamental analysis on equity markets. Macro-level analysis and factors affecting the stock market. Share valuation from Microanalysis. Technical analysis and its tools. Psychological analysis. The theory of bubbles in stock markets. Derivatives on financial markets. Forward and its essence. Futures and its specifics. Swaps on various financial assets. Options and option contracts. Trading on stock markets - Types of business, trading platforms and traders. Collective investment issues. Advantages and risks of	

diversification in collective investment. Collective Investment Securities - Investment Certificates and Units. Pension funds and their investment in the capital markets. Legislative conditions for collective investment in our country.							
Recommended literature: Chovancová, B. a kol. : Financial Market - Instruments, Transactions, Institutions, IURA Edition, Bratislava 2006 Kohout, P.: Investment Strategy for the Third Millennium, Grada, Prague 2008 Jílek, J.: Financial Markets and Investments, Grada, Prague 2008 Chovancová, B., Bačišin, V. : Collective Investment, IURA Edition, Bratislava 2005 Musílek, P. : Analysis of Securities, Grada, Prague 2004 Jílek, P. : Financial Markets, Grada, Prague 2002							
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
23,91	0,0	32,61	15,22	4,35	6,52	17,39	0,0
Lecturers: Mgr. Martin Vozár, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Katarína Rentková, PhD.							
Last change: 12.07.2019							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/073ME/19	Course title: Financial Markets and Institutions
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: The conditions for completing the course are: - attendance of lectures - elaboration of a presentation in a team - topic from the area of investment possibilities (20%) - elaboration of home assignments assigned during the semester (30%) - final exam (written test) (50%) The condition for passing the course is to provide at least 60%. Scale of assessment (preliminary/final): 50% of the evaluation is an activity during the semester, of which 20% is a presentation, 30% is homework assigned during the semester. 50% is the final written exam.	
Learning outcomes: The graduate will gain theoretical and practical knowledge and skills that can be applied in working in financial institutions and in the private business sector. After completing the course, the student will gain knowledge about the functioning of selected financial markets - especially the commodity market (precious metals market), insurance market, money market and capital market. The student will gain knowledge and skills in the field of stock market analysis.	
Class syllabus: 1. Financial system, financial markets and financial intermediaries. 2. Money market and its instruments. 3. Foreign exchange market and its functioning. FOREX. 4. Commodity market. 5. Capital market - Bond market and stock market. 6. Stock market analysis and its methods. 7. Sector and microeconomic analysis. 8. Technical analysis, Psychological analysis and speculative bubbles. 9. Collective investment. 10. Hedge funds. 11. Real estate funds. 12. Sovereign wealth funds.	

Recommended literature:							
Languages necessary to complete the course: Slovak, 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: Mgr. Katarína Rentková, PhD., Mgr. Martin Vozár, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc.							
Last change: 10.05.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/110ME/19				Course title: Google Marketing Tools			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 85							
A	ABS	B	C	D	E	FX	M
37,65	0,0	24,71	21,18	3,53	0,0	12,94	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD., doc. Ing. Andrej Miklošík, PhD.							
Last change: 30.09.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/011ME/19	Course title: Innovation Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 6	
Recommended semester: 3., 5.	
Educational level: II.	
Prerequisites:	
Course requirements: The evaluation consists of four parts: (1) active participation 10%, (2) written test during the semester 20%, (3) analysis of the selected example of innovation 20%, (4) exam in the examination period 50%. 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 will know management of the innovation process and the creation of mechanisms to support innovation in companies. The focus is on innovation of products and processes at strategic and operational levels of management. Students will gain knowledge about strategies, concepts and methods of innovation management, which are supplemented by current examples from practice.	
Class syllabus: 1. Definition, importance and types of innovation 2. Strategic innovation management 3. The open innovation strategy 4. Process and organization of innovation 5. Methods in the initial phase of the innovation process 6. Methods in the implementation phase of the innovation process 7. Selected aspects of service innovation	
Recommended literature: [1] TROTT, P. Innovation Management and New Product Development. 6th. ed. Harlow: Pearson Education, 2017. [2] TIDD, J., BESSANT, J., PAVITT, K. Řízení inovací: zavádění technologických tržních a organizačních změn. Brno: Computer Press, 2007. [3] BOROVSÝ, J., GÁL, P. Inovácie a transfer technológií. Bratislava: Eurounion, 2005. [4] KOŠTURIÁK, J., CHAL, J. Inovace: vaše konkurenční výhoda! Brno: Computer Press, 2008. [5] PITRA, Z. Management inovačních aktivit. Praha: Professional, 2006. [6] MOLNÁR, P., DUPAL, A. Manažment inovácií podniku: manažment výrobných inovácií v podniku. Bratislava: Ekonóm, 2005	

- [7] HIPPEL, E. v. Democratizing innovation. Cambridge: MIT Press, 2005.
- [8] BOUTELLIER, R., GASSMANN, O., ZEDTWITZ, M. v. Managing global innovation: uncovering the secrets of future competitiveness. 3rd ed. Berlin: Springer, 2008.
- [9] STERN, T., JABERG, H. Erfolgreiches Innovationsmanagement: Erfolgsfaktoren, Grundmuster, Fallbeispiele. 3. Aufl. Wiesbaden Gabler, 2007.
- [10] Presentations and materials distributed online during the semester.

Languages necessary to complete the course:

Slovak

Notes:

The course is taught online through MS Teams in the winter semester 2020/2021.

Access for the weekend form of study: team code rpq44fv, internet link <https://teams.microsoft.com/l/team/19%3a638e30fd89194fec813aaa7d2626a2b8%40thread.tacv2/conversations?groupId=62df7c8e-c1f0-4481-9e07-e1a33e01a619&tenantId=ce31478d-6e7a-4ce7-8670-a5b9d51884f9>.

Access for the evening form of study: tem code 8ycjf8t, internet link <https://teams.microsoft.com/l/team/19%3adb1301deb854aa0864ec166d8dd6c32%40thread.tacv2/conversations?groupId=2dc2bd15-0060-4296-8613-143605a89dfc&tenantId=ce31478d-6e7a-4ce7-8670-a5b9d51884f9>.

Past grade distribution

Total number of evaluated students: 23

A	ABS	B	C	D	E	FX	M
30,43	0,0	39,13	26,09	4,35	0,0	0,0	0,0

Lecturers: Ing. Jaroslav Hul'vej, PhD.

Last change: 17.10.2020

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/167ME/19	Course title: International Finance
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 6	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: In order to successfully complete the subject, active participation in lectures and exercises is required to the subject, participation in the continuous test, passing a presentation on a chosen theme and participation in the final exam. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): Criteria of the subject' s evaluation are following: Theseminar assessment consists of 30% of the subject including the presentation about selected topicfrom the syllabus (10%), individual work on lessons and case studies (10%) and midterm test(10%). The result of the final written examination is 70%, the test consisting of a 40% theoreticalpart and a case study and practical application of 30%.	
Learning outcomes: Graduates of International Finance will get the overview of practical issues related to the international business environment, financial institutions, markets and investment opportunities. By solving case studies considering topics of international organizations, currency exchange rates, stock exchanges, etc., they will also learn to use knowledge from the Bachelor's degree in practice. They will be able to think abstractly and analytically about the issues of international business, international finance, management, and related issues.	
Class syllabus: International Financial Environment. International companies, their creation, development and strategic goals. International monetary system, its historical development, its current state and prospects. Balance impact and exchange rates. Exchange rate parity conditions. International Monetary Markets. Spot, forward, option and swap market. Monetary risk measurement and management. Transactional, operational and accounting risk. Interest rate risk and interest rate swaps. Global capital cost and capital structure. Gathering debt and equity capital on international markets. Direct and portfolio international investment. Fund transfers within international companies. Managing active capital. Export and import financing. Performance evaluation of international company components. European Monetary Integration. Action Plan for EU Financial Markets. Regulatory framework for EU financial institutions.	

Recommended literature: Literatúra: Eiteman, D., K., Stonehill, A., I., Moffett, M., H.: Multinational Business Finance. Addison Wesley, 2001 Komorník, J. a kol. : Medzinárodné a európske financie. FM UK Bratislava, 1998							
Languages necessary to complete the course: English							
Notes:							
Past grade distribution Total number of evaluated students: 38							
A	ABS	B	C	D	E	FX	M
28,95	0,0	28,95	15,79	15,79	2,63	7,89	0,0
Lecturers: Mgr. Martin Vozár, PhD.							
Last change: 02.10.2019							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/023ME/17	Course title: International Human Resource Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 24 / 24 per level/semester: 336 / 336 Form of the course: combined	
Number of credits: 6	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: Preliminary Assessment: Academic paper (50%) Final Assessment: Written Exam (50%) Scale of assessment (preliminary/final): 50/50	
Learning outcomes: Students familiarize with the major of human resource management (HRM) functions within the supranational companies, with the focus on different apprehension of the employment relations in selected countries.	
Class syllabus: Introduction to European HRM Industrial Relations in Europe Employee Participation and Work Councils Flexible Forms of Work Organization HRM in Selected Countries (Germany, Great Britain, France, Italy. Middle Europe: Czech Republic, Slovakia, Slovenia, Hungary, Poland. Asia: selected country) and their comparison Student presentations.	
Recommended literature: Bajžíková, Ľ. - Búciová, Z. 2012. Medzinárodný manažment ľudských zdrojov. UK. Scholz Ch. – Böhm, H.: Human Resource Management in Europe (Comparative analysis and contextual understanding). Routledge. 2008. Hollinshead, G. – Leat, M.: Human Resource Management (an international and comparative perspective on the employment relationship). Pitman Publishing. 1994. Kirkbride, P.S.: Human Resource Management in Europe (perspectives for the 1990's). Routledge. 1994. Sparrow, P. – Hiltrop, J.M. European Human Resource Management in Transition. Prentice Hall. 1994. Journal of HRM, Bratislava, Faculty of Management, Slovakia 2008-2018..	
Languages necessary to complete the course:	

Slovak							
Notes:							
Past grade distribution							
Total number of evaluated students: 313							
A	ABS	B	C	D	E	FX	M
29,07	0,0	21,09	19,17	12,14	14,06	4,47	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD., Mgr. Zuzana Kirchmayer, PhD.							
Last change: 02.02.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/031ME/17				Course title: International Marketing			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 308							
A	ABS	B	C	D	E	FX	M
12,01	0,0	19,16	26,3	18,18	16,88	7,14	0,32
Lecturers: prof. Mgr. Peter Štarchoň, PhD.							
Last change: 12.11.2018							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/031ME/20				Course title: International Marketing			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3., 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 1							
A	ABS	B	C	D	E	FX	M
0,0	0,0	0,0	0,0	100,0	0,0	0,0	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD.							
Last change: 15.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/058ME/19				Course title: Intrapreneurship			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 6.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 60							
A	ABS	B	C	D	E	FX	M
18,33	0,0	20,0	15,0	11,67	1,67	33,33	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA, Mgr. Juraj Mikuš, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/259ME/16	Course title: Investment Analysis
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 6	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: 50 %, 50%	
Learning outcomes: The aim of the subject is to deepen student's knowledge about financial markets, its problems and risks, as well as about some products, which are tradeable at those markets. The purpose of the course is also familiarization of basic methods and techniques of investing to stocks and bonds	
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 derivatives and hedging of risks: basic types of financial derivatives, standardization of financial derivatives, long- and short- position, term-contracts pricing, hedging of open positions, risk factors, examples of complicated hedging techniques, option parity, replication of option position, option pricing methods, riskless arbitrage, dynamic data-hedging, sensitivity parameters, interest and currency swap. Duration and immunization: yield curves and interest structures, Macaulay duration, present value effect and reinvesting effect while investing to bonds, modified duration, effective duration and key-rate duration, immunization of open bond positions.	
Recommended literature: Literatúra: 1. Komorník J., Majerčáková D., Husovská M.: Finančný manažment, Kartprint 2011	

2. Brigham, E. F., Ehrhardt, M. C.: Financial Management, 13th Edition, Thomson, South-Western, 2005
 3. Z.S.Blaža, I.Jindřichovská: „Opce, swapy, futures – deriváty finančního trhu“, 2. vydání, Management Press, Praha 1997, ISBN: 80-85943-29-8
 4. Prednáška „Investičné analýzy“
- Odporúčaná:
 Brealey, R. A., Myers, S. C.: Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 329

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

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

Last change: 30.10.2019

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/011ME/19	Course title: Leadership
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 5.	
Educational level: II.	
Prerequisites:	
Course requirements: Evaluation: Final written test. Scale of assessment (preliminary/final): 0/100 Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The whole course is based on connecting theory with practice. The basic teaching method is self-reflection of course participants. Each adopted theory and model / concept of leadership is explained through the active involvement of students in problem solving, short case studies, personality tests and the completion of various diagnostic tools that are used in business practice. The aim of the course is to provide students with new, current knowledge in the field of leadership, to clarify the meaning and impact of leadership behavior and to build competencies that are associated with effective leadership of subordinates. To incorporate new knowledge through the solution of case studies and active self-reflection and self-evaluation.	
Class syllabus: 1. Introduction - Anatomy of the process of leading people. What means "effective" leadership. Motivation to become a leader. 2. Who is a good leader? Personality traits of effective leaders. 3. How does a good leader behave? The Managerial grid. 4. Which leadership style is optimal? Situational leadership. 5. How to lead a team? Leader orientation on task management and team relationship management (The Team leadership). 6. How to inspire people? Charismatic and transformational leadership styles. 7. How to establish ethics in the workplace? Values-oriented and ethical leadership. Portraiture of values. 8. Who is a "corporate psychopath"? The dark side of leaders. 9. How to resolve interpersonal conflicts in the workplace? 10. The bond of trust: How to build trust with subordinates? How to delegate tasks? 11. What type of leader are you? What are your strengths and what can be done to eliminate your weaknesses.	

12. Summary.							
Recommended literature: Lašáková, A. (2013). Vedenie ľudí. In Rudy, J. et al.: Organizačné správanie. Bratislava: UK v Bratislave, s. 126 - 146. Remišová, A., Lašáková, A., Rudy, J., Sulíková, R., Kirchmayer, Z., Fratričová, J. (2015). Etické vedenie ľudí v slovenskom podnikateľskom prostredí. Bratislava: Wolters Kluwer. DuBrin, Andrew (2013). Principles of Leadership. 7th ed. Mason, South-Western Cengage Learning. Yukl, Gary (2013). Leadership in Organizations. 8th ed. Essex, Pearson Education Limited. Lašáková, A., Remišová, A. (2015). Unethical Leadership: Current Theoretical Trends and Conceptualization. In Procedia Economics and Finance, vol. 34, Elsevier, s. 319 - 328. Dostupné na: http://www.sciencedirect.com/science/article/pii/S2212567115016366 Lašáková, A., Remišová, A., Kirchmayer, Z. (2016). Are Managers in Slovakia Ethical Leaders? Key Findings on the Level of Ethical Leadership in the Slovak Business Environment. Available at: https://pp.bme.hu/so/article/view/9758							
Languages necessary to complete the course: Slovak and English language							
Notes:							
Past grade distribution Total number of evaluated students: 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. Mgr. Anna Lašáková, PhD.							
Last change: 16.09.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/011ME/10	Course title: Leadership
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Evaluation: Final written test. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The whole course is based on connecting theory with practice. The basic teaching method is selfreflection of course participants. Each adopted theory and model / concept of leadership is explained through the active involvement of students in problem solving, short case studies, personality tests and the completion of various diagnostic tools that are used in business practice. The aim of the course is to provide students with new, current knowledge in the field of leadership, to clarify the meaning and impact of leadership behavior and to build competencies that are associated with effective leadership of subordinates. To incorporate new knowledge through the solution of case studies and active self-reflection and self-evaluation.	
Class syllabus: 1. Introduction - Anatomy of the process of leading people. What means "effective" leadership. Motivation to become a leader. 2. Who is a good leader? Personality traits of effective leaders. 3. How does a good leader behave? The Managerial grid. 4. Which leadership style is optimal? Situational leadership. 5. How to lead a team? Leader orientation on task management and team relationship management (The Team leadership). 6. How to inspire people? Charismatic and transformational leadership styles. 7. How to establish ethics in the workplace? Values-oriented and ethical leadership. Portraiture of values. 8. Who is a "corporate psychopath"? The dark side of leaders. 9. How to resolve interpersonal conflicts in the workplace? 10. The bond of trust: How to build trust with subordinates? How to delegate tasks? 11. What type of leader are you? What are your strengths and what can be done to eliminate your weaknesses.	

12. Summary.							
Recommended literature: Lašáková, A. (2013). Vedenie ľudí. In Rudy, J. et al.: Organizačné správanie. Bratislava: UK v Bratislave, s. 126 - 146. Remišová, A., Lašáková, A., Rudy, J., Sulíková, R., Kirchmayer, Z., Fratričová, J. (2015). Etické vedenie ľudí v slovenskom podnikateľskom prostredí. Bratislava: Wolters Kluwer. DuBrin, Andrew (2013). Principles of Leadership. 7th ed. Mason, South-Western Cengage Learning. Yukl, Gary (2013). Leadership in Organizations. 8th ed. Essex, Pearson Education Limited. Lašáková, A., Remišová, A. (2015). Unethical Leadership: Current Theoretical Trends and Conceptualization. In Procedia Economics and Finance, vol. 34, Elsevier, s. 319 - 328. Dostupné na: http://www.sciencedirect.com/science/article/pii/S2212567115016366 Lašáková, A., Remišová, A., Kirchmayer, Z. (2016). Are Managers in Slovakia Ethical Leaders? Key Findings on the Level of Ethical Leadership in the Slovak Business Environment. Available at: https://pp.bme.hu/so/article/view/9758							
Languages necessary to complete the course: Slovak and English language							
Notes:							
Past grade distribution Total number of evaluated students: 509							
A	ABS	B	C	D	E	FX	M
33,01	0,0	32,61	19,06	8,45	5,89	0,98	0,0
Lecturers: prof. Mgr. Anna Lašáková, PhD.							
Last change: 16.09.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/033ME/17				Course title: Management Information Systems			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 610							
A	ABS	B	C	D	E	FX	M
33,61	0,0	16,56	11,97	8,03	23,44	6,39	0,0
Lecturers: doc. Ing. Jaroslava Kniežová, PhD., prof. RNDr. Michal Greguš, PhD., Ing. Vincent Karovič, PhD.							
Last change: 27.03.2019							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/019ME/20	Course title: Management in Global Environment
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: 60% case study, 40% test. 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): 60/40	
Learning outcomes: The course supports students' ability to analyse and understand changes in the business environment as a result of processes of globalisation and presents stories of managers who succeed in the global business. Good understanding of specificities of management in a global environment, particularly in the European Union, are among key competencies of graduates. Case studies develop analytical skills of students and allow them to know the concrete examples of successful global firms and understand what are the key success factors for doing business in a global environment.	
Class syllabus: Globalisation and global environment, impacts and risk of globalisation. Impact of international and regional organisations on the business environment. Analysis of company resources when entering international business. Analyses of environment for global business. Forms of entry on foreign markets, advantages/disadvantages. Equity and non-equity models. Strategic aspects of foreign markets entry. Competition rules in the global business. International human resource management. Cultural and behavioural aspects of global management.	
Recommended literature: PENG, M., MEYER, K.: International Business, Cengage Learning EMEA, London, 2011.	
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
60,61	0,0	24,24	12,12	0,0	0,0	3,03	0,0
Lecturers: doc. Ing. Daniela Zemanovičová, CSc., prof. Ing. Ľubica Bajžíková, PhD., Mgr. Juliet Horváthová Suleimanová, PhD.							
Last change: 18.08.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/257ME/16	Course title: Managerial Accounting
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Recommended prerequisites: Cost Accounting	
Course requirements: Project - Calculation - 40% Scale of assessment (preliminary/final): 40/60%	
Learning outcomes: The aim of the subject is to focus on the use of accounting information for the application of more advantageous variants of production and sales volumes through cost calculations, cost recovery, decision-making on opportunity costs, pricing and pricing, and variants of budgets.	
Class syllabus: 1. Definition of Managerial Accounting 2. Categorization of costs, cost behavior. Relevant and irrelevant costs from the point of view of managerial decision-making. 3. CVP analysis, Reversal point, Safety band, operating lever, financial lever. 4. Model of variable and full cost 5. Cost calculation - standard / standard cost method. Implementation of the standard method, determination of standards / standards /, basic calculation, identification of causes of changes in standards, deviations from standards and detection of results. calculation. Viewing Standard Method Information in Accounting 6. Cost Calculation - Traditional and ABC Calculation. 7. Derogations in real and planned costs, their depiction in internal accounting, analysis of their occurrence 8. Budget, preparation of the main financial budget in the production enterprise. Types of budgets. The main goals of the plan and budget system at the level of the enterprise as a whole, the budgets of the results, the balance sheet and the cash flows. Long-term budget fin. resources, implementation budget and operational budgets. Applying a flexible budget at different capacities 9. Responsible Accounting. Revenue from accountable centers. Types, content, and features of internal pricing. Intra-company result of the economy 10. Prices. Selected pricing issues. Pricing based on cost-based, demand-driven and competitive-based pricing. Calculation of the price surcharge 11. Types and characteristics of some types of prices, their application. Transfer pricing, pricing and pricing 12. Balanced Score Card	
Recommended literature:	

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

Languages necessary to complete the course:

English

Notes:**Past grade distribution**

Total number of evaluated students: 627

A	ABS	B	C	D	E	FX	M
7,97	0,0	14,35	17,38	18,82	29,35	11,96	0,16

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

Last change: 01.09.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/009ME/17				Course title: Managerial Decision-Making			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 6.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 345							
A	ABS	B	C	D	E	FX	M
11,3	0,0	15,07	20,87	15,07	26,67	11,01	0,0
Lecturers: prof. Ing. Jozef Papula, PhD., Mgr. Peter Gál, PhD.							
Last change: 12.02.2018							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KKM/024ME/20				Course title: Managerial Statistics			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 3							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 38							
A	ABS	B	C	D	E	FX	M
7,89	0,0	15,79	34,21	21,05	15,79	5,26	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Peter Pšenák, PhD.							
Last change: 28.10.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/042ME/17				Course title: Marketing Applications			
Educational activities: Type of activities: seminar / independent work Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 2., 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 43							
A	ABS	B	C	D	E	FX	M
34,88	0,0	30,23	16,28	2,33	4,65	11,63	0,0
Lecturers: doc. Ing. Mgr. Ľubomíra Strážovská, PhD.							
Last change: 18.09.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/042ME/20				Course title: Marketing Applications			
Educational activities: Type of activities: seminar / independent work Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 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. Mgr. Ľubomíra Strážovská, PhD.							
Last change: 15.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/017ME/17				Course title: Marketing Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 1.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 656							
A	ABS	B	C	D	E	FX	M
4,88	0,0	14,02	22,41	21,65	24,7	12,35	0,0
Lecturers: doc. JUDr. PhDr. Katarína Gubíniiová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/050ME/19	Course title: Marketing Research
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 6	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Recommended prerequisites: Marketing management	
Course requirements: 40 % research project. Evaluation will be based on the quality level of the research project. The project consists of 3 topics in current marketing research. 60 % final test. Final test will be composed as combination of open and closed questions from lectures and project. Exam is written in form of online test using the selected application (MS Forms). Electronic communication and method of distribution of study materials is carried out by MS Teams application. Semester project is handed out without the possibility of additional adjustments and additional exchanges. The project is developed by students independently. Semester project is complexly evaluated in terms of its quality. Semester project must be prepared and submitted at least to date of final exam. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After completing the course students will be able to analyze and interpret data that are used in marketing practice. They will obtain the ability and skills required to work in managerial and professional positions using the information in the context of marketing management. Students will be eligible to solve complex problems related to research and they will be able to analyze the market and customers.	
Class syllabus: 1. The role of marketing research in the management of marketing activities - an introduction to the issue. 2. Marketing research process. 3. Typology of marketing research. 4. Survey in marketing research. 5. Observation in marketing research. 6. Experimental design in marketing research.	

7. Sampling.
8. Panel and omnibus research.
9. Data analysis - descriptive analysis. One-dimensional, two-dimensional and multidimensional descriptive analysis.
10. Hypothesis testing.
11. Data analysis - advanced analysis: regression analysis, correlation coefficient, factor analysis.
12. Data analysis - advanced analysis: structural equation modeling, cluster analysis and conjoint analysis.
13. Tendencies in the development of marketing research.

Recommended literature:

- [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., 2010. Marketing Research. Methodological Foundations. South-Western, Cengage Learning, 2010. 604 p. ISBN 0-538-74377-8.
- [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.

With regard to new and available resources, supplementary literature will be updated on a continuous basis.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 43

A	ABS	B	C	D	E	FX	M
25,58	0,0	18,6	13,95	18,6	6,98	16,28	0,0

Lecturers: Mgr. František Olšavský, PhD.

Last change: 01.10.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/063ME/19				Course title: New Venture Strategy and Financing			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 6.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 29							
A	ABS	B	C	D	E	FX	M
6,9	0,0	20,69	6,9	3,45	44,83	17,24	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA, doc. PhDr. Marian Holienka, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/055ME/19				Course title: Online Business - Case Studies			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 78							
A	ABS	B	C	D	E	FX	M
88,46	0,0	6,41	1,28	0,0	1,28	2,56	0,0
Lecturers: Ing. Jaroslav Vojtechovský, PhD., Ing. Miloslav Chalupka, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KEF/315ME/19				Course title: Operational Planning and Cash Flow Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 21							
A	ABS	B	C	D	E	FX	M
47,62	0,0	14,29	0,0	19,05	0,0	19,05	0,0
Lecturers: Mgr. Martin Vozár, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMn/038ME/20				Course title: Organization Cultures (European Features)			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 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. PhDr. Lukáš Copuš, PhD.							
Last change: 25.08.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMn/049ME/20				Course title: Organization Cultures (European Features)			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 29							
A	ABS	B	C	D	E	FX	M
17,24	0,0	41,38	20,69	10,34	6,9	3,45	0,0
Lecturers: doc. PhDr. Lukáš Copuš, PhD.							
Last change: 25.08.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/040ME/17	Course title: Organizational Behavior
Educational activities: Type of activities: lecture / practicals Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: 20 % – case study preparation and presentation, 30 % - midterm written exam, 50 % – oral exam. Grade A requires 91 % (minimum), B 81 %, C 73 %, D 66 %, and grade E requires 60% at minimum. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The course covers specific content areas of Organizational Behavior (OB) and is designed for graduate students in the field of Management. OB as a contemporary approach to management is a course designed to introduce graduate students to the theories, concepts, and practical applications of research in the field. The course helps to develop the skills necessary to solve specific problems of OB faced by organizations.	
Class syllabus: • Introduction, The Nature of Organizations, Trends in the New Workplace, The Nature of Managerial Work, Managerial Skills, Management Lessons from Abroad – Japanese Management. • Individual Behavior and Performance, Basic Attributes of Individuals, Values, Attitudes, and the Perceptual Process. • Motivation Theories, Learning, Reinforcement, Self-Management, Job Design • Groups in Organizations, Group Effectiveness, Group Dynamics, Group Norms, Teamwork. • Managing Organizations: Organizational Design for Strategic Competency, Basic Elements of Organizational Structures, Organizational Design Concepts (Options). • Management and Chaos Theory, The New Organization • Managing Change in Organizations, Managers as Change Agents, Change Strategies, Resistance to Change, Crisis of Change, Dynamics of Stress. Power. Leadership and followership. Managerial decision-making.	
Recommended literature: Robbins S.P, Judge T.A.: Organizational Behavior, 16th Edition, Pearson, Harlow, 2015. Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Manažment a organizačné správanie, MV Wissenschaft, Münster, 2013 Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Organizačné správanie, UK Bratislava, 2013 Shermerhorn, J. R.- Hunt, J.G., - Osborn, R.N.: Organizational Behavior, John Wiley and Sons, N.Y. 2008 Robbins, S. P. –Judge, T.A.: Organizational Behavior, Prentice Hall, New Jersey, 2011 Rudy, J. – Rudyová, J.: Human	

Resource Management in Japan, VHK Altdorf, 2008 Rudy, J.: Manažment a teória chaosu alebo nový model organizácie, Faber, Bratislava, 1997. Rudy, J.: Organizácia a riadenie japonských priemyselných firiem, Alfa, Bratislava, 1988, 1990. Časopisy: Academy of Management Journal, Management Today, Journal of Systems Management, Moderní řízení.

Languages necessary to complete the course:

slovak, english

Notes:

Past grade distribution

Total number of evaluated students: 663

A	ABS	B	C	D	E	FX	M
4,22	0,0	8,6	20,81	22,17	31,98	12,22	0,0

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

Last change: 16.09.2020

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM/KMK/160ME/19				Course title: Practise			
Educational activities: Type of activities: practice Number of hours: per week: per level/semester: 9t Form of the course: combined							
Number of credits: 3							
Recommended semester: 5., 6..							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2							
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: doc. JUDr. PhDr. Katarína Gubíniová, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/023ME/00				Course title: Process Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 24 per level/semester: 24s / 336 Form of the course: combined							
Number of credits: 6							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 2032							
A	ABS	B	C	D	E	FX	M
31,74	0,0	26,48	15,99	7,82	6,69	11,22	0,05
Lecturers: doc. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.							
Last change: 30.09.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/039ME/17				Course title: Project Management			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 5.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 432							
A	ABS	B	C	D	E	FX	M
54,4	0,0	25,93	9,26	6,48	1,62	2,08	0,23
Lecturers: prof. RNDr. Michal Greguš, PhD., PhDr. Peter Veselý, PhD., doc. Ing. Jaroslava Kniežová, PhD.							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/321ME/19				Course title: Security Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 6.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 16							
A	ABS	B	C	D	E	FX	M
75,0	0,0	6,25	12,5	6,25	0,0	0,0	0,0
Lecturers: PhDr. Peter Veselý, PhD., Mgr. Ivan Osvald							
Last change:							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/111ME/19				Course title: Social Media and Content Marketing			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 3							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 52							
A	ABS	B	C	D	E	FX	M
55,77	0,0	17,31	13,46	7,69	1,92	3,85	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Lucia Kočíšová, Mgr. Vladimír Hrček, PhD.							
Last change: 30.09.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KIS/050ME/19				Course title: Solving Real Business Problems - Case Studies			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 1., 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 22							
A	ABS	B	C	D	E	FX	M
72,73	0,0	4,55	13,64	0,0	4,55	4,55	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., Mgr. Vincent Karovič, PhD., PhDr. Peter Veselý, PhD.							
Last change: 16.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/032ME/17				Course title: Strategic Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 449							
A	ABS	B	C	D	E	FX	M
6,68	0,0	16,93	21,83	20,71	28,95	4,9	0,0
Lecturers: prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.							
Last change: 07.09.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/032ME/19				Course title: Strategic Management			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 24s / 24s Form of the course: combined							
Number of credits: 6							
Recommended semester: 4.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 17							
A	ABS	B	C	D	E	FX	M
11,76	0,0	5,88	29,41	17,65	17,65	17,65	0,0
Lecturers: prof. Ing. Jozef Papula, PhD., doc. Mgr. Zuzana Papulová, PhD.							
Last change: 07.09.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/077ME/19				Course title: Strategic Marketing			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 2.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 44							
A	ABS	B	C	D	E	FX	M
15,91	0,0	27,27	15,91	4,55	15,91	20,45	0,0
Lecturers: doc. PhDr. Eva Smolková, CSc.							
Last change: 25.01.2022							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/027ME/20				Course title: Strategic Thinking and Strategy			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 1., 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 20							
A	ABS	B	C	D	E	FX	M
15,0	0,0	20,0	30,0	15,0	0,0	20,0	0,0
Lecturers: prof. Ing. Jozef Papula, PhD.							
Last change: 15.10.2020							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/014ME/19	Course title: Taxation
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 6	
Recommended semester: 5.	
Educational level: II.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus: 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: 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: 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: PhDr. Peter Veselý, PhD., prof. RNDr. Darina Saxunová, PhD., JUDr. Boris Mucha, PhD.							
Last change: 16.09.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/014ME/20	Course title: Taxation
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined	
Number of credits: 6	
Recommended semester: 6.	
Educational level: II.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus: 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: 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: 19							
A	ABS	B	C	D	E	FX	M
15,79	0,0	26,32	10,53	21,05	10,53	15,79	0,0
Lecturers: PhDr. Peter Veselý, PhD., prof. RNDr. Darina Saxunová, PhD., JUDr. Boris Mucha, PhD.							
Last change: 16.09.2021							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KSP/046ME/19				Course title: Value Based Management and Entrepreneurial Risks at SME's			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 12s / 12s Form of the course: combined							
Number of credits: 6							
Recommended semester: 1., 3.							
Educational level: II.							
Prerequisites:							
Course requirements:							
Learning outcomes:							
Class syllabus:							
Recommended literature:							
Languages necessary to complete the course:							
Notes:							
Past grade distribution Total number of evaluated students: 74							
A	ABS	B	C	D	E	FX	M
5,41	0,0	21,62	10,81	13,51	13,51	35,14	0,0
Lecturers: prof. Ing. Anna Pilková, PhD., MBA, Mgr. Juraj Mikuš, PhD.							
Last change:							
Approved by:							