Course descriptions

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COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KKM/161AP/21	Analysis of Credit Risks of Financial Portfolios

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

1. Allen, L., Boudoukh, J., Saunders, A.: Undrestanding Market, Credit and Operational Risk. The Value at Risk approach. Blackwell Publishing Ltd. 2004
2. Alexander C.: Market Risk Analysis. John Wiley & Sons, Inc., 2008
3. Bohdalová, M. – Greguš, M.: Stochastické analýzy finančných trhov, UK, Bratislava, 2012
4. Bluhm Ch., Overbeck, L., Wagner, Ch.: An Introduction to Credit Risk Modeling.Chapman & Hall/CRC Financial Mathematics Series. New York, 2003
5. Jorion, P. : Financial Risk Manager Handbook, John Wiley & Sons, Inc., 2009
6. Löffler, G., Posch, P.N: Credit risk modeling using Excel and VBA, John Wiley & Sons, Inc., 2007
7. Saunders, A., Allen, L.: Credit Risk measurement. John Wiley & Sons, Inc., 2002
8. McNeil, A., Frey, J. R., Embrechts, P. :Quantitative Risk Management, Princeton University Press, Princeton and Oxford, 2005

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 16.12.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KKM/160AP/21	Analysis of Market Risks Financial Portfolios

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 16.12.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/269AP/21	**Course title:** Business Analytics and Business Processes Modeling
Educational activities: **Type of activities:** seminar **Number of hours:** **per week:** **per level/semester:** 32s **Form of the course:** on-site learning	
Number of credits: 8	
Recommended semester: 4., 6.	
Educational level: III.	
Prerequisites:	
Recommended prerequisites: EXPECTED KNOWLEDGE THE STUDENT IS REQUIRED TO HAVE Basic understanding of processes, models and statistical methods. Working with MS Office, Teams. Skills to work with literature sources.	
Course requirements: To be able to perform business analytics using well known software tools and to be able to model different kinds of business processes. Scale of assessment (preliminary/final): 0 / 100%	
Learning outcomes: STATEMENT OF COURSE OBJECTIVES a) To assist students in understanding the issues and problems in modelling, prioritization, competency, assessment, and evaluation of analytical models. b) To enable students to learn the modelling of business processes, describing them with the use of BPMN. c) To prepare students for participation as users or managers in the modeling of business processes and simulation of their behavior. d) To assist students in research of the latest trends of business process analytics and modeling giving them necessary mathematical and analytical tools and methods.	
Class syllabus: COURSE DESCRIPTION The course concentrates on analytics of business processes. This course is built on the previous courses of management, statistics, ... It develops analytical skills in modelling, prioritization, competency, assessment, and evaluation of analytical models. It lays the foundation of the business process modelling, orchestration, choreographies and explaining the architecture and methodology. It explains the evolution of enterprise system architecture, describes processes in standard BPMN notation and highlights the typical architectures and methodologies. This course provides the student with the knowledge and skills necessary to understand and use information technology to in depth analyze and model business processes with all interactions with the environment. The	

necessary mathematical tools are discussed in the last part as such as Stochastic Decision-Making Models, Mathematical Programming Models, Multi-Attribute Decision-Making, Modeling with Game Theory, Regression, Discrete Dynamical Systems Models, Simulation modelling and others. This course provides the students with the knowledge and skills necessary to understand and use information technology to analyze and model business processes effectively and shows how business process analytics provides organizations with a strategic competitive advantage.
SCHEDULE
Lecture 1 Business Analytics Model
Lecture 2 Business Analytics at the Strategic Level and Functional Level
Lecture 3 Business Analytics at the Analytical Level and Data Warehouse Level
Lecture 4 Structuring Business Analytics Competency, Assessment and Prioritization
Lecture 5 BP Foundation
Lecture 6 Evolution of Enterprise Systems Architectures
Lecture 7 Business Process Modelling
Lecture 8 Process Orchestrations and Modelling
Lecture 9 Process Choreographies and Properties
Lecture 10 Architectures and Methodologies
Lecture 11 Introduction to Mathematical Modeling for Business Analytics
Lecture 12 Introduction to Stochastic Decision-Making Models for Business Analytics
To be able to benefit fully from each class, it is important to read the scheduled chapters and prepare the assigned Case Problems.
The general format of each class will be:
- review of assigned reading and discussion
- lectures interspersed with group and class discussion of relevant case studies
- class review of term projects
- online using MS Teams, otherwise on site if pandemic situation permits

Recommended literature:

• LAURSEN, Gert a Jasper THORLUND. Business analytics for managers : taking business intelligence beyond reporting. Second edition. vyd. Wiley,2016, 2017. Wiley & SAS business series. ISBN 978-1-119-30252-0.
• WESKE, Mathias. Business Process Management: Concepts, Languages, Architectures. Third Edition. vyd. Berlin, Heidelberg: Springer Berlin Heidelberg, 2019. ISBN 978-3-662-59431-5. DOI: 10.1007/978-3-662-59432-2
• FOX, William P. Mathematical Modeling for Business Analytics. CRC Press Taylor & Francis Group, 2018. ISBN 978-1-138-55661-4.
• Natalia Kryvinska, Michal Greguš: SOA and its Business Value in Requirements, Features, Practices and Methodologies, Univerzita Komenského v Bratislave, 2014, ISBN 978-80223-3764-9
• Michal Greguš, Natalia Kryvinska: Service Orientation of Enterprises – Aspects, Dimensions, Technologies, Bratislava: Comenius University, 2015. ISBN: 978-80-223-3978-0
• Kathy Schwalbe: Information Technology Project Management, Course Technology, Fifth edition, 2008, ISBN 978-0324665215.

Languages necessary to complete the course:
English

Notes:
-

Past grade distribution
Total number of evaluated students: 4

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

Lecturers: prof. Ing. Natalia Kryvinska, PhD., Mgr. Olena Shlyakhetko

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/270AP/21	Business Analytics and Business Processes Modeling

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 5.

Educational level: III.

Prerequisites:

Recommended prerequisites:
EXPECTED KNOWLEDGE THE STUDENT IS REQUIRED TO HAVE
Basic understanding of processes, models and statistical methods. Working with MS Office, Teams. Skills to work with literature sources.

Course requirements:
To be able to perform business analytics using well known software tools and to be able to model different kinds of business processes.
Scale of assessment (preliminary/final): 0/ 100%

Learning outcomes:
STATEMENT OF COURSE OBJECTIVES
a) To assist students in understanding the issues and problems in modelling, prioritization, competency, assessment, and evaluation of analytical models.
b) To enable students to learn the modelling of business processes, describing them with the use of BPMN.
c) To prepare students for participation as users or managers in the modeling of business processes and simulation of their behavior.
d) To assist students in research of the latest trends of business process analytics and modeling giving them necessary mathematical and analytical tools and methods.

Class syllabus:
COURSE DESCRIPTION
The course concentrates on analytics of business processes. This course is built on the previous courses of management, statistics, ... It develops analytical skills in modelling, prioritization, competency, assessment, and evaluation of analytical models. It lays the foundation of the business process modelling, orchestration, choreographies and explaining the architecture and methodology. It explains the evolution of enterprise system architecture, describes processes in standard BPMN notation and highlights the typical architectures and methodologies.
This course provides the student with the knowledge and skills necessary to understand and use information technology to

in depth analyze and model business processes with all interactions with the environment. The necessary mathematical tools are discussed in the last part as such as Stochastic Decision-Making Models, Mathematical Programming Models, Multi-Attribute Decision-Making, Modeling with Game Theory, Regression, Discrete Dynamical Systems Models, Simulation modelling and others.This course provides the students with the knowledge and skills necessary to understand and use information technology to analyze and model business processes effectively and shows how business process analytics provides organizations with a strategic competitive advantage.
SCHEDULE
Lecture 1 Business Analytics Model
Lecture 2 Business Analytics at the Strategic Level and Functional Level
Lecture 3 Business Analytics at the Analytical Level and Data Warehouse Level
Lecture 4 Structuring Business Analytics Competency, Assessment and Prioritization
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Recommended literature:

• LAURSEN, Gert a Jasper THORLUND. Business analytics for managers : taking business intelligence beyond reporting. Second edition. vyd. Wiley,2016, 2017. Wiley & SAS business series. ISBN 978-1-119-30252-0.
• WESKE, Mathias. Business Process Management: Concepts, Languages, Architectures. Third Edition. vyd. Berlin, Heidelberg: Springer Berlin Heidelberg, 2019. ISBN 978-3-662-59431-5. DOI: 10.1007/978-3-662-59432-2
• FOX, William P. Mathematical Modeling for Business Analytics. CRC Press Taylor & Francis Group, 2018. ISBN 978-1-138-55661-4.
• Natalia Kryvinska, Michal Greguš: SOA and its Business Value in Requirements, Features, Practices and Methodologies, Univerzita Komenského v Bratislave, 2014, ISBN 978-80223-3764-9
• Michal Greguš, Natalia Kryvinska: Service Orientation of Enterprises – Aspects, Dimensions, Technologies, Bratislava: Comenius University, 2015. ISBN: 978-80-223-3978-0
• Kathy Schwalbe: Information Technology Project Management, Course Technology, Fifth edition, 2008, ISBN 978-0324665215.

Languages necessary to complete the course:
English

Notes:
-

Past grade distribution
Total number of evaluated students: 3

A	ABS	B	C	D	E	FX
66,67	33,33	0,0	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Natalia Kryvinska, PhD., Mgr. Olena Shlyakhetko

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMk/009AP/21	Communication Techniques in Marketing

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

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:
Paper 15-20 pages long. Students choose the topic.

Learning outcomes:
Deep knowledge on marketing communication.

Class syllabus:
1 Social Communication. Communication skills as a professional manager in marketing.
2 Communication technology manager in a business meeting and vyjednávaní.Podstata trade talks. Techniques of persuasion.
3 Communication techniques in lobbying. World, Europe and us.
4 .Interkultúrne differences in communication techniques in marketingu.Obchod and marketing in a global world.
5 Summary of communication with verejnosťou.Uplatnenie PR communication principles in internal and external communication.
6 Application of communication skills in marketing manager. Blogs, press conferences, events, word of mouth marketing.
7 Sales skills managers. Communication with the customer. Nature of neuromarketing.
8 guerrilla marketing techniques. Communication guerrilla marketers.

Recommended literature:
Kotler, P., & Keller, K. L. (2012). Marketing management . New Jersey, US: Pearson Education.
Keller, K. L., & Kotler, P. (2016). Marketing management. Pearson.

Languages necessary to complete the course:
Slovak

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. PhDr. Magdaléna Samuhelová, CSc., doc. PhDr. Eva Smolková, CSc.

Last change: 13.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KKM/100AP/21	**Course title:** Data Modeling in Management
Educational activities: **Type of activities:** lecture **Number of hours:** **per week:** **per level/semester:** 32s **Form of the course:** on-site learning	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: Students will prepare a project in which they will perform a separate data analysis, including its evaluation. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The course provides students with the opportunity to develop their skills of analysis of cross-sectional, panel or time data based on the use of modern statistical methods.	
Class syllabus: Probability distributions of one and more random variables. Simulation of one and multidimensional random variable values. Sample selection by stratification, clustering, bootstrap. Creating a sample from a given distribution, point and interval estimates (method of moments, method of maximum likelihood). Linear regression models, OLS, GLS. Logistic regression. PCA, factor analysis. Multidimensional regression method. Two-factor ANOVA. Bayesian estimates, decision trees. Markov chains. Stochastic processes, random walk model and market efficiency. Autoregressive models. Cointegration. Heteroskedastic conditioned models.	
Recommended literature: 1. Berenson, M. L., Levine, D. M., Krehbiel, T.C.: Basic Business Statistics. Concepts and Applications. Pearson. 2012 2. Cipra, T.: Finanční ekonometrie. EkoPress, Praha, 2008 3. Newbold, P., Carlson, W., Thorne, B. M.: Statistics for Bussiness and Economics. Pearson, 2013 4. Vercellis, C.: Business Intelligence: Data Mining and Optimization for Decision Making. John Wiley&Sons., 2009	
Languages necessary to complete the course:	
Notes:	

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 11.04.2022

Approved by:

STATE EXAM DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM/Diz10/16	**Course title:** Dissertation Examination
Number of credits: 10	
Educational level: III.	
State exam syllabus:	
Last change:	
Approved by:	

STATE EXAM DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM/O3/11	**Course title:** Dissertation Thesis Defence
Number of credits: 30	
Educational level: III.	
State exam syllabus:	
Last change:	
Approved by:	

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KEF/018AP/21	Economics I

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 1.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KEF/019AP/21	Economics II

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 2.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KSP/069AP/21	Entrepreneurship and Management of Small and Medium-Sized Enterprises

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:
Seminar work: either a/ scientific seminar work (cca 20 pages) based on the selected topic from the studied areas of the course prepared based on the structure of this type of work: Introduction, Theoretical Overview, Methodology, Results, Conclusion.
or b/ case study focused on the selected area of the entrepreneurship or SME management.
Scale of assessment (preliminary/final): 100/0

Learning outcomes:
Obtaining the newest theoretical knowledge from the field of management and SME. Critical analysis of the current status of entrepreneurship with impact on inclusive entrepreneurship in global environment. Practical application of the obtain knowledge in the process of the case study creation.

Class syllabus:
1. Introduction to the course and scientific discipline of entrepreneurship and small and medium size companies (SME).
2. Research methodology in the entrepreneurship and SME.
3. Theories of entrepreneurship and entrepreneurial activity.
4. Entrepreneurship as a process.
5. Key factors that influence entrepreneurial activity of individuals.
6. Inclusive entrepreneurship.
7. SME, their definition and role at the country´s economy.
8. Financing and SME resources.
9. The key SME strategies.
10. Start-ups. Key characteristics and phases of development and their building.
11. Start-ups financing according to start-up life cycle phases.
12. The newest trends in entrepreneurship.

Recommended literature:

[1] PARKER,S.C. The Economics of Entrepreneurship. Cambridge University Press. March, 2018 Online ISBN: 9781316756706 DOI: https://doi.org/10.1017/9781316756706 (selected chapters)
https://www.cambridge.org/core/books/economics-of-entrepreneurship/0E162493BAC1F3FCD0123518B0AF29FE
[2] STOKES,D., WILSON,N. Small Business Management and Entrepreneurship. Cengage Learning EMEA, 2010. ISBN 978-1-4080-1799-9 (selected chapters)
[3] SMITH,J.K., SMITH, R.L., BLISS,R.T.: Entrepreneurial Finance. Strategy Valuation & Deal Structure. Stanford Economics and Finance, 2011. (selected chapters)
[4] Global Entrepreneurship Monitor, 2019. www.gemconsortium.org.
[5] PILKOVÁ, A., MIKUŠ, J., KÁČER, J. Seniors, Youth and Women in the European Regions. Conference Proceedings IMES, 2019. https://imes.vse.cz/conference-proceedings/2019
[6] Diagnosing COVID-19 Impacts on Entrepreneurhsip: Exploring Policies Remedies for Recovery. https://www.gemconsortium.org/reports/covid-impact-report
[7] PILKOVÁ, A., MIKUŠ, J., KÁČER, J. Inclusive Entrepreneurship in the Selected CEE countries: Do Contextual and Framework Matter? Conference Proceedings IMES, 2020. https://imes.vse.cz/conference-proceedings/2020
[8] External information resources provided by CU: http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Ing. Anna Pilková, PhD., MBA

Last change: 25.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KEF/034AP/21	Financial Accouting

Educational activities:
Type of activities: lecture
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

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

Learning outcomes:

Class syllabus:
1. Financial accounting – objectives, functions, conceptual framework of US.GAAP, cash and accrual basis of accounting
2. Financial statements- Balance sheet, Income Statement, Cash Flow, The statement of shareholders' equity – basic characteristics
3. Earnings management, Earnings of the higher and lower quality, Realization and matching principle, accrual basis of accounting
4. Current assets – Cash and Cash equivalents, receivables
5. Inventories
6. Long term assets
7. Short-term and long-term investments
8. Current Liabilities
9. Long-term Liabilities and Reserves
10. Lease - operational and financial
11. Shareholders´ Equity
12. Multistep-income statement and its distribution, EPS, P/E
13. Dividends – cash and stock dividends

Recommended literature:
1. Stickney, Weil: – Financial Accounting and Analysis – theory, analysis and interpretations, 14th edition, 2013
2. Revsine: Financial Statement and Analysis, Prentice Hall, 4th edition, 2009
3. Saxunová, D.: Financial Accounting : Financial statements - theory and problems, Wolters Kluwer, 2014

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. RNDr. Darina Saxunová, PhD.

Last change: 14.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KEF/029AP/21	Financial Investment

Educational activities:
Type of activities: lecture
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:
Conditions for passing the course:
During the semester it will be possible to obtain max. 30 points. 70 points can be obtained for the final exam of the course. It is necessary to obtain at least 91 points out of the total possible number for a rating A, at least 81 points for obtaining a B rating, at least 72 points for obtaining a C rating, at least 66 points for obtaining a D rating and 61 at least 61 points for obtaining an E rating.
Scale of assessment (preliminary/final): 30/70

Learning outcomes:
The graduate of the course will gain knowledge about techniques of issuing securities, their tradability and valuation. He will be familiar with the creation and valuation of the portfolio with a focus on individual securities and the possibilities of the composition of the portfolio itself from the real investment environment. They will be able to recognize and characterize the construction of financial market indices and will be able to analyze and evaluate information from individual portals and stock exchanges.

Class syllabus:
- Investment decision criteria: return, risk and liquidity. Relationships between investment criteria.
- Securities issuance techniques. Ways of increasing and decreasing capital. Value of basic types of securities.
- Securities trading. Secondary market. Types of shops. The role of the market maker.
- Capital market indices. Construction of basic types of indices.
- Structure of interest rates. Valuation of bonds. Relationship between bond yields and interest rate developments.
- Basic approaches to the prediction of stock prices on the capital market (fundamental and technical analysis).
- Portfolio theory. Stock portfolio. Asset capital valuation model.
- Derivatives, distribution, characteristics.
- Option trades and option strategies.
- Mergers and acquisitions.

Recommended literature:

1. Brigham, E.F. – Ehrhardt, M.C: Financial Management, 14th Edition, Thomson, South-Western, 2014, ISBN-13: 978-1-4390-7811-2.
2. Madura, J. – Foxx, R.: International financial management, Cengace. 2011. ISBN 978-1-4080-3229-9.
3. Šlahor, Ľ. – Žvachová, N.: Kapitálová primeranosť bánk a poisťovní, KARTPRINT 2012, ISBN

Languages necessary to complete the course:
Slovak language / English language

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. RNDr. Ing. Ľudomír Šlahor, CSc.

Last change: 14.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMn/017AP/21	Human Resources Management

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Recommended prerequisites:
Management

Course requirements:
elaboration of the project according to a predetermined topic and outline
Scale of assessment (preliminary/final): 0/100

Learning outcomes:
Students will be able to understand relationship between HRM functions with other activities in the company, to Identify new HR trends in business environment. To characterize and identify new trends in human resources management in the current business environment, to determine the personnel management principles and acquire the ability to analyze, independently solve problems and critical thinking.

Class syllabus:
1. Managing Human Resources. Strategic Approach to HRM
2. Role of HR management in Organization, role of Personnel departments
3. Trends in Human Resource Management
4. Planning and Recruiting HR
5. Job Analysis and Job Design
6. Employee Recruitment and Selection
7. Performance Management, Employee's Performance
8. Training and Developing Employees for Future Success
9. Employee Motivation
10. Compensating Employees (Pay Model, Pay Structure, Benefits)
11. Collective Bargaining and Employee/ Labour relations
12. Managing Human Resources Globally

Recommended literature:
Noe, R., Hollenbeck, J., Gerhart, B., Wright, P. 2020. Human Resource Management - Gaining a Competitive Advantage. McGraw-Hill

Noe, R., Hollenbeck, J., Gerhart, B., Wright, P. 2018. Fundamentals of Human Resource Management. McGraw-Hill
Carbery, R., Cross, C. 2013. Human Resource Management – A Concise Introduction. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Ing. Ľubica Bajzíková, PhD.

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMn/023AP/21	International Human Resource Management

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:
Preliminary assessment 20%- elaboration the structure of the project according to the selected topic, goals of the project. A= 100-91 points, B=90-81 points, C= 80-73 points, D= 72-66 points, E=65-60 points, Fx (failed)= 59-0 points
Final assessment: 80%- project submission and presentation.
Scale of assessment (preliminary /final): 20/80
Scale of assessment (preliminary/final): 20/801

Learning outcomes:
The aim of the course is to provide new perspectives on human resource management in a changing global / international environment. The student will be able to understand the current trends of international human resource management development with particular emphasis on the differences of personnel management approach in selected countries.The aims of the course are
• To outline the differences between domestic and international HRM.
• To understand the specifics and complexities of managing HR in global organizations.
• To examine the influences on the transfer of HRM practices within multinational companies.
• To identify key issues in recruitment, selection and training of employees undertaking international assignments, explain the complexities in managing their performance and compensation and understand the role of repatriation stage in their career.
• To compare the current HRM systems in the USA, Europe and Asia and identify their key differences.
• To examine differences in managing HR in selected European and Asian countries.
The course supports students' ability to analyze and understand the differences between European and Anglo-Saxon approaches to international human resource management. The elaboration of the project develops analytical skills, the ability to diagnose differences of personnel management in selected EU countries, acquires knowledge can be used in managerial practice in the employment of domestic and foreign labour.

Class syllabus:
1. Global aspects of human resource management (forms, development, strategies). International Human Resource Management and Multinational Companies

2. International human resources management - a comparison of European, Anglo-Saxon and Asian approaches. Forms of organizations
3. European Union and employment relations, Social Charter of the European Union. Industrial relations
4. Forms of employee participation and the importance of works councils (give specific examples of countries: Germany, France, United Kingdom, Italy)
5. Social dialogue and social policy in selected countries (give examples of countries)
6. Forms of flexible work organization
7. Employees´Recruitment and Selection for international positions
8. Training and development of employees for international operations. Areas of preparation, types of training, adaptation process
9. Leading people in a global environment
10. Motivation in a culturally mixed environment
11. International remuneration system

Recommended literature:

•HOLLINSHEAD, G. 2009. International and Comparative Human Resource Management. McGraw-Hill Europe.
Dowling, P., Festing, M., Engle, A. (2017). International Human resource Management.London . Cengage Learning.
•SCHOLZ, CH. – BÖHM, H. 2008. Human Resource Management in Europe (Comparative Analysis and Contextual Understanding). Routledge, 2008.
•Európska sociálna charta. [online] Dostupné na: http://www.zpmpvsr.sk/dokum/eu_soc_charta.pdf
•Additional Reading List provided by your teacher

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 0

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

Lecturers: prof. Ing. Ľubica Bajzíková, PhD.

Last change: 13.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/056_AP/21	Knowledge Management

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. RNDr. Michal Greguš, PhD.

Last change: 25.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMn/068AP/21	Management

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 1.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 1

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

Lecturers: prof. Ing. Ján Rudy, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/024AP/21	Management Information Systems

Educational activities:
Type of activities: course
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMn/014AP/21	Managerial Ethics

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3.

Educational level: III.

Prerequisites:

Recommended prerequisites:
None.

Course requirements:
Written semestral thesis on the topic that analyses the ethical aspect of the issue related to the habnilitation thesis.
Scale of assessment (preliminary/final): 100/0

Learning outcomes:
Students will be able to identify the ethical aspect of the problematics that they are researching within their habilitation thesis and will be able to apply it into the scietifc solution of the analyzed issues.

Class syllabus:
1. Managerial ethics as one of the theoretical assumptions of the manager
2. The significance of the manager for the ethics development
3. Application of ethical theories into the managerial praxis
4. Stakeholders theory, corporate social responsibility, corporate citizenship
5. The program of the UN Global Compact
6. Ethical decision-making models
7. Prerequisites for implementation of ethics into the company: ethical leadership, building trust, motivation, power
8. Ethics as a part of the management: institutionalization of ethics into the organizational culture
9. Analysis of forms of institutionalization of ethics within the organizational culture

Recommended literature:
CRANE A. & MATTEN, D. (2010). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford: Oxford University Press.
LAŠÁKOVÁ, A. & REMIŠOVÁ, A. (2015). Unethical leadership: Current theoretical trends and conceptualization. Procedia Economics and Finance, 34, pp. 319–328.

TREVINO, L. K., HARTMAN, L. P. & BROWN, M. (2000). Moral person and moral manager: How executives develop a reputation for ethical leadership. In: California Management Review, 42(4), pp. 128–142.
WEAVER, G. R. & TREVINO, L. K. (1999). Compliance and values-oriented ethics programs: influences on employees' attitudes and behaviour, Business Ethics Quarterly, Vol, 9, No. 2, pp. 315–335.
TREVINO, L. K., WEAVER, G. R. & BROWN, M. E. (2008). It's lovely at the top: hierarchical levels, identities, and perceptions of organizational ethics. Business Ethics Quarterly, Vol. 18, No. 2, pp. 233–252.
TREVINO, L. K. (1986). Ethical decision making in organizations: a person-situation interactionist model. Academy of Management Review, vol. 11, No. 3, pp. 601–617.

Languages necessary to complete the course:
Slovak, English

Notes:

Past grade distribution
Total number of evaluated students: 0

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

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

Last change: 16.12.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMk/056AP/21	Market Research

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:
To obtain assessment and must be obtained at least 91 points, to obtain evaluations of at least 81 points B, C for the evaluation of at least 73 points for the evaluation of at least 66 points D and E on the evaluation of at least 60 points.

Learning outcomes:
Graduates of the course will receive the ability to plan and implement the process of defining the marketing research and providing information for decision making in marketing management with reference to its practical consequences, will be able to identify and exploit specific data collection methods, conduct and implement data collection process, analyze the results, and distribute knowledge exchange them so that they can effect decisions.

Class syllabus:
1 Market research - basic characteristics.
2 Role and types of marketing research.
3 The process of marketing research.
4 Secondary research.
5 Methods of collecting primary data.
6 Sampling.
7 Editing data.
8 Use of statistical methods in data analysis. Data Minig.
9 Presentation of the results of marketing research.
10 media research and advertising research.
11 research purchasing behavior.
12 New technologies and approaches in marketing research.
13 Specifics of marketing research in the international market environment.

Recommended literature:
KOZEL, R. – MYNÁŘOVÁ, L. – SVOBODOVÁ, H.: Moderní metody a techniky marketingového výzkumu. Praha: Grada, 2011.

MALHOTRA, K. N.: Marketing Research. An applied orientation. New Jersey: Prentice Hall, 2010.
SCHMIDT, M. J. – HOLLENSEN S.: Marketing Research an International Approach. Essex: Prentice Hall, 2006.

Languages necessary to complete the course:
Slovak, English

Notes:

Past grade distribution
Total number of evaluated students: 1

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

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMk/014AP/21	Marketing

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:
To obtain assessment and must be obtained at least 91 points, to obtain evaluations of at least 81 points B, C for the evaluation of at least 73 points for the evaluation of at least 66 points D and E on the evaluation of at least 60 points.

Learning outcomes:
In addition to acquisition of theoretical knowledge doctoral students acquire the ability to analyze and understand changes in the market environment with their practical consequences of partial functional marketing strategies as well as in the context of re-defining the basic postulates of marketing in terms of the interconnection of the organization and its customers.

Class syllabus:
1. Marketing in the "new" market environment.
2 Transformation in marketing philosophy.
3 Flexible marketing strategies.
4 Holistic marketing.
5 Managing profitable customer relationships.
6 Current trends in marketing - new media and technology.
7 Current trends in marketing and alternative marketing approaches.
8 Relationship marketing - company.

Recommended literature:
ARMSTRONG, G. – KOTLER, P.: Marketing. An Introduction. 8th Edition. Upper Saddly River: Pearson Prentice Hall, 2007. ISBN 0-13-186591-9
BARKER, M. – BARKER, D. – BORMANN, N. – NEHER, K.: Social Media Marketing. A Strategic Approach. South-Western, Cengage Learning, 2013. ISBN 978-1-133-58927-3
HESKOVÁ, M. – ŠTARCHOŇ, P.: Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica, 2009. ISBN 978-80-245-1520-5
KOTLER, P. – KELLER, K. L. – BRADY, M. – GOODMAN, M. – HANSEN, T.: Marketing Management. Harlow: Pearson Education Limited, 2012. ISBN 978-0-273-7461-3

ŠTARCHOŇ, P. – FALTYS, J. – DZUGASOVÁ, J.: Priamy marketing. Alebo Priama cesta ako si získať a udržať zákazníka. Bratislava: Direct Marketing Beta, 2004. ISBN 80-969078-5-9
ZYMAN, S.: Konec marketingu jak jsme jej doposud znali. Praha: Management Press, 2005. ISBN 80-7261-134-8

Languages necessary to complete the course:
Slovak, English

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KSP/016AP/21	Operations Management and Logistics

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Recommended prerequisites:
Completed course on Management

Course requirements:
The evaluation consists of two parts: (1) active participation 20%, (2) project 80%. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%, excellent; B = 81-90%, very good; C = 73-80%, good; D = 66-72%, satisfactory; E = 65-60%, sufficient; FX = 0-59%, insufficient.

Learning outcomes:
The course Operations Management and Logistics provides students of the doctoral's degree with knowledge from two areas, they closely correlate, management of production system and management of material flow. After successful completion of the course student will be able to:
• Understand the importance and functions of operations management and explain the basic managerial terms and processes.
• Apply systemic, professional, and creative approach to identify and address the problems and challenges in productivity improvement.
• Understand the role of software systems for production planning and control.
• Understand the core concepts of digital manufacturing and digital twin.
• To apply principles of sustainable manufacturing.
• Understand the importance and functions of logistics and supply chain management.
• Understand the principles of purchasing, procurement, and sourcing in logistics.
• Analyze the inventory and warehouse management systems.
• Describe the new approaches in logistics transportation systems.
• Describe new approaches to the use of information and communication technologies in logistics within the new direction of Logistics 4.0.

Class syllabus:
1. Characteristics of operations management and effective production system
2. Productivity management
3. ERP a MES systems

4. Digital production system and digital twin
5. Sustainable production system
6. Characteristics of logistics and supply chain management
7. Procurement and purchasing
8. Inventory management
9. Warehouse management
10. Logistics transportation systems
11. Information and communication systems in logistics

Recommended literature:

Basic literature:
[1] HEIZER, Jay H., RENDER, Barry, MUNSON, Chuck. Operations Management: Sustainability and Supply Chain Management. 13th edition. Harlow: Pearson, 2020. ISBN 978-1-292-29503-9.
[2] SULLIVAN, Mac, KERN, Johannes, eds. The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution. Hoboken, New Jersey: Wiley-IEEE Press, 2021. ISBN 978-1-119-64640-2.
[3] BURGHART, Stephanie, FEKETE, Milan. Risk Management of Procurement of the German Medium-Sized Industrial Companies with the Focus on Security of Supply. In: KRYVINSKA, Natalia, PONISZEWSKA-MARAŃDA, Aneta, eds. Developments in Information & Knowledge Management for Business Applications. Cham: Springer, 2022, pp. 321-359. ISBN 978-3-030-77915-3.
[4] LANGLEY, C. John, NOVACK, Robert A., GIBSON, Brian J., COYLE, John Joseph. Supply Chain Management: A Logistics Perspective. 11th edition. Boston: Cengage, 2021. ISBN 978-0-357-44213-5.
Additional literature:
[5] BUSCHER, Udo, LASCH, Rainer, SCHÖNBERGER, Jörn, eds. Logistics Management. Cham: Springer, 2021. ISBN 978-3-030-85842-1.
[6] NAYYAR, Anand, KUMAR, Akshi, eds. A Roadmap to Industry 4.0: Smart Production, Sharp Business and Sustainable Development. Cham: Springer, 2020. ISBN 978-3-030-14543-9.
[7] The homepage of the FMCU library is: https://www.fm.uniba.sk/pracoviska/kniznica-fm-uk/. On this address students can find various bibliography sources. Students can also use other relevant websites like Google Scholar https://scholar.google.com/ which is also recommended.

Languages necessary to complete the course:

English

Notes:

In compliance with the regulations of the internal regulation No. 16/2017 Rector’s Directive Comenius University in Bratislava Full reading of the internal regulation No. 23/2016 Rector’s Directive Comenius University in Bratislava, which issues the Code of Ethics of the Comenius University in Bratislava as read in supplement No. 1, every student acquires his/her study results honestly; does not cheat and use dishonest practices during any form of assessment of his/her acquired knowledge. Cases of breaking the Code of Ethics of Comenius University can be judged as breaking the duties following from legal regulations, (...). Such judgement may be connected with enforcing accompanying legal consequences on academic, (...) disciplinary level.
In accordance with the regulations of the internal regulation No. 13/2018 approved by the Academic senate of Comenius University in Bratislava the Disciplinary Regulations of Comenius University in Bratislava for Students, a disciplinary offence of a student is any form of copying or forbidden cooperation or providing answers during written or oral examination (assessment of knowledge) or during preparation for it within the course, or using technical devices or

any information carriers in other than allowed ways during written or oral evaluation of study results (assessment of knowledge) or during preparation for it within the course. Committing a disciplinary offence may lead to imposing some disciplinary precautions on the student: admonition, conditional suspension of studies or dismissal from studies.

Past grade distribution

Total number of evaluated students: 0

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

Lecturers: doc. Ing. Milan Fekete, PhD.

Last change: 31.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMn/040AP/21	Organizational Behavior

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:
70% – Case study
CS will be distributed to students by the lecturer. Execution of this task involves written solution of the given CS. Prescribed structure of the CS paper:
1. Short summary of the situation described in the CS
2. Identification of the main problems that need managerial attention and action
3. Description of the proposed changes that can solve the identified issues in the company
4. Executive summary, linking the suggested changes with relevant theoretical arguments ("back to theory" approach)
30% – Short paper
Paper on a selected concept from Organizational behavior (topic to be discussed with the lecturer). Five pages (excl. references). Summative theoretical overview and related critical analysis of the given concept.
Scale of assessment (preliminary/final): 100 / 0

Learning outcomes:
The course strengthens the ability of critical reflection and analysis of theoretical concepts in the field of OB. It leads students to apply theoretical knowledge in solving real organizational problems that managers face. It develops the managerial and leadership potential of students and the ability to solve problems related to people management and achieving organizational goals.

Class syllabus:
1. Introduction to OB.
2. Research methods utilized in OB.
3. Culture and human behavior.
4. Individual behavior.
5. Motivation at work.
6. Group behavior.
7. Learning organization.
8. Leadership.
9. Acquiring and using power.

10. Negotiation.
11. Communication.
12. Change management.

Recommended literature:

Robbins, S. P. – Judge, T.A.: Organizational Behavior. New Jersey: Prentice Hall.
Schermerhorn, J. R. – Hunt, J. G. – Osborn, R. N.: Organizational Behavior. John Wiley and Sons.
Lašáková, A. – Bajzíková, Ľ. – Blahunková, I.: Values oriented leadership - conceptualization and preliminary results in Slovakia. In: Business: Theory and Practice. - roč. 20 (2019), s. 259-269.
Lašáková, A. – Remišová, A.: On organisational factors that elicit managerial unethical decision-making. In: Ekonomický časopis. - roč. 65, č. 4, (2017), s. 334-354.
Lašáková, A. – Remišová, A. – Kirchmayer, Z.: Are managers in Slovakia ethical leaders? Key findings on the level of ethical leadership in the Slovak business environment. In: Periodica Polytechnica Social and Management Sciences. - roč. 25, č. 2 (2017), s. 87-96.
Journals: Organizational Behavior and Human Decision Processes, Organizational Dynamics, Organization Science, Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Journal of Applied Psychology, Business Horizons, Human Relations, Journal of Personality and Social Psychology, Harvard Business Review.
Case studies (selection), Harvard Business Publishing, https://hbsp.harvard.edu/cases/?ab=browse%7Ccases
External information resources provided by CU: http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/
Additional resources will be continuously supplemented and updated (with regard to new and available resources).

Languages necessary to complete the course:
English

Notes:
In addition to this information sheet, each student who enrolls in this course will receive an extensive syllabus, which informs about the content of individual topics and acquired skills.

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Mgr. Anna Lašáková, PhD.

Last change: 21.10.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM/004P/20	Own Pedagogical activity

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

Number of credits: 10

Recommended semester: 1., 2.., 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 67

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/MP_AP/21	Project Management

Educational activities:
Type of activities: course
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:
Scale of assessment (preliminary/final): during semester: 100%at the end of semester (examination period): 0%

Learning outcomes:
Students will learn the theory and study cases from practice of project management. Further they learn how managers plan and control operations and processes within organisation to achieve goals through proper methodologies.

Class syllabus:
Project management techniques, basic concepts of business processes and strategies, methodology and strategies - measurability of key precesses, relationship between processes and tools and their use to achieve process efficiency, modern PM integrated processes, flow change management , culture to support management, management support tools ERP, CRM, Integration processes, trends and use cases, Prince2, PMBoK, CPMM (Cornell) and other methodologies.

Recommended literature:
Sabol T., Macej P.: Projektový manažment, TU Košice, 2001
Kerzner H.: Applied Project Management, by John Wiley, 2000
Berkun, Scott (2005). Art of Project Management. Cambridge, MA: O'Reilly Media. ISBN 0-596-00786-8
Project Management Institute (2003). A Guide To The Project Management Body Of Knowledge, 3rd ed., Project Management Institute. ISBN 1-930699-45-X
Mantel, Samuel J., Meredith, Jack R., Shafer, Scott M., & Sutton, Margaret M.3rd edition (2008). Project Management in Practice. NJ, USA: John Wiley & Sons

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. RNDr. Michal Greguš, PhD., doc. Ing. Ján Papula, PhD.

Last change: 25.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM/002P/18	Publications, participation in conferences, teaching, projects solving etc.

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

Number of credits: 153

Recommended semester: 1., 2.., 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 169

A	ABS	B	C	D	E	FX
9,47	90,53	0,0	0,0	0,0	0,0	0,0

Lecturers: Mgr. Andrea Studeničová

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/265AP/21	Research Methodology and Paper Writing I

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 1.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Ing. Natalia Kryvinska, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/266AP/21	Research Methodology and Paper Writing II

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 2.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Ing. Natalia Kryvinska, PhD.

Last change: 15.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/267AP/21	Service Analytics and Service Systems Modeling

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 5.

Educational level: III.

Prerequisites:

Recommended prerequisites:
-

Course requirements:
To be able to perform service analytics using well known software tools and to be able to model different kinds of service processes.
Scale of assessment (preliminary/final): 0 / 100%

Learning outcomes:
Course Description and Objectives
At large, the term “services” is associated with Web services and alike. However, there is a much vaster layer to be considered within the remarkable growth of the service sector, which has come to dominate business activity in most advanced economies over the last decades. Besides, the opportunity to innovate in services, to realize the business and societal value from knowledge about service, to research, develop, and deliver new information services and business services increases continuously. Making up a significant part of the world economy, the service sector is a rapidly evolving field that is relied on to dictate the public's satisfaction and success in various areas of everyday life, from banking and communications to education and healthcare.
Accordingly, the objective of the course of is to provide students of the service-related disciplines with the qualitative and quantitative skills necessary to model key decisions and performance metrics associated with services, including the management of resources, distribution of goods and services to customers, and the analysis and design of service systems.
This course covers several aspects including: service systems, modeling, innovation, and service-oriented architectures. The course will investigate also the nature of services, the need for interdisciplinary approaches to services innovation, and the technology and tools needed to provide services innovation.
At the end of this course, students will be able to:
• understand and critique the ways in which researchers and practitioners are defining services and SA;
• articulate the motivation behind the study of SA and relate their own experiences to the study of it;
• apply theories that are emerging in the area of SA and identify current limitations in applying

those theories;
• identify the multidisciplinary aspects of research projects;
• demonstrate ways in which organizations are changing what they do through innovative uses of service-oriented technologies and discuss the implications of these changes;
• evaluate ways in which social computing technologies are providing innovations in services (specifically in providing greater opportunities for co-production);
describe and discuss the general notion of service-oriented architecture and how its techniques can be used to architect services.

Class syllabus:
Part 1: What are Services? - This part focuses on introducing a comprehensive set of definitions of services. It includes materials that provide early definitions and thoughts on services. This survey of services is meant to provide some context around the burgeoning study of services and impact on modern economies.
Part 2: Management of Services / Service Level Management - The focus of this part is to introduce students to the notions about what differs in the management of services versus traditional operations or manufacturing management, namely:
• creating a services strategy and the unique aspects of services management planning;
• competitive role of information in services development;
• process analysis;
• diverse marketing&management challenges in services.
Part 3: Productivity and Innovation - This part is the foundation for uncovering different types of service innovation opportunities. It aims to gain a frame of reference about productivity conundrums, develop a point of view and be able to discuss this with others. It also considers the issue - what are the relationships between innovation and productivity.
Part 4: Service Engineering and Systems - This part focuses on the general description of systems and their relevance to services. Services can be viewed as socio-technological systems and differ somewhat from a manufacturing system or economic system. All three systems include elements, interconnections, attributes, and stakeholders. These components can be represented by an input, throughput, output process model where, in a services system there is a feedback loop that defines a service engagement.
Part 5: Service Science and Modeling - This part includes specific considerations for the use of methods in the services lifecycle from engagement through solutions design and delivery. The primary context for the discussions in this part is an IT services business. The part-5 depends on the students to have an understanding of today's increasing globalization of business and familiarity with the "What are Services". The queuing theory methods as well as techniques in optimization and adaptive decision-making will be introduced.
Part 6: Services and Software Architectures Infrastructure and Engineering - The Internet-based economy is gearing towards the real world of fully automated business processes. Automated services have emerged as the next generation of Web based technology for exchanging information over the Internet and promise to revolutionize the process of developing and deploying distributed software applications. Service Oriented Architecture is a logical way of analyzing and designing a software system to provide services to either end-user applications or to other services distributed in the Internet, via published and discoverable interfaces. The objective of this part is to present the principles and fundamental underpinnings of Web Services and Service Oriented Architectures, concentrating on service analysis and design.
Part 7: Service Economics - This part covers service description and structuring as well as the financial evaluation and economic planning behind the services provided. This includes the following topics: • service portfolio management;
• service level management;

• planning and calculation;
• costing and charging.

Recommended literature:

• Daskin, Mark S., Service Science, 1. Edition, John Wiley & Sons, November 2010.
• Katzan Harry Jr, Service Science: Concepts, Technology, Management, iUniverse, Incorporated, November 2008.
• Maglio Paul and Spohrer Jim, Fundamentals of service science, Journal of the Academy of Marketing Science, Vol. 36, Iss. 1, 2008.
• Ching M. Chang, Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence, 1 edition, Wiley, April 2010.
• Bettencourt Lance, Service Innovation: How to Go from Customer Needs to Breakthrough Services, 1 edition, McGraw-Hill, May 2010.
• Papazoglou Michael, Web Services: Principles and Technology, Prentice Hall; 1st Edition, September 2007.
• Michael Bell, Service-Oriented Modeling (SOA): Service Analysis, Design, and Architecture, Wiley, 2008.
• Glushko Robert, Designing a Service Science Discipline with Discipline, IBM Systems Journal, 47(1): 15 27, 2008.
• Glushko Robert, Seven Contexts for Service System Design, in Maglio, P. P., Kieliszewski, C, & Spohrer, J. Handbook of Service Science, 219 249, 2010.
• M. Gregus, N. Kryvinska, “Service Orientation of Enterprises - Aspects, Dimensions, Technologies”, 2015, Comenius University in Bratislava, ISBN: 9788022339780.
• N. Kryvinska, M. Gregus, “SOA and its Business Value in Requirements, Features, Practices and Methodologies”, 2014, Comenius University in Bratislava, ISBN: 9788022337649.

Languages necessary to complete the course:
English

Notes:
-

Past grade distribution
Total number of evaluated students: 4

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

Lecturers: prof. Ing. Natalia Kryvinska, PhD., Mgr. Olena Shlyakhetko

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/268AP/21	Service Analytics and Service Systems Modeling

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 4., 6.

Educational level: III.

Prerequisites:

Recommended prerequisites:
-

Course requirements:
To be able to perform service analytics using well known software tools and to be able to model different kinds of service processes.
Scale of assessment (preliminary/final): 0 / 100%

Learning outcomes:
Course Description and Objectives
At large, the term “services” is associated with Web services and alike. However, there is a much vaster layer to be considered within the remarkable growth of the service sector, which has come to dominate business activity in most advanced economies over the last decades. Besides, the opportunity to innovate in services, to realize the business and societal value from knowledge about service, to research, develop, and deliver new information services and business services increases continuously. Making up a significant part of the world economy, the service sector is a rapidly evolving field that is relied on to dictate the public's satisfaction and success in various areas of everyday life, from banking and communications to education and healthcare.
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At the end of this course, students will be able to:
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• articulate the motivation behind the study of SA and relate their own experiences to the study of it;

• apply theories that are emerging in the area of SA and identify current limitations in applying those theories;
• identify the multidisciplinary aspects of research projects;
• demonstrate ways in which organizations are changing what they do through innovative uses of service-oriented technologies and discuss the implications of these changes;
• evaluate ways in which social computing technologies are providing innovations in services (specifically in providing greater opportunities for co-production);
describe and discuss the general notion of service-oriented architecture and how its techniques can be used to architect services.

Class syllabus:

Class syllabus:

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• competitive role of information in services development;
• process analysis;
• diverse marketing&management challenges in services.

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• service level management;
• planning and calculation;
• costing and charging.

Recommended literature:

• Daskin, Mark S., Service Science, 1. Edition, John Wiley & Sons, November 2010.
• Katzan Harry Jr, Service Science: Concepts, Technology, Management, iUniverse, Incorporated, November 2008.
• Maglio Paul and Spohrer Jim, Fundamentals of service science, Journal of the Academy of Marketing Science, Vol. 36, Iss. 1, 2008.
• Ching M. Chang, Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence, 1 edition, Wiley, April 2010.
• Bettencourt Lance, Service Innovation: How to Go from Customer Needs to Breakthrough Services, 1 edition, McGraw-Hill, May 2010.
• Papazoglou Michael, Web Services: Principles and Technology, Prentice Hall; 1st Edition, September 2007.
• Michael Bell, Service-Oriented Modeling (SOA): Service Analysis, Design, and Architecture, Wiley, 2008.
• Glushko Robert, Designing a Service Science Discipline with Discipline, IBM Systems Journal, 47(1): 15 27, 2008.
• Glushko Robert, Seven Contexts for Service System Design, in Maglio, P. P., Kieliszewski, C, & Spohrer, J. Handbook of Service Science, 219 249, 2010.
• M. Gregus, N. Kryvinska, “Service Orientation of Enterprises - Aspects, Dimensions, Technologies”, 2015, Comenius University in Bratislava, ISBN: 9788022339780.
• N. Kryvinska, M. Gregus, “SOA and its Business Value in Requirements, Features, Practices and Methodologies”, 2014, Comenius University in Bratislava, ISBN: 9788022337649.

Languages necessary to complete the course:
English

Notes:
-

Past grade distribution
Total number of evaluated students: 3

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

Lecturers: prof. Ing. Natalia Kryvinska, PhD., Mgr. Olena Shlyakhetko

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KKM/117AP/21	Statistics

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 2.

Educational level: III.

Prerequisites:

Course requirements:
Working-out and presentation of case study and processing of real data in selected statistical software using adequate statistical methods.
Scale of assessment (preliminary/final): 100% case study

Learning outcomes:
Students will be able to analyze real data using the selected statistical methods using appropriate software, IBM SPSS, Wolfram Mathematica, SAS, R, etc. and to apply them in management, focusing on data processing of managerial practice.

Class syllabus:
Descriptive statistics. Probabilistic distributions of one and multivariate random variables. Random choice. Create a sample from a given distribution. Interval estimates, hypothesis testing - parametric, non-parametric, bootstrap. Analysis of dependence of random variables of different types. Pivot tables. ANOVA one and two factor. Linear regression models, OLS. Multivariate regression method. Modeling of trend and time series. Modeling of stationary time series, ARIMA models, estimation of model parameters, selection of suitable model.
Data analysis using IBM SPSS, SAS, R, respectively Wolfram Mathematica. Working with real data - evaluation of questionnaires, or verification of economic, marketing and financial models based on real data.

Recommended literature:
1. Berenson, M. L., Levine, D. M., Krehbiel, T.C.: Basic Business Statistics. Concepts and Applications. Pearson. 2012
2. Cipra, T.: Finanční ekonometrie. EkoPress, Praha, 2008
3. Damodar N.Gujarati: Basic Econometrics. McGraw-Hill International Edition, 2009
4. Newbold, P., Carlson, W., Thorne, B. M.: Statistics for Bussiness and Economics. Pearson, 2013
5. Vercellis, C.: Business Intelligence: Data Mining and Optimization for Decision Making. John Wiley&Sons., 2009

6. Bohdalová, M. : Lecture notes, available on https://moodle.uniba.sk/ course 2021/2022 Statistics for PhD Students

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 08.04.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/057AP/21	Strategic Information Systems

Educational activities:
Type of activities: course
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: on-site learning

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/033AP/21	**Course title:** Strategic Management
Educational activities: **Type of activities:** seminar **Number of hours:** **per week: per level/semester:** 32s **Form of the course:** on-site learning	
Number of credits: 8	
Recommended semester: 3., 4.., 5., 6..	
Educational level: III.	
Prerequisites:	
Course requirements: Evaluation in the exam period 100%	
Learning outcomes: Advancement of knowledge about strategy and strategic management development. Showing the specifics of strategic thinking and the possibilities of its development and application in strategy creation. View on strategic management as a process and methodological apparatus which provides theoretical background for each of its phases.	
Class syllabus: 1. Strategy as a critical factor of success of organizations 2. Strategic thinking of managers 3. Development of strategy theory, basic approaches and directions of theory development 4. Exploring factors of macroenvironment as a basis for strategy development 5. Exploring subjects of microenvironment and their action 6. Examination of the internal environment and position in the external environment 7. Analytical and synthetic techniques and the creation of competitive strategy 8. General strategy and portfolio analyses 9. Strategy implementation 10. Strategic control 11. Specifics of strategic management of organizations of different types and orientations	
Recommended literature: HITT,M.A, IRELAND, R.D., HOSKISSON, R.E.: Strategic Management. Competitiveness and Globalization. Thompson, South-Western, 2005 THOMSON,J.L.: Strategic Management. Thompson. Fourth edition, London 2001 PAPULA, J. – PAPULOVÁ, Z.: Approaches to Strategy: Experiences of Slovak enterprises. Proceedings of Annual Paris Business and Social Science Research, Melbourne : World Business Institute, 2013 [online] PAPULOVÁ, Z.: The Significance of Vision and Mission Development for Enterprises in Slovak Republic. JOEBM 2014 Vol.2(1): 12-16 ISSN: 2301-3567 [online]	

Languages necessary to complete the course:
Slovak, English

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Ing. Jozef Papula, PhD.

Last change: 25.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KEF/012AP/21	Tax systems

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

Number of credits: 8

Recommended semester: 3., 4.., 5., 6..

Educational level: III.

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 Európské unii. 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
0,0	0,0	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. Ing. Jana Kajanová, PhD.

Last change: 14.02.2022

Approved by: