

Course descriptions

TABLE OF CONTENTS

1. 161PE/10 Analysis of credit risks of financial portfolios.....	2
2. 160PE/10 Analysis of markets risk of financial portfolios.....	3
3. 020PE/13 Communication techniques in marketing.....	4
4. 100PE/21 Data Modeling in Management.....	6
5. Diz10/16 Dissertation Examination (state exam).....	8
6. O3/11 Dissertation Thesis Defence (state exam).....	9
7. 018PE/10 Economics (1).....	10
8. 019PE/10 Economics II (2).....	11
9. 069PE/18 Entrepreneurship and Management of Small and Medium-Sized Enterprises.....	12
10. 034PE/00 Financial Accounting.....	14
11. 029PE/10 Financial Investment.....	16
12. 017PE/10 Human Resources Management.....	18
13. 023PE/10 International Human Resource Management.....	20
14. 055_PE_ME/14 Knowledge Management.....	21
15. 068PE/10 Management.....	23
16. 024PE/10 Management Information Systems.....	25
17. 014PE/10 Managerial Ethics.....	26
18. 056PE/10 Market Research.....	28
19. 014PE/00 Marketing.....	29
20. 016PE/21 Operations Management and Logistics.....	30
21. 040PE/21 Organizational Behavior.....	33
22. 004P/20 Own Pedagogical activity.....	35
23. MP_PE/10 Project Management.....	36
24. 002P/18 Publications, participation in conferences, teaching, projects solving etc.....	38
25. 266PE/17 Research Methodology and Paper Writing.....	39
26. 266PE/16 Research Methodology and Paper Writing.....	43
27. 117PE/10 Statistics.....	48
28. 057PE/10 Strategic Information Systems.....	49
29. 033PE/17 Strategic Management.....	50
30. 012PE/10 Tax systems.....	51

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/161PE/10			Course title: 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: combined						
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: 3						
A	ABS	B	C	D	E	FX
66,67	33,33	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, 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.KEF/160PE/10		Course title: Analysis of markets risk of financial portfolios				
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined						
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: 3						
A	ABS	B	C	D	E	FX
66,67	0,0	33,33	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.						
Last change: 31.10.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KMk/020PE/13		Course title: Communication techniques in marketing				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: combined						
Number of credits: 8						
Recommended semester: 3., 4., 5., 6..						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes: Understanding basic communication techniques in marketing.						
Class syllabus: Social Communication. Communication as the professional skills of marketing managers. Communication techniques of the manager in business negotiation and negotiation. Techniques of persuasion. Communication techniques in lobbying. World, Europe and us. Intercultural differences in communication techniques in marketing. Marketing and marketing in the global world. The essence of communication with the public. Application of communication principles of PR in internal and external communication. Applying communication skills to the manager in marketing. Blogs, press conferences, events, marketing by oral submission. Sales skills of managers. Customer communication. The essence of neuromarketing. Guerrilla marketing techniques. Communication of guerrilla marketers.						
Recommended literature: Keller, K. L., & Kotler, P. (2016). Marketing management. Pearson. Kotler, P., & Keller, K. L. (2012). Marketing management . New Jersey, US: Pearson Education.						
Languages necessary to complete the course: Slovak						
Notes:						
Past grade distribution Total number of evaluated students: 1						
A	ABS	B	C	D	E	FX
0,0	0,0	100,0	0,0	0,0	0,0	0,0

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

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KKM/100PE/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: combined	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Course requirements: Students will prepare a project within 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 crosssectional, panel or. time data based on the use of modern statistical methods. Students process data using IBM SPSS software, Wolfram Mathematica, SAS, etc.	
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: FM.KEF/018PE/10			Course title: Economics (1)			
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: combined						
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: 249						
A	ABS	B	C	D	E	FX
21,29	25,3	14,86	18,88	7,63	9,24	2,81
Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Michal Páleník, PhD., doc. PhDr. Paulína Mihaľová, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/019PE/10			Course title: Economics II (2)			
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: combined						
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: 246						
A	ABS	B	C	D	E	FX
27,64	27,24	13,01	9,35	10,98	6,1	5,69
Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Michal Páleník, PhD., doc. PhDr. Paulína Mihaľová, PhD.						
Last change: 05.04.2020						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/069PE/18	Course title: Entrepreneurship and Management of Small and Medium-Sized Enterprises
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: combined	
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 Entrepreneurship: 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: 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. Anna Pilková, PhD., MBA

Last change: 24.09.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/034PE/00	Course title: Financial Accounting
Educational activities: Type of activities: lecture Number of hours: per week: 32 per level/semester: 448 Form of the course: combined	
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, 13th edition, 2013 2. Revsine: Financial Statement and Analysis, Prentice Hall, 4th edition, 2009 3. Krištofik, P. – Saxunová, D. – Šuranová, Z.: Finančné účtovníctvo a riadenie s aplikáciou IAS/IFRS, Iura Edition, Bratislava 2011 4. Saxunová, D.: Ako správne rozumieť informáciám z ÚZ, Wolter Kluwers (Iura Edition), e-book, Bratislava 2008	

Languages necessary to complete the course:							
Notes:							
Past grade distribution							
Total number of evaluated students: 64							
A	ABS	B	C	D	E	FX	M
12,5	1,56	7,81	18,75	14,06	31,25	14,06	0,0
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/029PE/10	Course title: Financial Investment
Educational activities: Type of activities: lecture Number of hours: per week: 32 per level/semester: 448 Form of the course: combined	
Number of credits: 8	
Recommended semester: 3., 4., 5., 6..	
Educational level: III.	
Prerequisites:	
Course requirements: 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, Cengage. 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: 17

A	ABS	B	C	D	E	FX
76,47	0,0	17,65	5,88	0,0	0,0	0,0

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

Last change: 29.09.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/017PE/10	Course title: Human Resources Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined	
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 managerial 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, link between company strategy and personnel strategy 2. The Role of HR management in the Organization 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 and Employee's Performance 8. Training and Developing Employees for Future Success 9. Employee Motivation 10. Compensating Employees (Pay Structure, Benefits) 11. Employee/ Labour relations and Collective Bargaining 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: 18

A	ABS	B	C	D	E	FX
55,56	11,11	16,67	16,67	0,0	0,0	0,0

Lecturers: prof. Ing. Ľubica Bajžíková, PhD.

Last change: 06.10.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KMn/023PE/10			Course title: International Human Resource Management			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined						
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: 5						
A	ABS	B	C	D	E	FX
80,0	0,0	20,0	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/055_PE_ME/14	Course title: Knowledge Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined	
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: 0%	
Learning outcomes: By completing the course, PhD. students will gain in-depth knowledge of knowledge management, knowledge systems, their properties and functions, decision support systems, business intelligence tools, sales marketing systems.	
Class syllabus: Knowledge systems, properties of knowledge systems, functions of knowledge systems, decision support systems, examples of various systems, business intelligence, sales and marketing systems, accounting and financial systems, knowledge databases, data mining datawarehousing, knowledge management.	
Recommended literature: Odporúčaná literatúra: 1. Chris Collison, Geoff Parcel: Knowledge Management, Computer Press, a.s., Brno 2005, ISBN 80-251-0760-4 2. Ralph H. Sprague, Jr., Barbara C. McNurlin: Informations systems Management in Practice, Prentice-Hall 1993 3. Vladimír Bureš: Znalostní manažment a proces jeho zavádění, Grada, Praha 2007, ISBN: 978-80-247-1978-8 4. Mikulecký, P., Lenharčík, I., Hynek, J.: Znalostní technologie II. Expertní systémy. 2. vydání, GAUDEAMUS, UHK Hradec Králové, 2002, ISBN 80-7041-904-0 5. Mikulecký, P., Hynek, J. (editoři): Znalostní management: Tvorba, organizace a využití znalostí. Intermedia 2/2000, GAUDEAMUS, UHK Hradec Králové, ISBN 80-7041-220-8	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 10						
A	ABS	B	C	D	E	FX
70,0	30,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD.						
Last change: 11.02.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/068PE/10	Course title: Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined	
Number of credits: 8	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Written semestral work on the topic related to the dissertation thesis topic and its main objective Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Students are acquainted with the history and present trends of management development. Based on this students have got competency and skills necessary for research and generalization of these knowledge for further development of the scientific discipline.	
Class syllabus: • Evolution of Management Theory and Practice • Management as a Process, Science, and Profession • Organizational Behavior and Management • Management in Global Business Environment – High-performance Organization • Specific Features of Japanese Traditional Approach to Management. • Organizational Design for Strategic Competency • New Model of Organization • Power, Leadership, and Organizational Politics • Strategic Management as a Process	
Recommended literature: Schermerhorn, J.R – Hunt, J.G. – Osborn, R.N.: Organizational Behavior, John Wiley & Sons, Inc. N.Y., 2008. Robbins, S. P. – Judge, T.A.: Organizational Behavior, Pearson, 2011. Rudy, J. – Rudyová, J.: Human Resource Management in Japan, Verlag Harald Kupfer, 2008 Rudy, J.: Management and Chaos Theory, Faber, 1997. Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ. : Manažment a organizačné správanie, MV Wissenschaft, Münster, 2013 Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ. : Organizačné správanie, UK Bratislava, 2013	
Languages necessary to complete the course: Slovak, English	
Notes:	

Past grade distribution						
Total number of evaluated students: 192						
A	ABS	B	C	D	E	FX
56,77	30,21	6,77	4,69	1,56	0,0	0,0
Lecturers: prof. Ing. Ján Rudy, PhD.						
Last change: 28.11.2017						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/024PE/10			Course title: Management Information Systems			
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: combined						
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: 13						
A	ABS	B	C	D	E	FX
53,85	30,77	7,69	7,69	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.KMn/014PE/10	Course title: Managerial Ethics
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined	
Number of credits: 8	
Recommended semester: 3., 4..	
Educational level: III.	
Prerequisites:	
Recommended prerequisites: None.	
Course requirements: Written semestral thesis on the topic that analyses the ethical aspect of the issue related to the habilitation thesis. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will be able to identify the ethical aspect of the problematics that they are researching within their habilitation thesis and will be able to apply it within the scientific 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: 10

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

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

Last change: 07.10.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KMk/056PE/10			Course title: Market Research			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning, combined						
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: 12						
A	ABS	B	C	D	E	FX
75,0	0,0	25,0	0,0	0,0	0,0	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD.						
Last change: 02.06.2015						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022							
University: Comenius University Bratislava							
Faculty: Faculty of Management							
Course ID: FM.KMk/014PE/00				Course title: Marketing			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined							
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: 658							
A	ABS	B	C	D	E	FX	M
27,05	0,3	24,62	20,06	13,98	7,45	6,53	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD.							
Last change: 02.06.2015							
Approved by:							

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/016PE/21	Course title: Operations Management and Logistics
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: combined	
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-MARAÑDA, 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: Slovak, 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: FM.KMn/040PE/21	Course title: Organizational Behavior
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined	
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:

Odporúčaná literatúra:

Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Organizačné správanie. Bratislava: UK, 2021.

Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, Ľ.: Manažment a organizačné správanie. Münster: MV Wissenschaft, 2013.

Robbins, S. P. – Judge, T.A.: Organizational Behavior. New Jersey: Prentice Hall, 2015.

Schermerhorn, J. R. – Hunt, J. G. – Osborn, R. N.: Organizational Behavior. John Wiley and Sons.

Lašáková, A. – Bajžíková, 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:

Slovak, 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: FM/004P/20		Course title: 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: FM.KIS/MP_PE/10	Course title: Project Management
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: combined	
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: 25						
A	ABS	B	C	D	E	FX
84,0	4,0	8,0	4,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD., doc. Ing. Ján Papula, PhD.						
Last change: 11.02.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM/002P/18		Course title: Publications, participation in conferences, teaching, projects solving etc.				
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, combined						
Number of credits: 153						
Recommended semester: 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: FM.KIS/266PE/17	Course title: Research Methodology and Paper Writing
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: combined	
Number of credits: 8	
Recommended semester: 2.	
Educational level: III.	
Prerequisites:	
Course requirements:	
Learning outcomes: The successful student will demonstrate the ability to: • Present scientific information in appropriate language for various audiences, including scholarly and general, in print and online • Understand of the needs of various audiences/readerships and how these needs affect the style, vocabulary, and content of writing • Recognize the conventions governing the dissemination of scientific knowledge • Understand the origins of scientific writing styles • Write concisely, concretely, and accurately to present complex scientific ideas clearly • Expand information literacy (researching primary and secondary sources) for finding, evaluating, integrating and synthesizing ethically the necessary information and visuals for the completion of a project • Effectively and ethically incorporate appropriate scientific exhibits (visuals, graphs, charts, etc) for designing presentations and posters, and for supplementing text • Competence in the mechanics of writing is essential, including use of appropriate documentation styles. At the end of the course, students should be able to: • Distinguish different types of research, their audiences and how research material might be effectively presented • Prepare scientific and technical papers, and presentations • Format documents and presentations to optimize their visual appeal when viewed in-press, as a podcast or audio/video file format on the internet, or through personal presentations to an audience • Effectively use features of Microsoft Office to create eye-catching professional documents and presentations • Effectively use features of Microsoft Word, Powerpoint, and Excel to create professional looking tables, graphs and figures • Accept constructive criticism and use reviewers' comments to improve quality and clarity of written reports and presentations.	

Class syllabus:

Class syllabus:

Here is a list of topics that we plan to cover in this course. This list is the subject to change based on class progress and the lecturers' discretion.

Module-1: Introduction

- Research – What is it?
- How do researchers communicate?
- Examining examples of different types of scientific communication
- Introduction to concepts, investigation of scholarly and popular science writing categories, understanding the difference, rhetorical situation and audiences, disciplinary expectations, what counts as evidence

Module-2: Scientific Literature

- Searching the scientific literature
- Using online search engines
- What is a refereed journal?
- Plagiarism and how to avoid it
- Reading sample Lit Reviews as models of thinking and organizing material
- Work on Lit Review/Annotated bibliography to provide background for longer article
- Work on summary and analysis, rhetorical précis, abstracts, keywords
- Discover a research question and find the conversation to enter

Module-3: Beginning to Write

- Establishing your constraints
- Organizing your writing
- Preparing outlines
- Standard formats for scientific papers, research projects and theses style guides

Module-4: Content

- Creating a literature review
- Preparing other sections of a research report (abstract, introduction, materials and methods, results and discussion, conclusions)
- Including and summarizing research data
- Presentations/sharing of research report on scientific writing in the disciplines, scholarly and popular media
- Continued work on writing styles and correctness

Module-5: Style and grammar

- Scientific writing style
- First-person vs. Third-person; Passive vs. active voice
- Avoiding excessive wording
- Grammar
- Avoiding misuse of words
- When to use footnotes
- More reading. Polishing prose and adapting to audiences.

Module-6: Reference citations

- How to use references
- Within the text
- How to make lists of references

Module-7: Revising

- Dealing with revisions
- Accepting criticism
- Making sense of reviewers' comments

- Making the changes
- What to do if you do not agree with reviewers' comments

Module-8: Other communication and other types of scientific writing

- research proposals
- creating a fact sheet/bulletin
- articles for popular press
- memos, letters and emails

Module-9: Using Computer technologies

- Microsoft Word
- Formatting (including margins, tabs, indents, justification, etc)
- Using the table feature
- Creating tables of content
- Microsoft Excel
- Creating tables, charts, graphs

Module-10: Poster and Oral Presentations

- Organization and formats for posters
- Using Microsoft Powerpoint
- Designing and preparing slides for an oral presentation
- Importing tables, charts and graphs from Excel
- Optimizing pictures for use in presentations
- Using visual aids without overdoing it
- Using Microsoft Powerpoint

Recommended literature:

1. Robert A. Day and Barbara Gastel. How to Write and Publish a Scientific Paper, 8 edition. Greenwood, 2016, ISBN 978-1440842801.
2. Alley, M. 2003. The Craft of Scientific Presentations: Critical steps to succeed and critical errors to avoid. Springer, NY. ISBN:0-387-95555-0.
3. George D. Gopen and Judith A. Swan, "The Science of Scientific Writing" American Scientist (1990) vol 78: 550-558. Available at <http://www.americanscientist.org/>
4. Penrose and Katz. Writing in the Sciences. Pearson, 2004.
5. Scott L. Montgomery. The Chicago Guide to Communicating Science. University Of Chicago Press, 2003. ISBN-10: 0226534847.
6. Rebecca Skloot, Floyd Skloot, Jesse Cohen (eds.) The Best American Science Writing 2011. Ecco, 2011. ISBN-10: 0062091247.
7. Thomas A Easton (editor) Taking Sides: Clashing Views in Science, Technology, and Society. 10th edition. McGraw-Hill/Dushkin, 2011. ISBN-10: 0078050278.
8. Björn Gustavii, 2008. How to Write and Illustrate Scientific Papers, Second Edition. Cambridge University Press, ISBN-13 978-0-521-87890-6.
9. UNDERSTANDING THE PUBLISHING PROCESS. How to publish in scholarly journals. Published by Elsevier, April 2015.
10. Ann M. Körner. 2008. Guide to Publishing a Scientific Paper. Routledge, Taylor & Francis Group, ISBN 978-0-415-45265-6.
11. C. Bauer, C. Strauss, "Location-based Advertising on Mobile Devices: A Literature Review and Analysis", Management Review Quarterly (MRQ), Springer, Vol. 66, No. 3, 2016, pp. 159-194.
12. N. Kryvinska, R. Olexova, P. Dohmen, C. Strauss, "The S-D Logic Phenomenon- Conceptualization and Systematization by Reviewing the Literature of a Decade (2004-2013)", Journal of Service Science Research, Springer, Vol. 5, No. 1, 2013, pp. 35-94.

https://www.researchgate.net/publication/262601746_The_S-D_logic_phenomenon_-_conceptualization_and_systematization_by_reviewing_the_literature_of_a_decade_2004-2013

Languages necessary to complete the course:

English

Notes:

Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.

Past grade distribution

Total number of evaluated students: 135

A	ABS	B	C	D	E	FX
37,04	61,48	1,48	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Natalia Kryvinska, PhD.

Last change: 10.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/266PE/16	Course title: Research Methodology and Paper Writing
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: combined	
Number of credits: 8	
Recommended semester: 1.	
Educational level: III.	
Prerequisites:	
Course requirements:	
Learning outcomes: The successful student will demonstrate the ability to: • Present scientific information in appropriate language for various audiences, including scholarly and general, in print and online • Understand of the needs of various audiences/readerships and how these needs affect the style, vocabulary, and content of writing • Recognize the conventions governing the dissemination of scientific knowledge • Understand the origins of scientific writing styles • Write concisely, concretely, and accurately to present complex scientific ideas clearly • Expand information literacy (researching primary and secondary sources) for finding, evaluating, integrating and synthesizing ethically the necessary information and visuals for the completion of a project • Effectively and ethically incorporate appropriate scientific exhibits (visuals, graphs, charts, etc) for designing presentations and posters, and for supplementing text • Competence in the mechanics of writing is essential, including use of appropriate documentation styles. At the end of the course, students should be able to: • Distinguish different types of research, their audiences and how research material might be effectively presented • Prepare scientific and technical papers, and presentations • Format documents and presentations to optimize their visual appeal when viewed in-press, as a podcast or audio/video file format on the internet, or through personal presentations to an audience • Effectively use features of Microsoft Office to create eye-catching professional documents and presentations • Effectively use features of Microsoft Word, Powerpoint, and Excel to create professional looking tables, graphs and figures • Accept constructive criticism and use reviewers' comments to improve quality and clarity of written reports and presentations.	

Class syllabus:**Course Description and Objectives:**

A course intended to give PhD students the skills necessary to write a thesis, and to prepare other professional materials for presentation or publication. Topics covered in this course include: searching the scientific literature; scientific writing style; writing graduate level papers, proposals, projects, and thesis components; preparing scientific presentations; presentation of data; using visual aids; and using word processing, spreadsheet, and presentation software.

Further, the course is designed to introduce students to basic scientific writing skills. Participants will review the general principles of clear, persuasive writing, and will apply these principles to writing for a scientific audience. Particular emphasis will be placed on conveying the significance of your research, outlining the aims, and discussing the results for scientific papers and grant proposals. The course will also provide an overview of the structure and style of scientific manuscripts.

Classes are highly interactive, and the majority of class time will be spent discussing student scientific writing. The goal of the course is to encourage active and open interaction among students. Ideal endpoints include improved self-editing, and development of effective strategies for offering and receiving concise editorial recommendations among peers.

The course aims to clarify the writing process and teach the fundamentals of effective scientific writing. Instruction will focus primarily on the process of writing and publishing scientific manuscripts but grant writing will also be addressed.

The course will take a multi-modal approach so that students can also work on presentations and posters, using visuals and graphics effectively to convey their message in the scholarly and public realm, including print and digital publishing sites, adapting the materials and texts as needed to become increasingly critical thinkers and writers, who can shape material effectively.

While working on clear, correct, concise style, the course will also address the evolution of scientific writing and conventions. A wide range of scientific fields will be addressed, with special emphasis on the field in which the student is working.

Designed for science and engineering students as well as writing minors.

Course Learning Objectives:

The following course learning objectives form the basis of successful pedagogy in this course. The goal of each assignment is to demonstrate mastery in one or more of the following areas:

- Model effective scientific and technical communication in the workplace by actively participating in writing activities, both individually and collaboratively.
- Apply technical information and knowledge in practical documents for a variety of a.) professional audiences (including peers and colleagues or management), and b.) public audiences.
- Write documents that demonstrate professional style: concise, clear, accurate, honest, economical, and unambiguous.
- Use professional writing strategies: Direct order organization, objective voice, unbiased analysis and summary, and use of transitional devices to create coherence.
- Recognize, explain, and use the rhetorical strategies and the formal elements of specific genres of technical communication, such as technical abstracts, data based research reports, instructional manuals, technical descriptions, web pages, wikis, and correspondence.
- Collect, analyze, document, and report research clearly, concisely, logically, and ethically; understand the standards for legitimate interpretations of research data within scientific and technical communities.
- Recognize and develop professional format features in print, html, and multimedia modes, as well as use appropriate nonverbal cues and visual aids.
- Revise and edit effectively in all assignments, including informal media (such as email to the instructor).

- Demonstrate professional work habits, including those necessary for effective collaboration and cooperation.

Focus Areas:

The core of this course consists of the following four skill areas:

- Research skills - using primary and library research to discover information
- Correspondence skills - learning the generic conventions of each
- Explanatory or demonstrative writing skills - to disseminate technical information to either nontechnical or technical readers, such as descriptions, instructions, informational handouts, international conferences
- Visual communication skills - may appear as separate assignments or as components of other assignments

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Class syllabus:

Here is a list of topics that we plan to cover in this course. This list is the subject to change based on class progress and the lecturers' discretion.

Module-1: Introduction

- Research – What is it?
- How do researchers communicate?
- Examining examples of different types of scientific communication
- Introduction to concepts, investigation of scholarly and popular science writing categories, understanding the difference, rhetorical situation and audiences, disciplinary expectations, what counts as evidence

Module-2: Scientific Literature

- Searching the scientific literature
- Using online search engines
- What is a refereed journal?
- Plagiarism and how to avoid it
- Reading sample Lit Reviews as models of thinking and organizing material
- Work on Lit Review/Annotated bibliography to provide background for longer article
- Work on summary and analysis, rhetorical précis, abstracts, keywords
- Discover a research question and find the conversation to enter

Module-3: Beginning to Write

- Establishing your constraints
- Organizing your writing
- Preparing outlines
- Standard formats for scientific papers, research projects and theses style guides

Module-4: Content

- Creating a literature review
- Preparing other sections of a research report (abstract, introduction, materials and methods, results and discussion, conclusions)
- Including and summarizing research data
- Presentations/sharing of research report on scientific writing in the disciplines, scholarly and popular media
- Continued work on writing styles and correctness

Module-5: Style and grammar

- Scientific writing style
- First-person vs. Third-person; Passive vs. active voice
- Avoiding excessive wording

- Grammar
- Avoiding misuse of words
- When to use footnotes
- More reading. Polishing prose and adapting to audiences.

Module-6: Reference citations

- How to use references
 - Within the text
 - How to make lists of references

Module-7: Revising

- Dealing with revisions
- Accepting criticism
- Making sense of reviewers' comments
- Making the changes
- What to do if you do not agree with reviewers' comments

Module-8: Other communication and other types of scientific writing

- research proposals
- creating a fact sheet/bulletin
- articles for popular press
- memos, letters and emails

Module-9: Using Computer technologies

- Microsoft Word
 - Formatting (including margins, tabs, indents, justification, etc)
 - Using the table feature
 - Creating tables of content
- Microsoft Excel
 - Creating tables, charts, graphs

Module-10: Poster and Oral Presentations

- Organization and formats for posters
- Using Microsoft Powerpoint
- Designing and preparing slides for an oral presentation
- Importing tables, charts and graphs from Excel
- Optimizing pictures for use in presentations
- Using visual aids without overdoing it
- Using Microsoft Powerpoint

Recommended literature:

1. Robert A. Day and Barbara Gastel. How to Write and Publish a Scientific Paper, 8 edition. Greenwood, 2016, ISBN 978-1440842801.
2. Alley, M. 2003. The Craft of Scientific Presentations: Critical steps to succeed and critical errors to avoid. Springer, NY. ISBN:0-387-95555-0.
3. George D. Gopen and Judith A. Swan, "The Science of Scientific Writing" American Scientist (1990) vol 78: 550-558. Available at <http://www.americanscientist.org/>
4. Penrose and Katz. Writing in the Sciences. Pearson, 2004.
5. Scott L. Montgomery. The Chicago Guide to Communicating Science. University Of Chicago Press, 2003. ISBN-10: 0226534847.
6. Rebecca Skloot, Floyd Skloot, Jesse Cohen (eds.) The Best American Science Writing 2011. Ecco, 2011. ISBN-10: 0062091247.
7. Thomas A Easton (editor) Taking Sides: Clashing Views in Science, Technology, and Society. 10th edition. McGraw-Hill/Dushkin, 2011. ISBN-10: 0078050278.

8. Björn Gustavii, 2008. How to Write and Illustrate Scientific Papers, Second Edition. Cambridge University Press, ISBN-13 978-0-521-87890-6.
9. UNDERSTANDING THE PUBLISHING PROCESS. How to publish in scholarly journals. Published by Elsevier, April 2015.
10. Ann M. Körner. 2008. Guide to Publishing a Scientific Paper. Routledge, Taylor & Francis Group, ISBN 978-0-415-45265-6.
11. C. Bauer, C. Strauss, "Location-based Advertising on Mobile Devices: A Literature Review and Analysis", Management Review Quarterly (MRQ), Springer, Vol. 66, No. 3, 2016, pp. 159-194.
12. N. Kryvinska, R. Olexova, P. Dohmen, C. Strauss, "The S-D Logic Phenomenon-Conceptualization and Systematization by Reviewing the Literature of a Decade (2004-2013)", Journal of Service Science Research, Springer, Vol. 5, No. 1, 2013, pp. 35-94.
https://www.researchgate.net/publication/262601746_The_S-D_logic_phenomenon_-_conceptualization_and_systematization_by_reviewing_the_literature_of_a_decade_2004-2013

Languages necessary to complete the course:

English

Notes:

Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.

Past grade distribution

Total number of evaluated students: 154

A	ABS	B	C	D	E	FX
39,61	55,19	5,19	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Natalia Kryvinska, PhD.

Last change: 10.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/117PE/10			Course title: Statistics			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: combined						
Number of credits: 8						
Recommended semester: 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: 143						
A	ABS	B	C	D	E	FX
34,97	41,26	12,59	7,69	2,1	1,4	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD., doc. Ing. Mgr. Urban Kováč, PhD.						
Last change: 08.04.2022						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/057PE/10			Course title: Strategic Information Systems			
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: combined						
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: 13						
A	ABS	B	C	D	E	FX
61,54	0,0	7,69	23,08	7,69	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/033PE/17			Course title: Strategic Management			
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: combined						
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: 6						
A	ABS	B	C	D	E	FX
33,33	33,33	16,67	16,67	0,0	0,0	0,0
Lecturers: prof. Ing. Jozef Papula, PhD.						
Last change:						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/012PE/10	Course title: Tax systems
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: combined	
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 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: English	
Notes:	

Past grade distribution						
Total number of evaluated students: 11						
A	ABS	B	C	D	E	FX
72,73	0,0	27,27	0,0	0,0	0,0	0,0
Lecturers: doc. Ing. Jana Kajanová, PhD.						
Last change: 07.03.2018						
Approved by:						