

Course descriptions

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COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/161P/10		Course title: Analysis of credit risks of financial portfolios				
Educational activities: Type of activities: 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.: Understanding 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: 4						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.						
Last change: 08.04.2022						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/160P/10			Course title: 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: 6						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.						
Last change: 08.04.2022						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/009P/09	Course title: Communication Techniques in Marketing
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 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 vyjednávání.Podstata trade talks. Techniques of persuasion. 3 Communication techniques in lobbying. World, Europe and us. 4 .Interkultúrne differences in communication techniques in marketingu.Obchod and marketing in a global world. 5 Summary of communication with verejnosťou.Uplatnenie PR communication principles in internal and external communication. 6 Application of communication skills in marketing manager. Blogs, press conferences, events, word of mouth marketing. 7 Sales skills managers. Communication with the customer. Nature of neuromarketing. 8 guerrilla marketing techniques. Communication guerrilla marketers.	
Recommended literature: Kotler, P., & Keller, K. L. (2012). Marketing management . New Jersey, US: Pearson Education. Keller, K. L., & Kotler, P. (2016). Marketing management. Pearson.	
Languages necessary to complete the course: Slovak	
Notes:	

Past grade distribution						
Total number of evaluated students: 7						
A	ABS	B	C	D	E	FX
71,43	0,0	28,57	0,0	0,0	0,0	0,0
Lecturers: doc. PhDr. Magdaléna Samuhelová, CSc., 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/100P/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:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 2						
A	ABS	B	C	D	E	FX
0,0	100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.						
Last change: 08.04.2022						
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/018P/09			Course title: Economics I			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 1.						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 161						
A	ABS	B	C	D	E	FX
22,98	9,94	27,33	25,47	8,7	4,35	1,24
Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Michal Páleník, PhD.						
Last change: 30.01.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KEF/019P/09			Course title: Economics II			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 2.						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 160						
A	ABS	B	C	D	E	FX
31,25	10,63	20,63	20,0	10,0	6,25	1,25
Lecturers: doc. Ing. Zuzana Stoličná, PhD., Mgr. Michal Páleník, 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/069P/18	Course title: Entrepreneurship and Management of Small and Medium-Sized Enterprises
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 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: 2

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/034P/09	Course title: Financial Accounting
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: 7						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Darina Saxunová, PhD.						
Last change: 22.09.2019						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/029P/09	Course title: 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: <ul style="list-style-type: none"> - 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: 15

A	ABS	B	C	D	E	FX
86,67	0,0	13,33	0,0	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/017P/09	Course title: Human Resources Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4., 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: <ol style="list-style-type: none"> 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: 11

A	ABS	B	C	D	E	FX
63,64	27,27	9,09	0,0	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/023P/09	Course title: International Human Resource Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4., 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 <ul style="list-style-type: none"> • 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.zpmprsr.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: 5						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Ľubica Bajžíková, PhD.						
Last change: 18.10.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/056_P_M/14			Course title: 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: 6						
A	ABS	B	C	D	E	FX
83,33	16,67	0,0	0,0	0,0	0,0	0,0
Lecturers: prof. RNDr. Michal Greguš, PhD.						
Last change: 15.10.2017						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/068P/10	Course title: Management
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 1.	
Educational level: III.	
Prerequisites:	
Course requirements: Written semestral work on the topic related to the dissertation thesis topic and its main objective Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Students are acquainted with the history and present trends of management development. Based on this students have got competency and skills necessary for research and generalization of these knowledge for further development of the scientific discipline.	
Class syllabus: <ul style="list-style-type: none"> • Evolution of Management Theory and Practice • Management as a Process, Science, and Profession • Organizational Behavior and Management • Management in Global Business Environment – High-performance Organization • Specific Features of Japanese Traditional Approach to Management. • Organizational Design for Strategic Competency • New Model of Organization • Power, Leadership, and Organizational Politics • Strategic Management as a Process 	
Recommended literature: Robbins, S. P. – Coulter, M.: Management, Pearson Education, Harlow, 2021. Rudy, J. – Sulíková, R. – Lašáková, A. – Fratričová, J. – Mitková, L.: Manažment a organizačné správanie, MV Wissenschaft, Münster, 2013 Rudy, J. – Rudyová, J.: Human Resource Management in Japan, Verlag Harald Kupfer, 2008 Rudy, J.: Organization and Management of Japanese Industrial Firms, Alfa, Bratislava 1990, Rudy, J.: Management and Chaos Theory, Faber, Bratislava 1997 Rudy, J.: Western and Japanese Approach to Personnel Management, Wolters Kluwer, Praha, 2021	
Languages necessary to complete the course: Slovak, English	

Notes:						
Past grade distribution Total number of evaluated students: 119						
A	ABS	B	C	D	E	FX
87,39	10,92	0,84	0,84	0,0	0,0	0,0
Lecturers: prof. Ing. Ján Rudy, PhD.						
Last change: 08.10.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Management						
Course ID: FM.KIS/024P/09			Course title: Management Information Systems			
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4., 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: 11						
A	ABS	B	C	D	E	FX
81,82	9,09	9,09	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.KMn/014P/09	Course title: Managerial Ethics
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Recommended prerequisites: None.	
Course requirements: Written semestral thesis on the topic that analyses the ethical aspect of the issue related to the habilitation thesis. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will be able to identify the ethical aspect of the problematics that they are researching within their habilitation thesis and will be able to apply it into the scientific solution of the analyzed issues.	
Class syllabus: <ol style="list-style-type: none"> 1. Managerial ethics as one of the theoretical assumptions of the manager 2. The significance of the manager for the ethics development 3. Application of ethical theories into the managerial praxis 4. Stakeholders theory, corporate social responsibility, corporate citizenship 5. The program of the UN Global Compact 6. Ethical decision-making models 7. Prerequisites for implementation of ethics into the company: ethical leadership, building trust, motivation, power 8. Ethics as a part of the management: institutionalization of ethics into the organizational culture 9. Analysis of forms of institutionalization of ethics within the organizational culture 	
Recommended literature: CRANE A. & MATTEN, D. (2010). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford: Oxford University Press. LAŠÁKOVÁ, A. & REMIŠOVÁ, A. (2015). Unethical leadership: Current theoretical trends and conceptualization. Procedia Economics and Finance, 34, pp. 319–328.	

TREVINO, L. K., HARTMAN, L. P. & BROWN, M. (2000). Moral person and moral manager: How executives develop a reputation for ethical leadership. In: California Management Review, 42(4), pp. 128–142.

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

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

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

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 17

A	ABS	B	C	D	E	FX
88,24	0,0	5,88	5,88	0,0	0,0	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/014P/09	Course title: 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
ZYZMAN, S.: Konec marketingu jak jsme jej doposud znali. Praha: Management Press, 2005. ISBN 80-7261-134-8

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 10

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

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 01.10.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/016P/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: 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: <ul style="list-style-type: none"> • 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: <ol style="list-style-type: none"> 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/040P/21	Course title: 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:

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: 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. 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_P/10	Course title: Project Management
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 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: 24						
A	ABS	B	C	D	E	FX
91,67	8,33	0,0	0,0	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/265P/17	Course title: Research Methodology and Paper Writing
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 2.	
Educational level: III.	
Prerequisites:	
Course requirements: Individual and group assignment and essays during the term, preparation of the scientific paper for the impact journal.	
Learning outcomes: Course contains following elements: (i) strategy and techniques of interdisciplinary research and collaboration (ii) production of draft paper for impact factor journal (iii) online tutoring.	
Class syllabus: 1. Methodological pluralism and research methodology 2. Individual and collective research project 3. Principles of interdisciplinary research in management 4. Principles of collaborative research in management 5. My first research paper: Technique of writing 6. My first research paper: Publication strategy	
Recommended literature: Poteete, A., Janssen, M., Ostrom, E., 2010, Working together: collective action, the commons, and multiple methods in practice, chapter 1, pp. 3-27, Princeton University Press, Princeton, NJ T. Kotze 2007: Guidelines on writing quantitative academic article	
Languages necessary to complete the course: English	
Notes: Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.	

Past grade distribution						
Total number of evaluated students: 41						
A	ABS	B	C	D	E	FX
73,17	17,07	4,88	0,0	4,88	0,0	0,0
Lecturers: doc. Mgr. Veronika Gežík, PhD., 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/265P/16	Course title: Research Methodology and Paper Writing
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 1.	
Educational level: III.	
Prerequisites:	
Course requirements: Individual and group assignment and essays during the term, preparation of the scientific paper for the impact journal.	
Learning outcomes: Course contains following elements: (i) strategy and techniques of interdisciplinary research and collaboration (ii) production of draft paper for impact factor journal (iii) online tutoring.	
Class syllabus: 1. Methodological pluralism and research methodology 2. Individual and collective research project 3. Principles of interdisciplinary research in management 4. Principles of collaborative research in management 5. My first research paper: Technique of writing 6. My first research paper: Publication strategy	
Recommended literature: Poteete, A., Janssen, M., Ostrom, E., 2010, Working together: collective action, the commons, and multiple methods in practice, chapter 1, pp. 3-27, Princeton University Press, Princeton, NJ T. Kotze 2007: Guidelines on writing quantitative academic article	
Languages necessary to complete the course: English	
Notes: Active knowledge of English, outline of the paper (title, problem identification, paper objective, hypothesis or 1 research question) - max one page font 12 double spacing submitted 10 days prior the course.	

Past grade distribution						
Total number of evaluated students: 50						
A	ABS	B	C	D	E	FX
78,0	14,0	6,0	0,0	2,0	0,0	0,0
Lecturers: doc. Mgr. Veronika Gežík, PhD., 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/117P/09			Course title: Statistics			
Educational activities: Type of activities: lecture Number of hours: per week: per level/semester: 32s Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 2.						
Educational level: III.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 105						
A	ABS	B	C	D	E	FX
65,71	16,19	13,33	1,9	0,95	1,9	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/057P/09			Course title: Strategic Information Systems			
Educational activities: Type of activities: course Number of hours: per week: 32 per level/semester: 448 Form of the course: on-site learning						
Number of credits: 8						
Recommended semester: 3., 4., 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: 8						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers:						
Last change:						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/033P/09	Course title: Strategic Management
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 32s Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4., 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: <ol style="list-style-type: none"> 1. Strategy as a critical factor of success of organizations 2. Strategic thinking of managers 3. Development of strategy theory, basic approaches and directions of theory development 4. Exploring factors of macroenvironment as a basis for strategy development 5. Exploring subjects of microenvironment and their action 6. Examination of the internal environment and position in the external environment 7. Analytical and synthetic techniques and the creation of competitive strategy 8. General strategy and portfolio analyses 9. Strategy implementation 10. Strategic control 11. Specifics of strategic management of organizations of different types and orientations 	
Recommended literature: HITT,M.A, IRELAND, R.D., HOSKISSON, R.E.: Strategic Management. Competitiveness and Globalization. Thompson, South-Western, 2005 THOMSON,J.L.: Strategic Management. Thompson. Fourth edition, London 2001 PAPULA, J. – PAPULOVÁ, Z.: Approaches to Strategy: Experiences of Slovak enterprises. Proceedings of Annual Paris Business and Social Science Research, Melbourne : World Business Institute, 2013 [online] PAPULOVÁ, Z.: The Significance of Vision and Mission Development for Enterprises in Slovak Republic. JOEBM 2014 Vol.2(1): 12-16 ISSN: 2301-3567 [online]	

Languages necessary to complete the course: Slovak, English						
Notes:						
Past grade distribution Total number of evaluated students: 20						
A	ABS	B	C	D	E	FX
90,0	5,0	5,0	0,0	0,0	0,0	0,0
Lecturers: prof. Ing. Jozef Papula, 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/012P/09	Course title: Tax systems
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 8	
Recommended semester: 3., 4., 5., 6..	
Educational level: III.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus: <ol style="list-style-type: none"> 1. History of taxation 2. History of tax system in SR 3. Characteristics of tax system in SR 4. Definition, concept, division and classification of taxes 5. Indirect taxes, VAT 6. Indirect taxes, consumption tax 7. System of tax administration 8. Goals of taxation, function of public finance 9. Tax principles, optimal taxation, tax justice 10. Tax influence on economic behaviour and decision-making of businesses 11. Tax harmonization in EU 	
Recommended literature: <ol style="list-style-type: none"> 1. Bojňanský, J. a kol.: Dane podnikateľských subjektov, 2010, VES SPU 2. Široký, J.: Dane v Európskej únii. 2.vyd. Linde Praha, a.s. 2007. 3. Harumová, A. - Kubátová, K.: Dane podnikateľských subjektov. 1. vyd. Bratislava: Poradca podnikateľa, 2006 4. Zákon č. 511/1992 Zb. o správe daní a poplatkov a o zmenách v sústave územných finančných orgánov v znení neskorších predpisov 5. Zákon č. 222/2004 Z. z. o dani z pridanej hodnoty v znení neskorších predpisov 6. Zákony o spotrebných daniach v platnom znení. 	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 9						
A	ABS	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. Ing. Jana Kajanová, PhD.						
Last change: 08.02.2018						
Approved by:						