

## Course descriptions

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## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/O4AB/16	<b>Course title:</b> Bachelor Thesis Defence
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5., 6..	
<b>Educational level:</b> I.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023							
<b>University:</b> Comenius University Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KMk/035AB/16			<b>Course title:</b> Bachelor Thesis Project				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 6.							
<b>Educational level:</b> I.							
<b>Prerequisites:</b>							
<b>Course requirements:</b>							
<b>Learning outcomes:</b>							
<b>Class syllabus:</b>							
<b>Recommended literature:</b>							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 39							
A	ABS	B	C	D	E	FX	M
58,97	0,0	7,69	10,26	2,56	2,56	17,95	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniiová, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. PhDr. Magdaléna Samuhelová, CSc., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD., doc. Ing. Jana Kajanová, PhD., doc. PhDr. Paulína Mihaľová, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., Mgr. Michal Páleník, PhD., Mgr. Mário Papík, PhD., Mgr. Lenka Papíková, PhD., Mgr. Katarína Rentková, PhD., prof. RNDr. Darina Saxunová, PhD., doc. Ing. Milan Fekete, PhD., Mgr. Peter Gál, PhD., Mgr. Andrea Gažová, PhD., doc. PhDr. Marian Holienka, PhD., Ing. Jaroslav Hul'vej, PhD., Mgr. Petronela Klačanská, PhD., doc. Mgr. Lucia Kohnová, PhD., Mgr. Juraj Mikuš, PhD., Mgr. Miloš Mrva, PhD., prof. Ing. Jozef Papula, PhD., prof. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD., prof. Ing. Anna Pilková, PhD., MBA, Mgr. Karol Cagán, PhD., Mgr. Dávid Smolka, Mgr. Dominik Trubač, PhDr. Oskar Karlík, PhD., Mgr. Jakub Novák, Mgr. Dávid Paculík, Ing. Mgr. Juraj Chebeň, PhD., prof. Ing. Ľubica Bajžíková, PhD., doc. PhDr. Rozália Sulíková, PhD., Mgr. Monika Vojteková, prof. Mgr. Anna Lašáková, PhD., doc. PhDr. Lukáš Copuš, PhD., doc. Mgr. Peter Madzík, PhD., Mgr. Michaela Poláková, PhD., prof. Ing. Ján Rudy, PhD., Mgr. Peter Pšenák, PhD., doc. RNDr. Mária Bohdalová, PhD., prof. RNDr. Ing. Ľudomír							

Šlahor, CSc., Ing. Vladimír Valach, PhD., CFA, MBA, Mgr. Katarína Vechter Močarníková, PhD.,  
doc. Ing. Mgr. Urban Kováč, PhD., doc. Mgr. Veronika Gežík, PhD., Mgr. Ľudmila Mitková, PhD.

**Last change:**

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/048AB/16	<b>Course title:</b> Bachelor Thesis Seminar
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> By completing the course, the student will acquire a comprehensive knowledge base related to the creation and processing of the text in the form of a bachelor's thesis, which is to demonstrate the student's ability to work creatively in the study field of Economics and Management. Requirements for completing the course: • active participation in classes • homework 1 - 10% of the assessment (see 6th teaching week), • homework 2 - 10% of the assessment (see 8th teaching week), • homework 3 - 10% of the assessment (see 12th teaching week), • homework 4 – written document in collaboration with the supervisor contains the main parts of the bachelor's thesis - 60% of the assessment until the 13th week, • Test – 10% of the assessment (see 4th teaching week). Scale of assessment (preliminary/final): 100 % continuous evaluation = 100/0	
<b>Learning outcomes:</b> In compliance with the regulations of the internal regulation No. 23/2021 Rector's Directive Comenius University Bratislava, which issues the Code of Ethics of the Comenius University in Bratislava as read in appendix 71, 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.

Individual levels of grading structure are awarded based on acquiring an overall number of percent/points, which mirrors the level of successful course accomplishment. The proportion of continuous and final assessment is 100.

**Class syllabus:**

Familiarization with the topics of bachelor's theses

Introduction to the issue of the course

Formal requirements of the final thesis

Creating a bibliographic reference record

External information sources (Comenius University)

ZOTERO Citation Manager

Methodological preparation for processing a bachelor's thesis -

Methodology of scientific research

Methodological pluralism in interdisciplinary research I

Methodological pluralism in interdisciplinary research II

The technique of writing a thesis

Critical review and the techniques of presentation

Final consultation and Q&A

**Recommended literature:**

[1] ADAMS, J., et al. Research Methods for Graduate Business and Social Science Students. New Delhi: Sage Publications Pvt. Ltd, 2007. ISBN 978-0-7619-3589-6. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=278216&lang=sk&site=ehost-live&scope=site>

[2] ADAMS, J., KHAN, H. T.A, RAESIDE, R. Research Methods for Business and Social Science Students. New Delhi: Sage Publications Pvt. Ltd, 2014. ISBN 978-81-321-1366-9. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=784882&lang=sk&site=ehost-live&scope=site>

[3] Databases of the Academic library Comenius University, Center of science-technical information SR.

[4] Internal Regulation Nr. 7/2018 The full text of Internal Regulation No. 12/2013 of the Guideline of the Rector of Comenius University in Bratislava on the Basic Requirements of Final Theses, Rigorous Theses, and Habilitation Theses, Originality Check, Storing and Accessibility at Comenius University Bratislava as amended by Appendix No. 1 and Appendix No. 2

[5] ISO 690 Information and documentation — Guidelines for bibliographic references and citations to information resources

[6] KOTZE, T. Guidelines on writing quantitative academic article.

University of Pretoria, Department of Marketing and Communication Management, 2007. Available: [https://www.academia.edu/7153276/Guidelines\\_on\\_writing\\_a\\_first\\_quantitative\\_academic\\_article\\_Table\\_of\\_Contents](https://www.academia.edu/7153276/Guidelines_on_writing_a_first_quantitative_academic_article_Table_of_Contents)

[7] O'GORMAN, K., MACINTOSH R. Research Methods for Business and Management: A Guide to Writing Your Dissertation. Goodfellow Publishers, Limited, 2014. Available: <https://ebookcentral.proquest.com/lib/uniba-ebooks/detail.action?docID=4531612>

[8] POTEETE, A., JANSSEN, M., OSTROM, E.. Working together: collective action, the commons, and multiple methods in practice, Princeton University Press, Princeton, NJ, 2010. 9780691146041 (chapters copies will be available on Teams)

[9] QUINLAN, CH. Business Research Methods. Hampshire: South-Western Cengage Learning. 2011. ISBN 978-1-4080-0779-2.

[10] QUINLAN, CH., et al. Business Research Methods. Andover: Cengage Learning EMEA, 2015. ISBN 978-1-4737-0485-5.

**Languages necessary to complete the course:**

English

**Notes:**

Code of the course in MS Teams: 178k3lh

**Past grade distribution**

Total number of evaluated students: 50

A	ABS	B	C	D	E	FX	M
36,0	0,0	12,0	12,0	10,0	4,0	20,0	6,0

**Lecturers:** Mgr. Ľudmila Mitková, PhD., doc. Mgr. Veronika Gežík, PhD.

**Last change:** 26.09.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/320AB/21	<b>Course title:</b> Behavioural and Environmental Economics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Active participation on activities at seminars: 20% points Practical written project and its presentation: 30% points Final written test: 50% points Examination dates will be determined by coordinating appointments no later than 1 week prior to the start of the examination period. Scale of assessment (preliminary/final): Term Period: 50% / Exam Period: 50%	
<b>Learning outcomes:</b> The students will learn why societies need to be concerned with economic sustainability and development, rather than efficiency and growth. We will touch the basis of environmental economics and how does it differ from mainstream (or neoclassical) and ecological economics. We will focus on sustainability a what does it mean for development to be sustainable. We will also introduce the basis of behavioural economics theories and techniques to promote sustainable and environmentally friendly behaviours and choices. We will also highlight psychological, cognitive, social, and emotional factors that limit rationality in our choices. We will show specific problems and challenges in the economy and management with emphasis on the possibilities aimed at nudging towards sustainability of natural systems and the well-being of the society. We will also look at the ethical aspects of behavioural and environmental economics, the nature of manipulation and manipulation techniques. The course will also include an introduction to the game theory. Students would also play various games and study their underlying institutional structure.	
<b>Class syllabus:</b> 1. Introduction. Information about the Course and Evaluation. 2. Introduction to environmental, ecological and behavioural economics and its interconnection. 3. Environmental policy. 4. Experimental Social Science. 5. Games for Sustainability. 6. Sustainable strategy and international policy. 7. Two systems in us.	



8. The heuristics of anchoring, availability and representativeness.
9. Prospect theory.
10. Nudging.
11. Ethical aspects of Behavioural Economics. Essence of manipulation.
12. Game theory. Auctions.
13. Summary and Final Evaluation.

#### **Recommended literature:**

Recommended literature:

COSTANZA, R. et al. Introduction to Ecological economics, CRC Press, 2015. ISBN 9781566706841.

COMMON, M. & STAGL, S. Frontmatter. In: Ecological Economics: An Introduction (pp. I-Viii). Cambridge: Cambridge University Press, 2005.

WILKINSON, N. & KLAES, M. An Introduction to Behavioral Economics, Palgrave Macmillan, (2017).

GILOVICH, T. - GRIFFIN, D. - KAHNEMAN, D. Heuristics and Biases: The Psychology of Intuitive Judgment. New York : Cambridge University Press, 2002. 857 p. ISBN 9780521796798.

Popular literature / Optional reading:

ARIELY, D.: Predictably Irrational : The Hidden Forces That Shape Our Decisions. Harper, 2009. 349 s. ISBN: 978-0061854545.

ORRELL, D.: Behavioural Economics: Psychology, Neuroscience, and the Human Side of Economics. 2021.

KAHNEMAN, D.: Thinking, Fast and Slow. NY : Farrar, Straus and Giroux, 2011. 499 p. ISBN 978-0-374-53355-7.

THALER, R. – SUNSTEIN, C.: Nudge : The Final Edition. Penguin Books, 2021, 384 p. ISBN 978-0143137009.

BRAFMAN, Ori & BRAFMAN, Rom: Sway: The Irresistible Pull of Irrational Behavior. Crown Business, 2008.

DÖRNER, D.: The Logic of Failure: Recognizing and Avoiding Error in Complex Situations, Perseus Books, 1996.

Other materials might be distributed throughout the semester to individual problem areas. Students need access to the internet through the Comenius University network.

#### **Languages necessary to complete the course:**

English

#### **Notes:**

#### **Past grade distribution**

Total number of evaluated students: 78

A	ABS	B	C	D	E	FX	M
8,97	0,0	8,97	12,82	16,67	33,33	14,1	5,13

**Lecturers:** Mgr. Peter Gál, PhD., doc. Mgr. Veronika Gežík, PhD., prof. Mgr. Anna Lašáková, PhD., doc. PhDr. Paulína Mihal'ová, PhD.

**Last change:** 15.04.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023							
<b>University:</b> Comenius University Bratislava							
<b>Faculty:</b> Faculty of Management							
<b>Course ID:</b> FM.KIS/036AB/21			<b>Course title:</b> Business Law				
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 5							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> I., II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> .							
<b>Learning outcomes:</b> After successful completion of this course, students will be able to interpret and apply the legal regulations in practice and to acquaint them with the conditions of doing business. The students gain knowledge and skills about legal relationships related to entrepreneurship in Slovakia. They will be able to set up a business company and carry out simple legal operations related to economic activity.							
<b>Class syllabus:</b> In the course special emphasis is placed on the system of commercial law, the legal forms of commercial companies and binding relationships.1. Basic legal regulations regulating business2. Legal forms of trading companies3. Commercial register4. Capital companies5. Personal companies6. Cooperatives as subjects of commercial law7. Individual entrepreneurship8. Binding relationships in the commercial law9. Forbidden muddy practice in the commercial law							
<b>Recommended literature:</b> Válková, K.: Základy obchodného práva, Západoslovenské tlačiarne Skalica, s.r.o. Skalica, 2008Zákon č. 513/1991 Zb. Obchodný zákonník v znení neskorších zmien Zákon č. 455/1991 Zb. o živnostenskom podnikaní (živnostenský zákon) v znení neskorších zmien							
<b>Languages necessary to complete the course:</b> English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 199							
A	ABS	B	C	D	E	FX	M
34,67	0,0	19,1	12,56	9,55	13,07	11,06	0,0
<b>Lecturers:</b> JUDr. Filip Petrínek, PhD.							

<b>Last change:</b> 01.10.2021
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/076AB/16	<b>Course title:</b> Computer Science
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Course requirements: The active participation on lectures and seminars (practical) on computers in MS Windows, MS Word and MS Outlook. Required: Students who participate in online Seminars must use the Microsoft Windows operating system with the Microsoft Office package installed. Examination: - Lectures: Midterm mandatory examination from lectures either via a Midterm test, or Midterm semester work in MS Word to achieve mandatory credit (points) for the Final exam of the course. The semester ends with Final exam of the course, either in written form (test) or oral form on-site. - Seminars (practical): Semester ends with project work in MS Word, to achieve mandatory credits (points) for the Final exam of the course. Scale of 100% assessment is split: 40% lectures: Midterm test/work (15 points) and Final test/oral exam (25 points). 60% seminar (practical): MS Word (60 points). The necessary condition for successful completion of the course is a minimum limit of 60% of each activity. In points: minimum 36 points from seminar (practical), to be able to participate on final test/exam, and minimum 24 points from lectures (the sum of Midterm and Final examination). Details for the seminar (practical) project: 1. Elaboration of project outline Deadline: according to the teacher's instructions (or by e-mail to the specified e-mail address), usually by mid-October. 2. Project elaboration Deadline: no later than the end of the teaching part of the semester, preferably at the last seminar, but always in electronic form to the address according to the instructions of the teacher. 3. The acquired knowledge from seminar is verified during the teaching part of the semester and forms an ongoing assessment. For submitting the project on time and successful project defense, the student can get additional points in the continuous assessment. However, each teacher determines the details of the continuous assessment. It is recommended to defend the project in front of	

the whole study group. The project defense usually may include a written and an oral checkout (theoretical and practical at the computer).  
Scale of assessment (preliminary/final): 60/40

**Learning outcomes:**

Lectures: The knowledge of the presented topics and the related business value.

Practical: The knowledge of Microsoft Office Suite, mainly MS Word and MS Outlook, and a basic overview of Microsoft products, such as SharePoint, Excel, PowerPoint, Project Server, MS Teams, is necessary to gain knowledge of computer technology and computer networks and professional management skills with computer work, learn to work with the mail communication tool MS Outlook and the text program MS Word, learn to create professional documents and use MS Outlook as a tool for "time management".

**Class syllabus:**

Lectures:

History of modern computing and generations of computers, hardware, computer architecture, computer characteristics affecting computer performance, computer networks, network topologies, network architecture, communication methods, standards and protocols, telecommunication and telephone, general data protection regulation, physical object security and computer security, cloud computing, Internet of Things, and other related information technology topics.

Seminar (Practical):

Topic 1: MS Outlook product. Practice working with different ways of displaying in individual Outlook modules and working with contacts. Receiving and sending emails.

Topic 2: MS Word product. Gaining skills with working with the product.

Topic 3: Acquiring Skills with the Home, Insert, and View tabs.

Topic 4: The concept of paragraph, section and the use of section break.

Topic 5: Acquiring skills with working on the Layout tab.

Topic 6: Acquiring skills with working on the References tab.

Topic 7: MS Word mass correspondence.

Topic 8: Acquiring skills with working on the Review tab.

Topic 9: MS Word developer.

Topic 10: Acquiring additional knowledge about MS Outlook. Gaining skills in sorting e-mail and working with the Tasks, Calendar, Journal and Notes modules.

Topic 11: MS Outlook and MS SharePoint products' details.

**Recommended literature:**

[1.] Robert Furda, Michal Greguš: Computer Science for Managers, 1st edition, ISBN 978-80-223-4998-7, Comenius University, 2020

[2.] James A. O'Brien, George M. Marakas: Introduction to Information Systems, 15/e, ISBN 978-0-07-337677-6, McGraw-Hill, 2010

[3.] Kenneth Laudon, Jane Laudon: Essentials of MIS, 9th edition, ISBN-10: 0-13-611099-1, ISBN-13: 978-0-13-611099-6, Published by Prentice Hall, © 2011, <http://www.pearsonhighered.com/laudon/> Language necessary to complete the course: English language

Other recommended literature:

- Libor Gála, Jan Pour, Prokop Toman, Podniková informatika, Počítačové aplikace v podnikové a mezipodnikové praxi, Grada Publishing, Praha 2005, ISBN 80-247-1278-4

- Eleonóra Beňová, Michal Greguš: Výpočtová technika II, Univerzita Komenského, Bratislava 2004, ISBN: 80-223-2002-1

- Eleonóra Beňová, Michal Greguš: Excel – Aplikačný softvér pre manažérov, vyd. Merkury sro., 2006, ISBN 978-80-89143-49-8

- Petr Doucek, Řízení projektů informačních systémů, druhé vydání, Professional Publishing, Praha 2006, ISBN 80-86946-17-7
- Mark Humphries a kol: Data warehousing návrh a implementace, Computer Press, a.s., Praha 2002, ISBN 80-7226-560-1
- Josef Basl, Roman Blažíček: Podnikové informační systémy, Grada, Praha 2007, ISBN: 978-80-247-2279-5
- Gary B. Shelly, Misty E. Vermaat: Discovering Computers 2011-Introductory: Living in a Digital World, Cengage Learning, 2010, ISBN 9781439079416
- Sang C. Suh: Practical Applications of Data Mining, Jones & Bartlett Publishers, 2011, ISBN 9780763785871
- Nithyashri: System Software, Tata McGraw-Hill Education, 2010, ISBN 9780070671928
- Brian J.S. Chee, Curtis Franklin Jr.: Cloud Computing: Technologies and Strategies of the Ubiquitous Data Center, CRC Press, 2010, ISBN 9781439806173

**Languages necessary to complete the course:**

English language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 316

A	ABS	B	C	D	E	FX	M
12,03	0,32	21,84	19,3	10,76	11,39	24,37	0,0

**Lecturers:** Ing. Robert Furda, PhD., Mgr. Andrea Studeničová, RNDr. Eva Kostrecová, PhD.

**Last change:** 05.09.2023

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/001AB/16	<b>Course title:</b> Controlling
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Requirements for completing the course: 60 % continuous evaluation: - 3 semester tasks assigned during the semester - application of acquired theoretical knowledge of selected problems – 30 % (3x10%) - presentation of financial interpretation in form of report – 20% - quizzes from selected areas – 10% (2x5%) 40 % final evaluation - exam – regular term written form; retake written form The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points. Scale of assessment (preliminary/final): The proportion of continuous and final assessment is 60:40.	
<b>Learning outcomes:</b> The course is aimed at clarifying the nature of Controlling (Controllershship) theory and at methods and techniques applied in this area. The intention is to introduce a new concept for controlling philosophy and demonstrate its application, especially in the operational management of the company. In addition to the theoretical foundations the subject wants to offer the possibility of obtaining specific experience with the application of basic methods and techniques through practical examples. By completing the course, the student will acquire: - knowledge from basic terminology in the field of Controlling, - the ability to interpret financial statements and the skills to prepare reports for final decision making, - the overview about the modern techniques used in Controllershship.	
<b>Class syllabus:</b> 1. Control as management function, different views of control 2. Roles and organizational aspects of Controlling 3. Strategic and operational Controlling	

4. Financial analysis of statements for the purposes of management decision (ex-ante analysis)
5. Analysis of external environment, Competitive Intelligence
6. Activity Based Costing, Activity Based Management
7. Target Costing, Life-cycle Costing
8. Value Based Management, EVA (Economic Value Added)
9. Performance Management
10. Business Intelligence
11. Managerial Accounting (Budgeting - Cost Controlling, Costing)
12. Reporting function of Controlling (Data Mining, OLAP)

**Recommended literature:**

- [1] ROEHL-ANDERSON, J. M., BRAGG, S. M. 2005. The Controller's Function: The Work of the Managerial Accountant. New Jersey: John Wiley & Sons, 2005, 480 s. ISBN 0-471-68330-2
- [2] WEBER, J., SCHÄFFER, U. 2008. Introduction to Controlling. Schäffer-Poeschel, 2008, 191 s. ISBN 379102759X
- [3] MERCHANT, K., Van, D. STEDE. W. 2017. Management control systems. 4th edition: Performance measurement, evaluation and incentives. PDF document. Retrieved from <http://ebookcentral.proquest.com>
- [4] Study materials from lectures, additional materials, and documents on current topics

**Languages necessary to complete the course:**

English

**Notes:**

In compliance with the regulations of the internal regulation No. 16/2017 Rector's Directive Comenius University in Bratislava Full reading of the internal regulation No. 23/2016 Rector's Directive Comenius University in Bratislava, which issues the Code of Ethics of the Comenius University in Bratislava as read in supplement No. 1, every student acquires his/her study results honestly; does not cheat and use dishonest practices during any form of assessment of his/her acquired knowledge. Cases of breaking the Code of Ethics of Comenius University can be judged as breaking the duties following from legal regulations, (...). Such judgement may be connected with enforcing accompanying legal consequences on academic, (...) disciplinary level.

In accordance with the regulations of the internal regulation No. 13/2018 approved by the Academic senate of Comenius University in Bratislava the Disciplinary Regulations of Comenius University in Bratislava for Students, a disciplinary offence of a student is any form of copying or forbidden cooperation or providing answers during written or oral examination (assessment of knowledge) or during preparation for it within the course, or using technical devices or any information carriers in other than allowed ways during written or oral evaluation of study results (assessment of knowledge) or during preparation for it within the course. Committing a disciplinary offence may lead to imposing some disciplinary precautions on the student: admonition, conditional suspension of studies or dismissal from studies.

**Past grade distribution**

Total number of evaluated students: 258

A	ABS	B	C	D	E	FX	M
33,72	0,0	28,29	18,6	8,14	5,43	5,43	0,39

**Lecturers:** Mgr. Andrea Gažová, PhD.

**Last change:** 11.03.2023

**Approved by:**



## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/372AB/21	<b>Course title:</b> Data Analysis for Management
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> - active participation during seminars in solving problems and assignments - elaboration and submission of assignments on time - delays will be penalized - preparation and submission of the final report on time - delays will be penalized Scale of assessment (preliminary/final): - 13% active participation in work at seminars- 60% work with data on assignments during the semester- 27% final report	
<b>Learning outcomes:</b> Business Data Scientist <ul style="list-style-type: none"> <li>● Analyzes data using various tools</li> <li>● Solve problems by using modeling techniques</li> <li>● Designs, builds and maintains data and analytical infrastructure</li> <li>● Creates sophisticated analytical models</li> <li>● Derives comprehensively acquired data outputs for client information and facilitation his business decision</li> <li>● Skills: data extraction, data transformation, data retrieval, dynamic data analysis, machine learning, Big Data, SQL, R, Python and many more.</li> </ul>	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. What does the real database looks like and what does the stored real data look like? (Introduction to SQL structures. Basic commands (Select, Where, Order By, ...). Data types. Keys.)</li> <li>2. How to extract the necessary data from the database for further analysis? (Join, Inner Join, Union, ...)</li> <li>3. How to save hours with demanding databases when downloading and analyzing data via SQL? (Efficient code writing in SQL. Window Function.)</li> <li>4. Summary of knowledge (Practicing previous tasks. Indexing.)</li> <li>5. How to use R language, one of the most used languages by data analysts? (Introduction to R. Library Variables. Fields. Data Frames. Features. For cycle. If.)</li> <li>6. How to perform an initial descriptive and exploratory analysis of the data set? (Basic statistical measures (mean, variance, quantiles). Graphs (histogram, boxplot).)</li> </ol>	

7. How to verify and test hypotheses in R language (part 1)? (Statistical induction. Testing of statistical hypothesis. Parametric tests.)
8. How to verify and test hypotheses in R language (part 2)? (Statistical induction. Testing of statistical hypothesis. Nonparametric tests.)
9. How do I find out the basic relationships and connections between the variables of a data set? (Correlation and association analysis. Covariance. Correlation and correlation coefficients. Chi-square test, measures associations)
10. How do I find the relationship between two / more independent / dependent groups of a data file? (F-test, t-test and ANOVA - parametric / non-parametric.)
11. How do I detect more complex relationships in the data and make a prediction? (Regression models - linear / logistic. Simple and multiple linear / logistic model. Least squares method.)
12. How do I identify a trend in the data? (Analysis of time series. Decomposition of time series into components. Trend determination.)
13. How to use the acquired knowledge in the increasingly used Python language?

**Recommended literature:**

**Languages necessary to complete the course:**

english

**Notes:**

**Past grade distribution**

Total number of evaluated students: 65

A	ABS	B	C	D	E	FX	M
43,08	0,0	12,31	9,23	1,54	6,15	21,54	6,15

**Lecturers:** Ing. Rastislav Kulhánek, PhD.

**Last change:** 27.09.2023

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/003AB/16	<b>Course title:</b> Databases
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Computer Science, Information Systems and Application Software, Project Management	
<b>Course requirements:</b> During the semester midterm and/or final test for 40 points. Score of 60 points will be given for the semester project and its presentation.	
<b>Learning outcomes:</b> To teach student the basic notions from the database theory, fundamentals of modeling and creation of database systems, professional use of MS Access and its application for creation of relational database.	
<b>Class syllabus:</b> Introduction to database theory, Database, Database system, DBMS, Relational Database. Fundamentals of data model design, Conceptual model, Logical model, Physical model, Principles of work with data, Relational algebra, Queries, SQL, Normalization, Application design and creating database in MS Access, UI – User Interface, Business logic, Application logic, DFD – Dataflow diagram, Workflow diagram, Conception of MS Access application, MS Access, Tables, Relationships, Queries, Forms, Reports, Macros, Quick view in Database and SQL servers technology, Principles of SQL server, OLTP a OLAP Databases, Data-warehouse and data-mining.	
<b>Recommended literature:</b> [1] OPPEL, A. 2004. Databases Demystified. McGraw-Hill, 2004. ISBN: 007-225364-9 [2] CONOLLY, T. – BEGG, C. – HOLOWCZAK, R. 2008. Business Database Systems 1st Edition. Pearson Education Limited, 2008. ISBN 978-1-4058-7437-3 [3] ALEXANDER, M. – KUSLEIKA, R. 2013. Access 2013 Bible 1st Edition. John Wiley & Son, Inc. 2013. ISBN 978-1118490358	
<b>Languages necessary to complete the course:</b> English	
<b>Notes:</b>	

<b>Past grade distribution</b>							
Total number of evaluated students: 163							
A	ABS	B	C	D	E	FX	M
12,27	0,0	36,81	25,15	10,43	3,68	11,04	0,61
<b>Lecturers:</b> doc. RNDr. Michal Greguš, PhD., Ing. Rastislav Kulháněk, PhD., Mgr. Zuzana Takácsová, PhD.							
<b>Last change:</b> 12.04.2019							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/052AB/21	<b>Course title:</b> Development of Entrepreneurial Skills I
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester, a student can earn up to 80 points. For the final exam, a student can earn up to 20 points. Evaluation of students' work during the semester is divided into six milestones: 1. 5%: Milestone 1– General measure of Enterprising Tendency 2. 10%: Milestone 2 – Opportunity identification 3. 10%: Milestone 3 – Marketing activity 4. 15%: Milestone 4 – Entrepreneurial idol - essay 5. 20%: Milestone 5 – Microbusiness 6. 20%: Milestone 6 – Sales/Investor pitch The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points. Scale of assessment (preliminary/final): During the semester, a student can earn up to 80 points. For the final exam, a student can earn up to 20 points.	
<b>Learning outcomes:</b> Activate and explore selected entrepreneurial skills of students, especially through practically focused activities and projects. Reinforce the creativity, ability to identify the opportunities, marketing skills, sales skills and presentation skills of the students.	
<b>Class syllabus:</b> 1. Creation of an enterprise. Individuals, ideas and opportunities. 2. How entrepreneurs think and act? 3. Entrepreneurial skills and entrepreneurship process 4. Marketing Skills of Entrepreneurs 5. Design thinking 6. Sales Skills of Entrepreneurs 7. Identification and testing of key assumptions, Minimum Viable Business Product 8. How to make a sales pitch and how to attract Investors 9. Creating value for society	
<b>Recommended literature:</b>	

- [1] BJERKE, B. About Entrepreneurship. Cheltenham: Edward Elgar, 2013. ISBN 978-1-78254-539-2. Available in the study room.
- [2] HISRIC, R.D., PETERS, M.P., SHEPHERD, D.A. Entrepreneurship. New York: McGraw-Hill, 2013. ISBN 978-007-132631-5. Available in the study room.
- [3] STOKES, D., WILSON, N. Small Business Management and Entrepreneurship. Cengage Learning EMEA, 2010. ISBN 978-1-4080-1799-9. Available in the library and study room.

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 147

A	ABS	B	C	D	E	FX	M
44,9	0,0	31,97	10,2	5,44	0,68	6,8	0,0

**Lecturers:** doc. PhDr. Marian Holienka, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD.

**Last change:** 18.09.2023

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/055AB/16	<b>Course title:</b> Development of Entrepreneurial Skills II
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Development of Entrepreneurial Skills I	
<b>Course requirements:</b> Continuous evaluation for the results achieved during the semester (100 percent). The student submits the results of his/her work during the semester. The student's work focuses on the development and validation of a concept and implementation plan for a micro-business plan within student teams. The work during the semester forms the basis for the course evaluation. The output is a prepared and validated micro-enterprise project concept and relevant documentation. The assessment of the course is in accordance with the CU Study Regulations and the individual grading scales are awarded on the basis of an applied point system that reflects the degree of success in completing the course. Scale of assessment (preliminary/final): Continuous evaluation 100%	
<b>Learning outcomes:</b> The objective of the course is to practice students' entrepreneurial skills in practical application. Students will create their own business idea on which they will test different methods and techniques through which they will transform their idea from initial idea to one that is validated with potential customers.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to the subject</li> <li>2. Startup ecosystem in Slovakia and presentation of the StartupDen virtual accelerator</li> <li>3. Identification and validation of business ideas</li> <li>4. Customer feedback</li> <li>5. Prototyping</li> <li>6. Business models</li> <li>7. Lean Canvas and MVP tuning</li> <li>8. Final presentations</li> </ol>	
<b>Recommended literature:</b>	

HOLIENKA, M. Podnikanie: Podnikavosť, tvorba a rozvoj podnikateľských nápadov a príležitostí. Bratislava: Univerzita Komenského v Bratislave, 2018.  
 OSTERWALDER, A. – PIGNEUR, Y. 2010. Business Model Generation. John Wiley and Sons, 2010. ISBN 978-04-708-7641-1  
 RIES, E. 2011. The Lean Startup. New York : Crown Business, 2011. ISBN 978-03-078-8789-4  
 RIGBY, G. 2011. Business Planning for Entrepreneurs. Hampshire : Harriman House, 2011. ISBN 978-08-571-9178-6  
 Virtual accelerator

**Languages necessary to complete the course:**

English

**Notes:**

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**Past grade distribution**

Total number of evaluated students: 86

A	ABS	B	C	D	E	FX	M
58,14	0,0	18,6	10,47	0,0	0,0	8,14	4,65

**Lecturers:** Mgr. Miloš Mrva, PhD.

**Last change:** 31.03.2022

**Approved by:**



## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/S06AB/16	<b>Course title:</b> Economics and Finance
<b>Number of credits:</b> 1	
<b>Recommended semester:</b> 5., 6..	
<b>Educational level:</b> I.	
<b>State exam syllabus:</b>	
<b>Last change:</b>	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/006AB/16	<b>Course title:</b> English for Managers I
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 12% for active participation in class, 12% for mid-term test, 16% for two writing tasks, 10% for grammar test and 50% for the final test at the end of semester Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> By completing the course the student extends his/her vocabulary related to management, human resources and strategic management. The telephoning skill is practiced. He/she will be able to create a structured professional CV, as well as to write a letter of application.	
<b>Class syllabus:</b> Topics: <ul style="list-style-type: none"> <li>• English language – Lingua Franca of the 21st century</li> <li>• Numbers in managerial work</li> <li>• Fundamental principles of management</li> <li>• Company structure</li> <li>• Human resource management</li> <li>• Types of companies: ltd, plc, family businesses, self-proprietorship</li> <li>• Setting up a business</li> <li>• Styles of Management</li> <li>• Competition and Markets</li> <li>• Travelling</li> </ul> Managerial skills: Telephoning Writing: CV and a Letter of Application Grammar: Tense review, prepositions with verbs, nouns and adjectives, modals.	
<b>Recommended literature:</b> Internal material distributed by the lecturers at the beginning of semester. Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010. Emmerson, P.: Business Builder. Modules 1, 2, and 3. MacMillan 2009. Emmerson, P.: Business Builder. Modules 4, 5, and 6. MacMillan 2009.	

Emmerson, P.: Business Grammar Builder. MacMillan, 2009.  
 Mascull, B.: Business Vocabulary in Use. CUP 2002.  
 Lowe, S.: Telephoning. Klett 2017.  
 Murphy, R.: English Grammar in Use for intermediate learners, fourth edition. CUP 2012.  
 Oxford Business English Dictionary. OUP 2008.

**Languages necessary to complete the course:**

English on level B2

**Notes:**

**Past grade distribution**

Total number of evaluated students: 283

A	ABS	B	C	D	E	FX	M
12,72	0,0	27,21	19,43	13,07	13,43	14,13	0,0

**Lecturers:** Mgr. Lenka Procházková, PhD., PaedDr. Jarmila Brtková, PhD., Mgr. Alexandra Mittelman, PhD., MBA, Mgr. Ľudmila Žalkovičová

**Last change:** 18.09.2023

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/007AB/16	<b>Course title:</b> English for Managers II
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> English for managers I	
<b>Course requirements:</b> 7 % for active participation in class, 8 % for two online grammar tasks, 10 % for negotiating, 13 % for mid-term test, 12 % for writing assignment and 50 % for final test taken at the end of the semester while the minimum to pass the test is 21 %. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> By completing the course the student will acquire vocabulary from the field of economics, international trade, banking, accounting, stock exchange and insurance. He/she will learn terminology and phrases from negotiating, and will be able to use them while negotiating with other students in class. He/she can write a professional report.	
<b>Class syllabus:</b> Brief outline of the course: Topics: <ul style="list-style-type: none"> <li>• Global economy in 21st century</li> <li>• International trade: export, import, incoterms</li> <li>• Banking</li> <li>• Company finances</li> <li>• Accounting</li> <li>• Stock exchange, shares and bonds</li> <li>• Insurance</li> <li>• Meetings</li> </ul> Managerial skill: negotiating Writing: Business report Grammar: Countable and uncountable nouns, verbs “do“ and “make“, conditionals, contrasts, relative clauses.	
<b>Recommended literature:</b>	

Internal material distributed at the beginning of semester. Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010. Emmerson, P.: Business Builder. Modules 7, 8, and 9. MacMillan 2009. Mascull, B.: Business Vocabulary in Use. Third edition. CUP 2017 McCarthy, M. et al. Grammar for Business. CUP 2009. Law, J.: Dictionary of Finance and Banking. OUP, 2018. Doplnit': MacKenzie, I.: Professional English in Use: Finance. CUP 2006.							
<b>Languages necessary to complete the course:</b> English on level B2							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 184							
A	ABS	B	C	D	E	FX	M
15,22	0,0	20,65	23,91	10,87	10,33	18,48	0,54
<b>Lecturers:</b> Mgr. Alexandra Mittelman, PhD., MBA, PaedDr. Jarmila Brtková, PhD., Mgr. Lenka Procházková, PhD.							
<b>Last change:</b> 01.02.2024							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/105AB/16	<b>Course title:</b> Ethical and Legal Aspects of Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> <p>In the seminars will be solved various types of discussion questions and case studies. Specific tasks will be distributed to students through team and/or directly at the seminars. A lecturer at the end of the seminar can randomly select at least two groups for presentation solutions. Other entries assess subsequently forwarded to the writing of a study carried out directly in the seminar and credit points in the evaluation of the student.</p> <p>Students can work in groups, max. 2-3 members per group. For each assignment may receive a maximum of 5 points. During the semester, will be addressed 8 such requests. The maximum number of points that a student can obtain in the mid-term evaluation is therefore 40 points/per cent during the trial period, the student can acquire the remaining 60 points/per cent for passing a written examination in the form of open-ended questions (4 questions), each for 15 points/per cent. To obtain an A rating, it is necessary to obtain at least 91 points to obtain a B rating of at least 81 points, a C rating of at least 73 points, a D score of at least 66 points and an E score of at least 60 points. Credits will not be awarded to a student who obtains less than 10 points in a written exam. Scale of assessment (preliminary/final): 40:60</p>	
<b>Learning outcomes:</b> <p>Learning outcomes of the course are in the form that the student will acquire a comprehensive knowledge based on specific of modern marketing and marketing management, in concrete the application of ethical principles and modern sub-deliveries of law, marketing law.</p>	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to marketing ethics.</li> <li>2. Criticisms of marketing.</li> <li>3. Contrasting perspectives of marketing.</li> <li>4. Ethical issues in marketing relationships.</li> <li>5. Ethics in new media.</li> <li>6. Ethical consumption.</li> <li>7. Marketing to young and vulnerable consumer groups.</li> <li>8. Promotion of harmful products.</li> <li>9. Ethics in social marketing.</li> </ol>	

10. Legislation, regulation and ethics.

**Recommended literature:**

- [1] GUBÍNIOVÁ, K – PAJTINKOVÁ BARTÁKOVÁ, G. 2017. Deceptive Practices Used in Contemporary Marketing Communication and Their Evaluation from Customer Perspective in Slovak Republic. In : International Review of Management and Marketing, Vol. 7, No. 2, 2017, pp. 300-307.
- [2] GUBÍNIOVÁ, K. – TREĽOVÁ, S. – PAJTINKOVÁ BARTÁKOVÁ, G. 2017. Assessment of Selected Components of Consumer Rights Awareness in Slovak Republic. In : Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability and Competitive Economic Growth, 2017, pp. 3650-3661.
- [3] EAGLE, L – DAHL, S. 2015. Marketing Ethics & Society. London : Sage Publications, 2015, 300 pp. ISBN 978-1-4462-9662-2
- [4] ELLIS, N. – FITCHETT, J. – HIGGINS, M – JACK, G. – LIM, M – SAREN, M. – TADAJEWSKI, M. 2014. Marketing: A Critical Textbook. London : Sage Publications, 2014, 245 s. ISBN 978-1-84860-878-8
- [5] HACKLEY, S. 2009. Marketing: A Critical Introduction. London : Sage Publications, 2009, 186 pp. ISBN 978-1-4129-1149-8
- [6] HARRISON, R. – NEWHOLM, T. – SHAW, D. 2005. The Ethical Consumer. London : Sage Publications, 2005, 259 s. ISBN 978-1-4129-0353-0
- [7] MARSHAL, D. 2010. Understanding Children as Consumers. London : Sage Publications, 2010, 262 pp. ISBN 978-1-84787-927-1
- [8] MURPHY, P. E. – LACZNIAK, G. R. – PROTHERO, A. 2012. Ethics in Marketing. International Cases and Perspectives. London : Routledge, 2012, 171 pp. ISBN 978-0-415-78352-1
- [9] SNYDER, W. 2017. Ethics in Advertising. London : Routledge, 2017, 181 pp. ISBN 978-1-138-18899-0
- [10] TAG, N. R. 2012. Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising. London : Sage Publications, 2012, 199 pp. ISBN 978-1-4129-8053-1
- [11] Sage Brief Guide to Marketing Ethics. London : SAGE Publications, 2012, 218 pp. ISBN 978-1-4129-9514-6
- [12] Databases of University Library, Slovak Centre of Scientific and Technical Information.

**Languages necessary to complete the course:**

English Language

**Notes:**

**Past grade distribution**

Total number of evaluated students: 149

A	ABS	B	C	D	E	FX	M
49,66	0,0	22,15	12,75	2,68	5,37	6,71	0,67

**Lecturers:**

**Last change:** 21.02.2024

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KKM/222AB/16	<b>Course title:</b> Financial Mathematics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Mathematics (1), Mathematics (2)	
<b>Course requirements:</b> Lectures will be accessible online through MS Teams. All study materials will be published in system Moodle ( <a href="https://moodle.uniba.sk/">https://moodle.uniba.sk/</a> ). When logging into MS Teams, it is necessary to use the university login and password and join the team FMUK_Financial_Mathematics_English using the code: q82gkml. In system MOODLE it is needed to select Faculty Management, Department of Quantitative Methods, Course Financial Mathematics. The student can have 2 absences from exercises, one at theoretical exercises and one at computer exercises. Course evaluation during the semester: 1.) 2 x 5-10 min. test on computer exercises for 2 points (4 points), without the possibility of writing a substitute test. 2.) 3 x 10-min. test on theoretical exercises, each for 2 points (6 points), without the possibility of writing a substitute test. 3.) 2 written works one on each type of exercise of 15 points (max. 30 points). The test can be taken in an alternate date during the semester, if the student proves his / her absence by a medical certificate. <b>Assessment of the subject during the Exam period:</b> The final written exam consists of 4 examples. (max. 60 points) 2.) Exam: a student can complete 1 regular and one corrective term if he / she does not reach the required number of points to complete the course on the regular term. The student completes the course if he / she obtains at least 60% of points (ie 24 points) from the continuous assessment, so that he / she can go to the exam and min. 60% of the exam points (ie 36 points) to pass the exam. The points that the student obtains during the semester and in the exam are included in the final grade of the course. Before solving the exam test, student must be logged in to the MS Teams application, have a microphone and camera switch on. Student is performing the exam test in the Moodle system. Student writes the solution by hand on paper, continuously is inserting own solution into the Moodle system while checking the compliance of its solution on paper with what it enters into the system.	



<p>When the exam test is closed, the signed handwritten solution will be photographed or scanned together with student card (ISIC) and putted into the Moodle system. The student is obliged to have ensured a functioning internet connection during the exam tests.</p> <p>Scale of assessment (preliminary/final): 40/60</p>																							
<p><b>Learning outcomes:</b></p> <p>The subject is a natural extension of Mathematics 1 and Mathematics 2. Students will receive an information about a dynamical analysis of economy, together with an analysis of financial mechanisms and pricing. Students, who pass the subject, will be able to solve various problems from an economy and a financial management.</p>																							
<p><b>Class syllabus:</b></p> <p>I. Dynamical analysis of an equilibrium. Applications of definite integrals in the economy. Marginal and total functions, current value of income streams. Domar's model of the growth of an economy. Modelling of economic evolution processes using differential equations with one and two-dimensional phase spaces. Dynamics of market prices. Linearization of nonlinear differential equations. IS - LM model.</p> <p>II. Mathematical methods of valuation of financial derivatives. Modeling of stock price development, discrete and continuous model. Valuation of options. Sensitivity analysis of option value. Option strategies.</p>																							
<p><b>Recommended literature:</b></p> <ol style="list-style-type: none"> <li>1. Chiang, A.C.: Fundamentals Methods of Mathematical Economics. McGraw-Hill International Editions., Singapore , 1984</li> <li>2. Bradfield, J.: Introduction to the Economics of Financial Markets. Oxford University Press. 2007</li> <li>3. Werner, F. – Sotskov, Y. N.: Mathematics of Economics and Business</li> <li>4. Shone, R: An Introduction to Economic Dynamics. Cambrige University Press, 2003</li> <li>5. Shone, R: Economic Dynamics. Phase Diagrams and Their Economic Application. Cambrige University Press, 2003</li> </ol>																							
<p><b>Languages necessary to complete the course:</b></p> <p>English</p>																							
<p><b>Notes:</b></p>																							
<p><b>Past grade distribution</b></p> <p>Total number of evaluated students: 161</p> <table border="1"> <thead> <tr> <th>A</th><th>ABS</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th><th>M</th></tr> </thead> <tbody> <tr> <td>21,12</td><td>0,0</td><td>13,04</td><td>11,8</td><td>9,94</td><td>26,71</td><td>16,77</td><td>0,62</td></tr> </tbody> </table>								A	ABS	B	C	D	E	FX	M	21,12	0,0	13,04	11,8	9,94	26,71	16,77	0,62
A	ABS	B	C	D	E	FX	M																
21,12	0,0	13,04	11,8	9,94	26,71	16,77	0,62																
<p><b>Lecturers:</b> doc. Ing. Mgr. Urban Kováč, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Lukáš Kurinec, David Balla, Mgr. Branislav Novotný, PhD.</p>																							
<p><b>Last change:</b> 09.10.2023</p>																							
<p><b>Approved by:</b></p>																							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/014AB/16	<b>Course title:</b> Information Systems and Application Software
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The active participation on lectures and seminars (Practicals) on computers in MS Windows, MS Excel. Required: Students who participate in online Seminars must use the Microsoft Windows operating system with the Microsoft Office package installed (from 2022/2023). Examination: - Lectures: Midterm mandatory examination from lectures either via Midterm test, or Midterm semester work in MS Word to achieve credit (points) for the Final exam of the course; the semester ends with Final exam, either in written form (test) or oral form on-site. - Seminars (Practicals): Semester ends with project work in MS Excel, to achieve credit (points) for the Final exam of the course. Scale of 100% assessment is split: 40% lectures: Midterm test/work (15 points) and Final test/oral exam (25 points). 60% seminar (Practicals): MS Excel (60 points). The necessary condition for successful completion of the course is a minimum limit of 60% of each activity. In points: minimum 36 points from seminar (practical), to be able to participate on final test/exam, and minimum 24 points from the lectures (the sum of Midterm and Final examination). Details for the seminar (Practicals) project: 1. Elaboration of project outline Deadline: according to the teacher's instructions (or by e-mail to the specified e-mail address), usually by mid-March. 2. Project elaboration Deadline: no later than the end of the teaching part of the semester, preferably at the last seminar, but always in electronic form to the address according to the instructions of the teacher. 3. The acquired knowledge from seminar is verified during the teaching part of the semester and forms an ongoing assessment. For submitting the project on time and successful project defense, the student can get additional points in the continuous assessment. However, each teacher determines the details of the continuous assessment. It is recommended to defend the project in front of the whole study group. The project defense usually may include a written and an oral checkout (theoretical and practical at the computer).	

Scale of assessment (preliminary/final): 60/40

**Learning outcomes:**

Lectures: The knowledge of the presented topics and the related business value, an in-depth insight how the business firms use information systems and application software, point out the key issues and problems which the users and managers face when developing and implementing an information system.

Practical: The knowledge of Microsoft Office Suite, mainly MS Excel, and use the tool for solving different problems of managerial practice, financial and analytical tasks, statistical data processing, for example, for marketing research and everyday practical problems which managers encounter in finance, too.

**Class syllabus:**

Lectures:

1. Basic concept.

Components and functions of information systems, managerial and strategic roles of information systems. Other behavioral, managerial and technical concepts are presented.

2. Technology.

Major trends and implications for management in relation to computer hardware, software, database management, and telecommunications technologies.

3. Application.

How the information technologies are used in modern information systems to support collaboration among (end) users, in business, in managerial decision-making and in attaining strategic advantage.

4. Development.

Development of information systems for business with different approaches to software development and implementation of changes using information technologies.

5. Management.

Challenges set by information and communication technologies and management of information systems, technologies, activities and resources, including information, global IT management, security and ethical challenges.

Seminar (Practicals):

1. Intro to MS Excel, absolute and relative addresses, lists, etc.

2. Increasing the productivity of data processing with MS Excel basic tools.

3. Graphs, charts, histograms, ...

4. Export / import of data, preparing the data for processing, working with different data formats.

5. Formulas (AutoSum, arithmetic operators, cell values), use of absolute and relative addressing in formulas, use of functions.

6. Important functions: SUMIF, SUBTOTAL, SEARCH, FIND, INDEX, ADDRESS, INDIRECT, COUNTIF, LOOKUP, ROW, COLUMN, LEN, DATE, DATEVALUE, and others. Matrices and matrix formulas.

7. Financial functions and formulas (PV, FV, NPER, PMT, RATE...).

8. Work with databases in Excel. Sorting. Filtering.

9. Pivot Tables.

10. Solving real world business problems in Excel.

11. Solving more complex problems using Solver.

12. Data analysis, time series, and forecasting. Decision support with statistical analysis in MS Excel.

**Recommended literature:**

Furda R., Greguš M.: Information Systems and Application Software. Comenius University, Bratislava 2021, ISBN 978-80-223-5090-7

Curtis Frye: Microsoft Excel 2016 Step by Step, Microsoft Press 2016, Redmont, ISBN: 978-0-7356-9880-2  
 James A. O'Brien, George Marakas, Introduction to Information Systems, 15/e, McGraw-Hill - Irwin, New York 2010, ISBN 978-0-07-337677-6, MHID 0-07-337677-9  
 Kenneth Laudon, Jane Laudon: Essentials of MIS, 9th Edition, ISBN-10: 0-13-611099-1, ISBN-13: 978-0-13-611099-6, Published by Prentice Hall, © 2011, <http://www.pearsonhighered.com/laudon/>  
 Stephen Haag, Maeve Cummings, Management Information Systems for the Information Age, McGraw-Hill Publisher, Denver, San Diego 2009, ISBN 0073376787 / 9780073376783  
 Rainer Turban: Introduction to Information Systems: Supporting and Transforming Business, Publisher: Wiley; 2nd edition, ISBN: 0470169001, 2008, 464 pages.

**Languages necessary to complete the course:**

English

**Notes:**

The university textbook "Information Systems and Application Software" is available online in web pages of University Library.

**Past grade distribution**

Total number of evaluated students: 160

A	ABS	B	C	D	E	FX	M
18,13	0,0	23,75	16,88	9,38	5,63	26,25	0,0

**Lecturers:** Ing. Robert Furda, PhD., Mgr. Andrea Studeničová

**Last change:** 06.01.2024

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/246AB/21	<b>Course title:</b> International Economic Relations
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Economics III	
<b>Course requirements:</b> During the semester students will be asked to work on several different tasks (e.g. team work, individual work, reading and questionnaire), for which they can gain up to 40% of the total evaluation. The needed minimum for admission to final exam to be obtained during the semester is 24 points (60% of the evaluation obtained during the semester). The course finish by the final written exam, which has the value of 60% of the total evaluation (the needed minimum for passing the exam is 36 points, meaning 60% of the final exam evaluation). Scale of assessment (preliminary/final): 40% / 60%	
<b>Learning outcomes:</b> Students should acquire the overview and knowledge from the area of international trade, international organizations and economic relations including also international movement of capital and workers (migration).	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Basic terms of „international economic relations“</li> <li>- International organizations – international economic organizations (OECD, WTO, UNO – UNCTAD, EU) and international financial organizations (EBRD, EIB, IMF, The World Bank Group)</li> <li>- International movement of capital with the goal of profit</li> <li>- International movement of capital with the goal of aid - Development aid</li> <li>- International movement of labour - Migration</li> </ul>	
<b>Recommended literature:</b> [1] SCHMIDPETER, R. – CAPALDI, N. – IDOWU, S. O. - STÜRENBERG HERRERA, A. 2019. International Dimensions of Sustainable Management - Latest Perspectives from Corporate Governance, Responsible Finance and CSR. Cham : Springer, 2019. Available at: <a href="https://link.springer.com/content/pdf/10.1007%2F978-3-030-04819-8.pdf">https://link.springer.com/content/pdf/10.1007%2F978-3-030-04819-8.pdf</a> [2] KRUGMAN, P. – OBSTFELD, M. 2012/2015. International Economics: Theory and Policy.	

Harlow : Pearson Education. 2012/2015.  
 Strana: 2  
 [3] PUGEL, T. A. 2012/2016. International Economics. New York : McGraw-Hill, 2012/2016.  
 [4] LU, H. – SCHMIDPETER, R. – CAPALDI, N. – ZU, L. 2018. Building New Bridges Between Business and Society - Recent Research and New Cases in CSR, Sustainability, Ethics and Governance. Cham : Springer, 2018. Available at: <https://link.springer.com/content/pdf/10.1007%2F978-3-319-63561-3.pdf>  
 [5] Materials distributed during the term (e.g. relevant articles, legislative documents of international organizations etc.).

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 84

A	ABS	B	C	D	E	FX	M
7,14	0,0	17,86	17,86	14,29	16,67	22,62	3,57

**Lecturers:** doc. PhDr. Paulína Mihaľová, PhD.

**Last change:** 15.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/271AB/21	<b>Course title:</b> International Financial Reporting Standards
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> None	
<b>Course requirements:</b> 2 case studies and midterm 50%, final exam 50% Scale of assessment (preliminary/final): 50% / 50%	
<b>Learning outcomes:</b> Upon the successful completion of this course, the students will be able to: <ol style="list-style-type: none"> <li>1. Apply the conceptual framework to the accounting process;</li> <li>2. Research current accounting issues and relate those issues to their impact on the entities and industries involved;</li> <li>3. Prepare the four basic financial accounting statements;</li> <li>4. Analyze the four basic financial accounting statements;</li> <li>5. Evaluate the implications of internal financial decisions on the financial statements;</li> <li>6. Interpret the Statement of Cash Flows;</li> <li>7. Explain the usefulness of the Statement of Cash Flows to users;</li> <li>8. Apply Generally Accepted Accounting Principles (GAAP) requirements for valuing major balance sheet accounts;</li> <li>9. Evaluate the implications of using alternative GAAP methods for the users of financial statements.</li> </ol>	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1 Introduction to International Financial Reporting Standards</li> <li>2 Conceptual Framework, Financial statements preparations</li> <li>3 Statement of financial position,</li> <li>4 Cash, Receivables, Inventories,</li> <li>5 Property, Plant and Equipment, Biological and Intangible Assets</li> <li>6 Liabilities</li> <li>7 Shareholder's equity</li> <li>8 Fraud and Internal Control</li> </ol>	

9 Statement of Profit and Loss 10 Revenue recognition incl. Construction Constructs 11 Cash Flow Statement 12 Selected Current Topics 13 Repetition							
<b>Recommended literature:</b> <ul style="list-style-type: none"> <li>• SAXUNOVÁ, D. 2019. Financial Statements for the Needs of Managers -Global Accounting Standards: US GAAP and IFRS. Prague: Wolters Kluwer, 2019</li> <li>• MLADEK, R. 2017. IFRS and US GAAP Accounting Policies and Procedures. Prague: Leges, 2017</li> <li>• www.ifrs.org, www.fasb.org</li> <li>• WILEY IFRS 2017: Interpretation and Application of IFRS Standards. Hoboken: JohnWiley and Sons, 2017</li> </ul>							
<b>Languages necessary to complete the course:</b> English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 52							
A	ABS	B	C	D	E	FX	M
11,54	0,0	13,46	11,54	25,0	15,38	17,31	5,77
<b>Lecturers:</b> Mgr. Lenka Papíková, PhD., prof. RNDr. Darina Saxunová, PhD.							
<b>Last change:</b> 10.10.2023							
<b>Approved by:</b>							



## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/023AB/16	<b>Course title:</b> Introduction to Entrepreneurship
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester, a student can get up to 75 points. For the final exam, a student can earn up to 25 points. Evaluation of students' work during the semester is divided into five milestones: 1. 10%: Milestone 1– Idea creation / Identification 2. 10%: Milestone 2 – Customers – Persona / Empathy map 3. 15%: Milestone 3 – Lean canvas (Business model canvas) 4. 15%: Milestone 4 – Creative output / Investor Pitch 5. 25%: Milestone 5 – Business plan The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points. Scale of assessment (preliminary/final): 75/25	
<b>Learning outcomes:</b> To acquaint students with the nature of entrepreneurship, its importance and role. Develop an entrepreneurial mindset and characteristics, highlight their importance not only in the business context. Develop the ability to seek opportunities and ideas, refine them and formulate into business models. Learn the basic techniques of business planning and practice them with concrete examples. Understand the overall context of the operation and management of a company. Make familiar with the practicalities of starting a business.	
<b>Class syllabus:</b> 1. Course introduction, Introduction to entrepreneurship 2. Entrepreneurial characteristics, creativity 3. Opportunities recognition and exploitation, ideas generation and development, innovation 4. Business model, business model canvas/lean canvas 5. Start-ups and their support 6. Business model innovation, testing and validation 7. Business planning and business plan 8. Legal aspects of business in Slovakia 9. Financial aspects 10. Guest lecture	

11. Marketing 12. SME management and its specifics 13. Final exam							
<b>Recommended literature:</b> [1] STOKES, D., WILSON, N. Small Business Management and Entrepreneurship. Cengage Learning EMEA, 2010. ISBN 978-1-4080-1799-9. [2] BLANK, S. The Startup Owner's Manual. K & S Ranch, 2012. ISBN 9780984999309. [3] KAPLAN, J. Startup: A Silicon Valley Adventure. Penguin, 1995. ISBN 9780140257311. [4] RIES, E. The Lean Startup. Crown Business, 2011. ISBN 9780307887894. [5] OSTERWALDER, A., PIGNEUR, Y. Business Model Generation. John Wiley & Sons, 2010. ISBN 978-0470-87641-1.							
<b>Languages necessary to complete the course:</b> English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 259							
A	ABS	B	C	D	E	FX	M
19,69	0,0	38,61	26,25	8,88	2,32	3,09	1,16
<b>Lecturers:</b> doc. PhDr. Marian Holienka, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., Mgr. Yuliia Fedorova, PhD.							
<b>Last change:</b> 18.09.2023							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/134AB/16	<b>Course title:</b> Introduction to Financial Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> The prerequisite for this class is a passing grade in foundations of accounting and statistics and to be familiar with the basic financial concepts. Therefore, it is expected that students will be comfortable with the following topics: basics financial concepts, basics accounting principles and basics statistical concepts.	
<b>Course requirements:</b> Participation in seminars, individual student work during the semester, active monitoring of developments in selected financial markets, continuous testing, final test. The mid-term evaluation at the seminars consists of the following parts: - preparation of a presentation in a team on a topic in the field of asset valuation (MAX 5%), - elaboration of homework assignments during the semester (MAX 10%), - participation in seminars and activity during the semester (MAX 15%), - continuous testing during the semester (MAX 20%). Final evaluation: - final written test (MAX 50%). The condition for completing the course is to obtain at least 60% of the total evaluation. The condition for completing the seminars is to obtain at least 25% of the evaluation seminars. Scale of assessment (preliminary/final): 50% / 50%	
<b>Learning outcomes:</b> This is an introductory course in financial management and in corporate finance. The course has three main objectives: 1) Develop an understanding of the tools that are used to analyze firm's financial statements, bonds value and basics evaluating methods for valuing firms. 2) Understand the basic issues involved in how to use concepts of present value and future value in finance and how to use concepts of the risk and return. 3). Understand the basic issues involved in how the financial markets are working. Emphasis will be placed on appreciating the limitations and challenges that are faced when applying the theoretical framework of corporate finance to real world problems.	

**Class syllabus:**

1. Introduction to financial management
2. Analysis of financial statements
3. Time value of money
4. Bonds, Bond Valuation, and Interest Rates
5. Risk and return
6. Stocks, Stock Valuation
7. Financial Options
8. Cost of Capital
9. Evaluation of capital investments

**Recommended literature:**

1. Brigham, E. F. – Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014. ISBN-13: 978-1-111-97221-9.
2. Brealey, R. A. – Myers, S. C. – Allen, F.: Principles of Corporate Finance, 9th Edition, McGrawHill, 2010. ISBN: 978-007-126327-6.

Other information sources:

3. Bloomberg Professional Terminal (the teacher's license will be used)
4. bloomberg.com
5. yahoo.finance.com
6. morningstar.com
7. gurufocus.com

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

The main textbook (recommended literature 1.) is available at the FMUK Library. This textbook should be used as main reading. The main textbook is also available for purchase online at Amazon.com. The relevant chapters are indicated in the class syllabus. There will be several case studies for the course provided in MS Excel form. They will be available for download from faculty's MS Teams cloud solution. The cases are intended to help students understand the course material and prepare them for the exam and real world of finance. The solutions for the case study will be discussed in class.

**Past grade distribution**

Total number of evaluated students: 236

A	ABS	B	C	D	E	FX	M
32,2	0,0	40,68	12,71	6,78	3,81	2,12	1,69

**Lecturers:** Mgr. Martin Vozár, PhD.

**Last change:** 03.09.2021

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/149AM/22	<b>Course title:</b> Legal Compliance
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Type, volume, methods and workload of the student - additional information</b> The subject will take place mainly in the form of seminars, the content of which will be the presentation of the topic of the given seminar by the teacher and subsequent work with the given topic in a practical form. This activity mainly includes interaction with students, asking practical questions, efforts to improve logical thinking and creating the student's ability to solve critical or common practical situations in the management of an organization.	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> The content of the subject is individual areas of the so-called Legal complaints , i.e. legal regulations which are the most frequent in almost every organization. The structure of individual lessons is set out below.	
<b>Course requirements:</b> Absences: - 2 absences without the obligation to excuse the student's non-participation in the seminar - the student's non-participation in the seminar, where the interim or final assessment takes place, must be excused before the start of the seminar, with a medical certificate. Failure to comply with this condition results in the award of 0% of the given interim assessment. Completion of the subject: - active interaction with the topic of the given seminar - disruption of teaching after the second formal warning causes the loss of the student's ability to complete the course. Scale of assessment (preliminary/final): Interim assessment:- 10% mid-term test- 10% presentation of the seminar work- 20% assessment of seminar workFinal exam:- 40% oral exam	
<b>Learning outcomes:</b> By completing the course, the student will acquire the prerequisites for managing an organization in accordance with the legal regulations established by Slovak laws and EU regulations, identifying risky activities and developing basic internal guidelines. The aim of the course is to acquaint the student with the most frequent areas of regulation with which every private or public organization comes into contact.	

The content of the course is mainly electronic commerce and consumer regulation, prevention of money laundering (AML), GDPR, regulation of payment and banking services, business licenses and intellectual property law, protection against incorrectly implemented EU law by the state, whistleblowing, cyber security, prevention of mobbing and bullying in the workplace.

### **Class syllabus:**

#### **Recommended literature:**

- [1] PETRINEC, F. 2014. COMMENT ON THE LAW: Petrinec F., Law no. 102/2014 Coll. on consumer protection in the sale of goods or provision of services based on a contract concluded at a distance or a contract concluded outside the seller's premises and on amendments to certain laws Commentary on the law; Business consultant; Žilina 2014; ISSN-1337-4966, update no. 109.
- [2] PETRINEC, F. 2017. Unfair business practices July, 2017, Právne Noviny, ISSN 2454-0048, <https://www.pravnenoviny.sk/neškale-obchodne-praktiky>
- [3] PETRINEC, F. 2019. Payment services - provision of gift cards March, 2019, Právne Noviny, ISSN 2454-0048, <https://www.pravnenoviny.sk/platobne-sluzby-poskytovanie-darcekovych-kariet>
- [4] PETRINEC, F. 2020. How is it possible to "optimize" an entrepreneur's costs while complying with consumer laws? April, 2020, Právne Noviny, ISSN 2454-0048, <https://www.pravnenoviny.sk/ako-je-mozne-optimalizovat-naklady-podnikatela-pri-plneni-spotrebitelskych-zakonov>
- [5] PETRINEC, F. 2019. Mobile applications and rules for their use February, 2019, Právne Noviny, ISSN 2454-0048, <https://www.pravnenoviny.sk/mobilne-aplikacie-a-pravidla-ich-pouzivania>
- [6] PETRINEC, F. 2019. Hotel law: Evidence of injuries March, 2019, Právne Noviny, ISSN 2454-0048, <https://www.pravnenoviny.sk/hotlove-pravo-evidencia-urazov>
- [7] PETRINEC, F. 2019. GDPR and merchant loyalty programs May, 2019, Právne Noviny, ISSN 2454-0048, <https://www.pravnenoviny.sk/gdpr-vernostne-programy-obchodnikov>
- [8] PETRINEC, F. 2019. GDPR: Violation of personal data protection August, 2019, EPI/Poradca Podnikateľa, ISSN 2644-4674 <https://www.epi.sk/clanok-z-titulky/gdpr-porusenie-ochrany-personal-data-tt.html>
- [9] PETRINEC, F. 2018. Protection of personality vs. personal data protection and the right to be forgotten June, 2018, Právne Noviny, ISSN 2454-0048.
- [10] PETRINEC, F. 2017. First serious hit for UBER granted by EU law May, 2017, Právne Noviny, ISSN 2454-0048.
- [11] PETRINEC, F. 2016. New approach in resolving disputes between consumers and traders January, 2016, EPI/Poradca Podnikateľa, ISSN 2644-4674š
- [12] BENEŠ, M. 2020. Copyright in radio broadcasting. Private law aspects of radio broadcasting in Czech, Slovak and European law. Prague: Leges, 2020, 194 p. ISBN 978-80-7502-445-9
- [13] PEATTIE, K. 2001. Towards Sustainability: The Third Age of Green Marketing. In: The Marketing Review. 2001, Vol. 2, No. 2, p.129-146. ISSN 1472-1384
- [14] STIERANKA, J. 2018 Legalization of income from criminal activity and financing of terrorism, Wolters Kluwer, ISBN 9788081689123
- [15] ŠALGOVIČOVÁ, J., URDZIKOVÁ J., Consumer protection in claims management, Wolters Kluwer, p. 139, ISBN 9788022737326
- [16] VEČERKOVÁ, E., POKORNÁ, J., DUDOVÁ, J., LEVICKÁ, T., Consumer protection against unfair business practices of entrepreneurs, Wolters Kluwer, p. 304, 2017, ISBN9788075526250

- [17] STRÉMY, J., Protection of the financial consumer, Leges , p. 136, 2015, ISBN9788075020895
- [18] PICHRT, J., MORÁVEK, J., Whistleblowing past , present , future , Wolters Kluwer , p. 140, 2021, ISBN9788076760271
- [19] KENNY, K., Whistleblowing , p. 296, Harvard University Press, ISBN: 9780674975798
- [20] ENDORF, C., SCHULTZ, E., MELANDER, J., Hacking detection and prevention of a computer attack, Grada , 2005, p. 355, ISBN 8024710358
- [21] KONEČNÝ, M., SEDLÁK, P., Cyber ( non ) security . Issues of security in cyberspace , 440 pp., 2022, Academic Publishing House CERM, ISBN 9788076230682
- [22] Databases of the Academic Library of the UK, Center of Scientific and Technical Information of the Slovak Republic.
- [23] OLŠOVSKÁ, A. et al. Collective labor law. Bratislava: Friedrich Ebert Stiftung , representation in the Slovak Republic, 2014, 390 p.
- [24] TOMAN, J. Individual labor law. General provisions and employment contract. Bratislava: Friedrich Ebert Stiftung , representation in the Slovak Republic, 2014, 390 p.
- [25] TOMAN, J. Individual labor law II. Working hours, holidays, obstacles to work and wages. Bratislava: Friedrich Ebert Stiftung , representation in the Slovak Republic, 2015, 363 p.
- [26] TOMAN, J. Individual labor law III. Social policy of the employer, working conditions of some groups of employees, agreements on work performed outside the employment relationship. Bratislava: Friedrich Ebert Stiftung , representation in the Slovak Republic, 2016, 335 p.
- [27] ŽUJOVÁ, J. et al. Reconceptualization of the subject of labor law regulation. PJ Šafárik University in Košice, 2015, 252 p.
- [28] VALENTOVÁ, T., ŽUJOVÁ, J., ŠVEC, M., New personal data protection rules - according to the new Personal Data Protection Act and the GDPR regulation, 2018 Wolters Kluwer , ISBN: 978-80-8168-792-1
- [29] HUDECOVÁ, I., CYPRICHOVÁ A., MAKATURA I., Regulation on the Protection of Natural Persons in the Processing of Personal Data - GDPR Veľký komentá , ISBN9788081550775, p. 700, Eurocode
- [30] WHITE, J., Principles of Payment Systems ( Concise Hornbook Series ), ISBN: 9781683285281, p.700, 2

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 12

A	ABS	B	C	D	E	FX	M
50,0	0,0	0,0	41,67	8,33	0,0	0,0	0,0

**Lecturers:** JUDr. Filip Petrinec, PhD.

**Last change:** 09.02.2023

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/272AB/22	<b>Course title:</b> Macroeconomics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Microeconomics	
<b>Course requirements:</b> Successful completion of the course requires active participation in lectures and seminars, passing preliminary tests and final exam, as well as individual work and continuous preparation for individual lessons. Scale of assessment (preliminary/final): Weight of midterm and final evaluation: 50% / 50%	
<b>Learning outcomes:</b> The goal of the course is to understand the basic principles of economic functioning as a whole and to be able to interpret relationships among the most important macroeconomic variables - GDP, GNP, inflation, unemployment. After the course student will be able to explain how the macroeconomic equilibrium is being created and what is the cause and consequence of macroeconomic imbalances.	
<b>Class syllabus:</b> The capitalist revolution; Technology, population, and growth; The labour market: Wages, profits, and unemployment; Markets, efficiency, and public policy; Economic fluctuations and unemployment; Unemployment and fiscal policy; Inflation, unemployment, and monetary policy; Technological progress, employment, and living standards in the long run; The Great Depression, golden age, and global financial crisis; Economic inequality; Economics of the environment; Innovation, information, and the networked economy	
<b>Recommended literature:</b> The CORE team, The Economy. Available at: <a href="https://core-econ.org/the-economy/v1/book/">https://core-econ.org/the-economy/v1/book/</a> BLANCHARD, O. - JOHNSON, D.R. 2013. Macroeconomics. 6.vydanie. Pearson Education, Inc., 2013. 573 s. ISBN 978-0-273-76633-9 MANKIW, N.G. Principles of macroeconomics. Stamford: Cengage Learning, 551 s. ISBN: 978-1-285-16591-2	
<b>Languages necessary to complete the course:</b>	



English							
<b>Notes:</b>							
<b>Past grade distribution</b>							
Total number of evaluated students: 88							
A	ABS	B	C	D	E	FX	M
2,27	0,0	7,95	17,05	21,59	19,32	30,68	1,14
<b>Lecturers:</b> doc. PhDr. Paulína Mihaľová, PhD., Mgr. Michal Páleník, PhD.							
<b>Last change:</b> 12.02.2024							
<b>Approved by:</b>							

## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM/S07AB/16	<b>Course title:</b> Management
<b>Number of credits:</b> 1	
<b>Recommended semester:</b> 5., 6..	
<b>Educational level:</b> I.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 09.06.2022	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/075AB/21	<b>Course title:</b> Management I
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Case studies (max. 30%), mid-semester test (max. 30%), final exam (max. 40%) Scale of assessment (preliminary/final): 60/40	
<b>Learning outcomes:</b> The course focuses on acquiring basic knowledge of management theory and critical reflection on elementary concepts in organization management. After completing the course, students should be able to understand the essence and goals of managerial work, be aware of the internal and external environment of the organization and its influence on the work of managers, perceive processes taking place in organizational practice in a mutual context; apply basic theoretical knowledge from management to model situations in organizational practice; notice, analyze and interpret situations related to the discussed topics in management practice.	
<b>Class syllabus:</b> 1. Management and Managers in the Workplace 2. Making Decision 3. Influence of the External Environment and the Organization's Culture 4. Managing in Global Environment 5. Managing diversity 6. Managing Social Responsibility and Ethics 7. Managing Change and Disruptive Innovation 8. Foundations of Planning 9. Managing Strategy	
<b>Recommended literature:</b> [1] ROBBINS, S. P. - COULTER, M.: Management, Harlow : Pearson Education Limited, 2021, 15th edition. p 751. ISBN 978-0-13-558185-8 [2] Collective of Authors. 2020. Principles of Management. Minneapolis: University of Minnesota. [online]. Dostupné na: <a href="https://open.lib.umn.edu/principlesmanagement/">https://open.lib.umn.edu/principlesmanagement/</a> [3] MITSloan Management Review. Available at <a href="https://sloanreview.mit.edu/">https://sloanreview.mit.edu/</a>	

[4] Databases of the Academic library Comenius University, Center of science-technical information SR.

**Languages necessary to complete the course:**

english

**Notes:**

In compliance with the regulations of the internal regulation No. 16/2017 Rector's Directive Comenius University in Bratislava Full reading of the internal regulation No. 23/2016 Rector's Directive Comenius University in Bratislava, which issues the Code of Ethics of the Comenius University in Bratislava as read in supplement No. 1, every student acquires his/her study results honestly; does not cheat and use dishonest practices during any form of assessment of his/her acquired knowledge. Cases of breaking the Code of Ethics of Comenius University can be judged as breaking the duties following from legal regulations, (...). Such judgement may be connected with enforcing accompanying legal consequences on academic, (...) disciplinary level.

In accordance with the regulations of the internal regulation No. 13/2018 approved by the Academic senate of Comenius University in Bratislava the Disciplinary Regulations of Comenius University in Bratislava for Students, a disciplinary offence of a student is any form of copying or forbidden cooperation or providing answers during written or oral examination (assessment of knowledge) or during preparation for it within the course, or using technical devices or any information carriers in other than allowed ways during written or oral evaluation of study results (assessment of knowledge) or during preparation for it within the course. Committing a disciplinary offence may lead to imposing some disciplinary precautions on the student: admonition, conditional suspension of studies or dismissal from studies.

**Past grade distribution**

Total number of evaluated students: 208

A	ABS	B	C	D	E	FX	M
71,15	0,0	20,19	5,29	0,48	0,48	2,4	0,0

**Lecturers:** Ing. Marián Mikolášik, doc. PhDr. Lukáš Copuš, PhD.

**Last change:** 16.02.2024

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/076AB/21	<b>Course title:</b> Management II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Case studies (max. 30%), mid-semester test (max. 30%), final exam (max. 40%) Scale of assessment (preliminary/final): 60/40	
<b>Learning outcomes:</b> The course focuses on acquiring basic knowledge of management theory and critical reflection on elementary concepts in organization management. After completing the course, students should be able to understand the essence and goals of managerial work, be aware of the internal and external environment of the organization and its influence on the work of managers, perceive processes taking place in organizational practice in a mutual context; apply basic theoretical knowledge from management to model situations in organizational practice; notice, analyze and interpret situations related to the discussed topics in management practice.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Designing Organizational Structure</li> <li>2. Managing Human Resources</li> <li>3. Managing Groups and Teams</li> <li>4. Managing Communication</li> <li>5. Understanding and Managing Individual Behavior</li> <li>6. Motivating Employees</li> <li>7. Being an Effective Leader</li> <li>8. Monitoring and Controlling</li> </ol>	
<b>Recommended literature:</b> [1] ROBBINS, S. P. - COULTER, M.: Management, Harlow : Pearson Education Limited, 2021, 15th edition. p 751. ISBN 978-0-13-558185-8 [2] Collective of Authors. 2020. Principles of Management. Minneapolis: University of Minnesota. [online]. Dostupné na: <a href="https://open.lib.umn.edu/principlesmanagement/">https://open.lib.umn.edu/principlesmanagement/</a> [3] MITSloan Management Review. Available at <a href="https://sloanreview.mit.edu/">https://sloanreview.mit.edu/</a> [4] Databases of the Academic library Comenius University, Center of science-technical information SR.	

<b>Languages necessary to complete the course:</b>							
English							
<b>Notes:</b>							
<p>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.</p> <p>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.</p>							
<b>Past grade distribution</b>							
Total number of evaluated students: 114							
A	ABS	B	C	D	E	FX	M
61,4	0,0	21,05	7,89	1,75	0,0	7,02	0,88
<b>Lecturers:</b> Ing. Marián Mikolášik, doc. PhDr. Lukáš Copuš, PhD.							
<b>Last change:</b> 16.02.2024							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/061AB/16	<b>Course title:</b> Managerial Economics
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester students can obtain 70% of the points and 30% of the points during the examination period. 35% of the points has to be obtained during the semester (e.g. from the midterm test, academic paper and/or activity). The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81 90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> Understanding and orientation in basic knowledge about an enterprise in the market economy, about economic thinking and economy of an enterprise. Getting enriched knowledge base for subsequent courses.	
<b>Class syllabus:</b> 1. Introduction to Managerial Economics. Objects of interest of Managerial Economics. Company and its position in the market economy, the definition of the nature of the business. Enterprise as a goal-oriented system, the goals of the company, risk in the company. Enterprise relationship with the environment. Business environment and company structure. 2. Controlled entity as an economic system. Business and the life cycle of the company. Business transformation process. Assets and business participation in the transformation process. Non-current assets and its nature, valuation and modalities for acquisition of fixed assets. Depreciation and amortization of fixed assets. Current assets, its nature and usage. The issue of financing the assets, sources of financing, own and foreign sources of funding. 3. Costs and corporate profit. Classic and dynamic views on cost management. Current approaches and techniques in cost management. Cash flow management, planning and evaluation of cash flow. External environment. Taxes and taxation. Internal environment. Planning of transformation process, optimization calculations in planning. Investments and assessment of investment in the company. 4. Monitoring and evaluation of the economic performance of the company, revenues, expenses and results of operations of the company. Economic analysis and evaluation of the company's performance, balance sheet, income statement and cash flow statement. Approaches to evaluating of business performance. Controlling as an effective tool of managerial economics.	

**Recommended literature:**

- [1] SALVATORE, D. Managerial economics: principles and worldwide applications. New York: Oxford University Press, 2015.
- [2] BHAT, M. S., RAU, A. V. Managerial economics and financial analysis. Hyderabad: BS Publications, 2008.
- [3] BAYE, R., PRINCE, J. T., SQUALLI, J. Managerial Economics and Business Strategy Michael. Berkshire: McGraw-Hill, 2013.
- [4] Lectures of Managerial Economics

**Languages necessary to complete the course:**

English

**Notes:****Past grade distribution**

Total number of evaluated students: 280

A	ABS	B	C	D	E	FX	M
30,71	0,0	32,86	14,64	10,36	5,36	6,07	0,0

**Lecturers:** prof. Ing. Ján Papula, PhD., Mgr. Dávid Paculík

**Last change:** 18.09.2023

**Approved by:**



## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/102AB/16	<b>Course title:</b> Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 40 % interim evaluation: - active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%), - semester project – application of theoretical knowledge on selected issues – 40%, 60 % final evaluation: - exam – written, online test using the selected application (MS Forms) Electronic communication and method of distribution of study materials is carried out by MS Teams application. The overall student rating consists of the sum of the percentages for active attendance on seminars and of the percentage obtained from the exam. Exam is written resp. realized through using the selected application (MS Forms). System of interim evaluation is set on the beginning of semester. Exam dates will be determined based on the coordination of dates no later than 1 week before the start of the exam period. 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.	

Scale of assessment (preliminary/final): 40:60						
<b>Learning outcomes:</b> By completing the course, students will acquire basic knowledge and understanding of various areas of marketing theory. The course emphasizes the importance and contribution of basic marketing postulates in terms of interconnection of the organization and its customers. Emphasis is given on acquiring skills in marketing decision-making and implementation of individual marketing activities of the organization, especially in strategic and marketing planning, market segmentation and market positioning, marketing research, analysis of marketing environment and shopping behavior of consumers and the organization, designing marketing mix and use international marketing. In addition to gaining theoretical knowledge, the course is also aimed at stimulating students' ability to apply the marketing concept in their working lives.						
<b>Class syllabus:</b> 1. Position and importance of marketing in organization development. 2. The nature of the marketing concept. 3. Strategic planning and importance of marketing planning. 4. Marketing environment. 5. Marketing information system and marketing research. 6. Shopping behavior of consumers in organizations. 7. Market segmentation, target group selection and creation of market position. 8. Product as a marketing mix tool. 9. Pricing and pricing strategy of the company. 10. Distribution channels and physical distribution. 11. Marketing communication and marketing communication mix. 12. International marketing. 13. Service marketing.						
<b>Recommended literature:</b> [1] ARMSTRONG, G. – KOTLER, P. 2007. Marketing: An Introduction. 8th Edition. Upper Saddle River: Pearson Education, Inc. 2007. ISBN 0-13-186591-9 - selected chapters [2] BAINES, P. – FILL, C. – PAGE, K. 2011. Marketing. Oxford: Oxford University Press, 2011. ISBN 978-0-19-957961-7 [3] BLYTHE, J. 2011. Principles and Practice of Marketing. 2nd Edition. Hampshire: Cengage Learning EMEA, 2009. ISBN 978-1-4080-114-78 [4] KOTLER, P. – ARMSTRONG, G. 2023. Marketing: An Introduction, 15th edition. Pearson Rental. 2023. ISBN 9780137476459 [5] TUTEN, T. L. 2019. Principles of Marketing for a Digital Age. SAGE Publications Ltd, 2019. ISBN 1526423332 - selected chapters [6] Marketing Science and Inspirations and Marketing&Media Journals With regard to new and available resources, supplementary literature will be updated on a continuous basis.						
<b>Languages necessary to complete the course:</b> English						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 364						
A	ABS	B	C	D	E	FX
44,51	0,0	21,7	15,38	7,97	4,4	6,04

<b>Lecturers:</b> Mgr. František Olšavský, PhD., Mgr. Lucia Vilčeková, PhD.
<b>Last change:</b> 16.09.2023
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KKM/071AB/21	<b>Course title:</b> Mathematics I
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Course evaluation during the semester: 2 written test in the middle and at the end of the semester for 20 points (max. 40 points). The test can be taken in an alternate time during the semester, if the student proves his / her absence by a medicine confirmation. Assessment of the subject during the Examinations period: The final written exam (80 minutes), consists of 5 examples (2 from linear algebra and 3 from mathematical analysis). (max. 60 points) Exam: a student can complete 1 regular and one corrective term if he / she does not reach the required number of points to complete the course on the regular term. The student completes the course if he / she obtains at least 60% of points (ie 30 points) from the continuous assessment, so that he / she can go to the exam and min. 60% of the exam points (ie 30 points) to pass the exam. The points that the student obtains during the semester and in the exam are included in the final grade of the subject. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b>	
<b>Class syllabus:</b> 1. Linear algebra: vectors and matrices. n-dimensional vectors and matrices: Vector and Matrices Operations, linear dependence and independence. Matrices: transposes and inverse matrix, singular, regular matrices, rank of matrices, determinants, their basic properties. Solution of the system linear equations (Gauss Elimination Method, Cramer`s Rule). Matrices as Linear Transformations, Eigenvalue, Eigenvectors. Application to Market, Leontief Input-Output Models. 2. Calculus of the Function of One Variable. Concept of Limit, Continuity and Differentiability of a Function of One Variable. Rules of Differentiation for a Function of One Variable. L'Hospital Rule. Differentials. Taylor Serries. Extreme Values of a Function of One Variable. Integral Calculus: Indefinite Integrals: Basic rules of Integration, Substitution method, Integration per partes. Definite Integrals.	

Some economical applications.

**Recommended literature:**

- [1] KNOR, M.: Mathematics for Managers I, Univerzita Komenského, Bratislava, 2003.
- [2] BERGIN, J. 2015. Mathematics for Economists with Applications. London and New York : Routledge, Taylor and Francis Group, 2015. ISBN 978-04-156-3828-9
- [3] CHIANG, A. C. 1984. Fundamentals Methods of Mathematical Economics. Singapore : McGraw-Hill, 1984. ISBN 00-706-6219-3
- [4] RENSHAW, G. 2009. Maths for Economics. Oxford : Oxford University Press, 2009. ISBN 978-01-992-3681-7
- [5] SYDSAETER, K. – HAMMOND, P. 2008. Essential Mathematics for Economic Analysis. Boston : Prentice Hall. 2008. ISBN 978-02-737-6068-9
- [6] VINOGRADOV, V .V. 2010. Mathematics for Economists Made Simple. Praha : Karolinum Press, 2010. ISBN 978-80-246-1657-5
- [7] WERNER, F. – SOTSKOV, Y. N. 2006. Mathematics of Economics and Business. New York : Routledge, Taylor and Francis Group, 2006. ISBN 978-04-153-3281-1
- [8] WINSTON, W.L.: Operation research, PWS-KENT Publishing Company, Belmont, California, 1991.

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 166

A	ABS	B	C	D	E	FX	M
30,72	0,0	16,27	12,65	10,84	19,88	9,64	0,0

**Lecturers:** doc. Ing. Mgr. Urban Kováč, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Lukáš Kurinec, Mgr. Stela Slámová, David Balla, Mgr. Branislav Novotný, PhD.

**Last change:** 09.10.2023

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KKM/072AB/21	<b>Course title:</b> Mathematics II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Course evaluation during the semester: 1.) 1 written test in the at the end of the semester for 30 points. The test can be taken in an alternate time during the semester, if the student proves his / her absence by a medicine confirmation. 2.) Students can earn 10 points for participating in activities and attending tutorials and lectures throughout the semester. 3.) According to the University Act, a student can have max 2 absences (one on theoretical and one on practical exercises). Next absence will be evaluated by -1 point in the final assessment of each type of exercise. Assessment of the subject during the Examinations period: The final written exam, which lasts for 100 minutes, consists of 5 exercises, each worth 12 points, totalling 60 points. Exam: a student can complete 1 regular and one corrective term if he / she does not reach the required number of points to complete the course on the regular term. The student completes the course if he / she obtains at least 60% of points (ie 24 points) from the continuous assessment, so that he / she can go to the exam and min. 60% of the exam points (ie 36 points) to pass the exam. The points that the student obtains during the semester and in the exam are included in the final grade of the subject. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> This course follow course Mathematics I and gives to students the possibility to gain mathematical skills in solving optimization problems. In many economic applications, a manager deals with situations where several variables have to be included into the mathematical model, e.g. usually the output depends on a set of different input factors. Therefore, this course deals with optimization problems for functions depending on more than one independent variable.	
<b>Class syllabus:</b> Functions of several variables: partial derivatives, gradient, total differential, competitive and complementary products.	

Unconstrained and constrained optimization: optimality conditions, Lagrange multipliers, Kuhn-Tucker conditions. Linear programming: simplex methods, duality, sensitivity analysis. Integer linear programming.							
<b>Recommended literature:</b> 1. Knor, M.: Mathematics for Managers II, Univerzita Komenského, Bratislava, 2003. 2. Winston, W. L. 2004. Operations Research. Applications and Algorithms. Belmont: Thomson. Brooks/Cole. 2004. ISBN 0-534-52020-0 3. Chiang, A.C.: Fundamentals Methods of Mathematical Economics. McGraw-Hill International Editions., Singapore , 1984 4. Werner, F. – Sotskov, Y. N.: Mathematics of Economics and Business							
<b>Languages necessary to complete the course:</b> english							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 103							
A	ABS	B	C	D	E	FX	M
15,53	0,0	10,68	7,77	8,74	33,01	22,33	1,94
<b>Lecturers:</b> doc. RNDr. Mária Bohdalová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., Mgr. Lukáš Kurinec, Mgr. Branislav Novotný, PhD.							
<b>Last change:</b> 21.02.2024							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/273AB/22	<b>Course title:</b> Microeconomics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Obligatory active attendance at the seminars, passing a written final exam. Scale of assessment (preliminary/final): Weight of midterm and final evaluation: 50% / 50%	
<b>Learning outcomes:</b> The subject Microeconomics provides basic knowledge about the origin and development of economic science. It explains the importance of the subject and the methodology of economic theory. It deals with the market and the market mechanism and its basic components such as game theory, demand, supply, price equilibrium and competition. It deals with the individual market subjects. Analyses the behaviour of the company and the consumer on the market. By mastering the basics of economic rules, the student will understand their application in practice.	
<b>Class syllabus:</b> Prosperity, inequality, and planetary limits; Technology and incentives; Doing the best you can: Scarcity, wellbeing, and working hours; Strategic interactions and social dilemmas; The rules of the game: Who gets what and why; The firm and its employees; The firm and its customers; Supply and demand: Markets with many buyers and sellers; Lenders and borrowers and differences in wealth; Market successes and failures: The societal effects of private decisions	
<b>Recommended literature:</b> The CORE Econ Team 2023 The Economy 2.0: Microeconomics Open access e-text <a href="https://core-econ.org/the-economy/">https://core-econ.org/the-economy/</a> The CORE team, The Economy. Available at: <a href="https://core-econ.org/the-economy/v1/book/">https://core-econ.org/the-economy/v1/book/</a>	
<b>Languages necessary to complete the course:</b> Languages necessary to complete the course: English	
<b>Notes:</b>	



<b>Past grade distribution</b>							
Total number of evaluated students: 104							
A	ABS	B	C	D	E	FX	M
2,88	0,0	5,77	6,73	8,65	22,12	52,88	0,96
<b>Lecturers:</b> Mgr. Michal Páleník, PhD., doc. Mgr. Veronika Gežík, PhD.							
<b>Last change:</b> 12.02.2024							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/082AB/21	<b>Course title:</b> Modern Marketing - New Trends
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing.	
<b>Course requirements:</b> Scale of assessment (preliminary/final): 40 % preliminary evaluation: Active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%), semestral project done in teams on selected and approved topic – 40%, 60 % final evaluation – written exam. The evaluation of the course is in accordance with the Study Regulations of Comenius University and the individual levels of the classification scale are awarded on the basis of the applied point system, which reflects the degree of success of completing the course. A minimum of 91 percent is required to obtain an A rating, a minimum of 81 percent to obtain a B rating, a minimum of 73 percent to a C rating, a minimum of 66 percent to a D rating and a minimum of 60 percent to an E rating. Credits will not be awarded to a student who earns less than 60 percent. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> The aim of the course is to acquaint students with current trends in marketing, including through specific examples from domestic and foreign practice in relation to management and business. The graduate of the course is able to identify the most suitable ones for their implementation in marketing practice, while respecting the conditions of the Slovak market environment. At the same time, students will have an opportunity to apply them in practice through solving selected actual case studies and creating their own proposals.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Evolution of marketing thinking, trends and approaches in marketing. Holistic marketing.</li> <li>2. The impact of new approaches and technologies on partial functional marketing strategies.</li> <li>3. The importance of information and marketing research in marketing management. Market segmentation and one-to-one marketing.</li> <li>4. Changes in customer behaviour. Customer relationship management.</li> <li>5. Digital marketing – Introduction</li> <li>6. Marketing communication and media planning.</li> </ol>	

7. Social media marketing. Self-marketing. Celebrity and influencer marketing.
8. Business and marketing within the online environment.
9. Proximity marketing, mobile marketing and m-commerce.
10. Product placement.

#### **Recommended literature:**

- [1] BARKER, M. – BAKER, D. – BORMANN, N. – NEHER, K.: Social Media Marketing. A Strategic Approach. South-Western, Cengage Learning, 2013. ISBN 978-1-133-58927-3
- [2] BERGER, J.: Jak stvořit pecku na trhu. Brno: Vydavatelství Jota, 2013. ISBN: 9788074623318
- [3] BURGESS, CH. – BURGESS, M.: The New Marketing. How to Win in the Digital Age. SAGE Publications Ltd, 2020. ISBN 9781526490100
- [4] CATMULL, E. – WALLACE, A.: Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration. New York: Random House, 2014. ISBN 978-0812993011
- [5] FREY, P.: Marketingová komunikace. Nové trendy 3.0. Praha: Management Press, 2018.
- [6] GODIN, S.: Permission Marketing: Turning Strangers Into Friends & Friends Into Customers. New York: Simon & Schuster, 1999. ISBN 978-0684856360
- [7] HANDLEY, A.: Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content. New York: Wiley, 2014. ISBN: 978-1-118-90555-5
- [8] HESKOVÁ, M. – ŠTARCHOŇ, P.: Marketingová komunikace a moderní trendy v marketing. Praha: Oeconomia, 2009. ISBN 978-80-245-1520-5
- [9] KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I.: Marketing 4.0: Moving from Traditional to Digital. Wiley, 2016. ISBN: 978-1-119-34120-8
- [10] KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I.: Marketing 5.0: Technology for Humanity. John Wiley & Sons, 2021. ISBN: 978-1-119-66851-4
- [11] LEHU, J. M.: Branded Entertainment: Product Placement & Brand Strategy in the Entertainment Business. London: Kogan Page, 2009. ISBN 978-0749453374
- [12] ŠTARCHOŇ, P. – PŠENÁK, P. – MIKLOŠÍK, A.: Medzigeneračné rozdiely v správaní slovenských spotrebiteľov. Zlín : Radim Bačuvčík - VeRBuM, 2022. ISBN 978-80-88356-09-7
- [13] ŠTEFKO, R. – ŠTARCHOŇ, P. – BAČÍK, R. – HORVÁTH, J.: E-business a e-commerce. Inovatívne trendy. Prešov : Bookman , 2021. ISBN 978-80-8165-422-0
- [14] Databázy Akademickej knižnice FM UK a Centra vedecko-technických informácií SR Marketing Science and Inspirations, Trend, Stratégie and other selected sources.

#### **Languages necessary to complete the course:**

#### **Notes:**

The knowledge, skills, competences and transferable competences that a student acquires by successfully completing the course and that influence his/her personal development and can be used in his/her future career and life as an active citizen in democratic societies are listed in the course syllabus.

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.

<b>Past grade distribution</b>							
Total number of evaluated students: 103							
A	ABS	B	C	D	E	FX	M
41,75	0,0	12,62	21,36	7,77	3,88	11,65	0,97
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Kočíšová							
<b>Last change:</b> 29.02.2024							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/098AB/17	<b>Course title:</b> Money and Banking
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The conditions for completing the course are: - attendance and active participation during seminars, - independent and continuous preparation for the seminars, - successful passing of the interim assessment, - successful passing of the final test. Interim assessment consists of elaboration of a presentation in a team or individually depending on the number of students (15%), written essay (25%), midterm (10%), interim activities and active participation during the seminars (10%) and final test (40%), which will take place in the last week of the semester. Final exam (50%) consists of written test. The condition for passing the course is to obtain at least 60% of the total evaluation. Scale of assessment (preliminary/final): Continuous / final assessment: 100% seminar / 0% exam	
<b>Learning outcomes:</b> Graduates of the course will know the theoretical aspects of the money, banking system and money market as part of the financial market and the practical functioning of the most important segment of the money market – the interbank market, focusing on the functioning of the Euro area. Graduates will be able to obtain and process relevant economic data from reliable international sources.	
<b>Class syllabus:</b> 1. Money and circulation of money 2. Financial system 3. Banking system in the Slovak Republic and in foreign countries 4. Position, functions and role of the European Central Bank 5. International financial, monetary and bank institutions 6. Position and main activities of the commercial banks 7. Counterfeiting money and money laundering 8. New forms of banking systems 9. Electronic banking and virtual money	
<b>Recommended literature:</b>	

Stephen G. Cecchetti, Kermit L. Schoenholtz (2015) Money, Banking, and Financial Markets. McGraw-Hill Education, 2015. ISBN 978-981-4575-16-4  
Cheol S. Eun, Bruce G. Resnick (2014) International Finance. McGraw-Hill Education, 2014. ISBN 978-0-0771-6161-3

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 185

A	ABS	B	C	D	E	FX	M
35,14	0,0	30,81	18,38	4,86	4,86	4,32	1,62

**Lecturers:** Mgr. Magdaléna Musilová, PhD., LL.M.

**Last change:** 19.09.2023

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/022AB/16	<b>Course title:</b> Operations Management and Logistics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Completed Course on Basics of Management	
<b>Course requirements:</b> The grade you receive for the course will be based on the following tasks. Students are obliged to write two seminary works. The evaluation consists of three parts: (1) Attendance 20%, (2) Seminary work from Operations Management 40%, (3) Seminary work from Logistics 40%. Total 100%. The final grade is derived using Comenius University Bratislava's decimal grading system based on the following scale: 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.	
<b>Learning outcomes:</b> The aim of the course is to provide students with basic knowledge and skills from two management areas – operations management and logistics – that closely correlate. After successful completion of the course student will be able to: <ul style="list-style-type: none"> <li>• Understand the importance and functions of operations management and explain the basic managerial terms and processes.</li> <li>• Apply systematic, professional, and creative approach to identify and address the problems and challenges in productivity improvement.</li> <li>• Understand the role of software systems for production planning and control</li> <li>• Understand the core concepts of digital manufacturing and digital twin.</li> <li>• To apply principles of sustainable manufacturing.</li> <li>• Understand the importance and functions of logistics and SCM.</li> <li>• Understand the principles of purchasing, procurement, and sourcing in logistics.</li> <li>• Analyze the inventory and warehouse management systems.</li> <li>• Describe the new approaches in logistics transportation systems.</li> </ul>	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Characteristics of Operations Management and Production System</li> <li>2. Productivity Management</li> <li>3. ERP a MES Systems</li> </ol>	

4. Digital Production System and Digital Twin 5. Sustainable Production System 6. Characteristics of Logistics and SCM 7. Procurement and Purchasing 8. Inventory Management 9. Warehouse Management 10. Logistics Transportation Systems
<p><b>Recommended literature:</b></p> <p>Obligatory:</p> <p>[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.</p> <p>[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.</p> <p>[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 &amp; Knowledge Management for Business Applications. Cham: Springer, 2022, pp. 321-359. ISBN 978-3-030-77915-3.</p> <p>Recommended:</p> <p>[4] BUSCHER, Udo, LASCH, Rainer, SCHÖNBERGER, Jörn, eds. Logistics Management. Cham: Springer, 2021. ISBN 978-3-030-85842-1.</p> <p>[5] 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.</p> <p>The home page of the FMCU library is: <a href="https://www.fm.uniba.sk/pracoviska/kniznica-fm-uk/">https://www.fm.uniba.sk/pracoviska/kniznica-fm-uk/</a>. On this address, you can find various bibliography sources. You can also utilize web pages, like Google Scholar <a href="https://scholar.google.com/">https://scholar.google.com/</a> which is also recommended.</p>
<p><b>Languages necessary to complete the course:</b></p> <p>English language</p>
<p><b>Notes:</b></p> <p>The course is provided only in the summer semester.</p> <p>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.</p> <p>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</p>



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: 251

A	ABS	B	C	D	E	FX	M
63,75	0,0	29,08	3,59	0,4	0,0	2,79	0,4

**Lecturers:** doc. Ing. Milan Fekete, PhD.

**Last change:** 14.05.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/077AB/21	<b>Course title:</b> Personnel Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester the student has the possibility to get 60% of the total number of points. 40% of the total number of points consists of the exam after leaving the class. 100% = 100 points. The minimum E rating is 60 points. Tasks cannot be retrospectively presented and earned points. - 15% active participation assignments and their in time submission during the semester - 15% TEST 1 (week 7, covers topics from weeks 1-6) - 15% TEST 2 (week 11, covers topics from weeks 7-10) - 15% Case Study - 40% final written text - exam All assignments must be submitted in scheduled time. Late assignments will be subject to a 1 point per day late penalty (includes weekends and holidays) for up to seven (7) days. After this date, no assignments will be accepted and zero points (0) will be applied. Scale of assessment (preliminary/final): 60/40	
<b>Learning outcomes:</b> COURSE OBJECTIVES OR LEARNING OUTCOMES: <ul style="list-style-type: none"> <li>• An insight into the evolving role of strategic HRM in today's organizations, the strategic role of HR functions, and the impact of technology and global competition.</li> <li>• An insight into how workforce diversity provides an opportunity for management.</li> <li>• Examine the legislation and regulations affecting staffing.</li> <li>• An understanding of job analysis, strategic planning, human resource planning, recruitment (including Internet recruiting), and selection.</li> <li>• An awareness of the importance of training and developing for employees at all levels.</li> <li>• An understanding of performance appraisal and its role in performance management.</li> <li>• An appreciation of how compensation and benefits programs are formulated and administered.</li> <li>• An opportunity to understand employee and labor relations.</li> <li>• An awareness of the importance of business ethics and corporate social responsibility in HRM.</li> <li>• An appreciation of the global dimension of HRM</li> </ul>	
<b>Class syllabus:</b> 1. Introduction to HR management and strategic HR management. Trends influencing HRM.	

2. Job Analysis & Personnel Planning. 3. Recruitment. Recruitment process and methods. 4. Employee selection. Testing and Interviewing Candidates. 5. Performance Management and Appraisal. 6. Orientation & Training. The purposes of Employee Orientation. Overview of the training process. 7. Employee Development and Career. Career planning and Career Management. 8. Motivation. Compensation. Establishing strategic Pay Plans. Pays, Incentives and Benefits. 9. Downsizing and outplacement. Decruitment. 10. Employee Relations, Labour Relations & Global HRM.
<b>Recommended literature:</b> Required: [1] Dressler, G. (2024) Human resource management (17th edition). Pearson. 688 p. ISBN-13: 978-1-292-44987-6 [2] Dressler, G. (2020) Human resource management (16th edition). Pearson. 720 p. ISBN-13: 978-1-292-30912-5 Recommended: [1] Dressler, G. (2016) Human resource management (15th edition). Pearson. 711 p. ISBN-13: 978-0134237510 [2] Carbery, R., Cross, C. (2013) Human Resource Management – A Concise Introduction. 269 p. ISBN 978-1-137-00939-5 Copies are available at the school library. [3] Saks, A.M. & Haccoun, R.R. (2019) Managing performance through training and development (8th ed.). Nelson. 492 p. ISBN: 9780176798079 [4] Martocchio, J.J. & Martocchio, J. (2019) Human Resource Management (15th edition). Pearson. ISBN: 9780134739724 [5] Carbery, R., Cross, C. (2019) Human Resource Management. 329 p. ISBN 978-1-137-00939-5 Mondy, R. Wayne Dean (2013) Human Resource Management, (13th ed.). Pearson. 432 p. ISBN 978-1-352-00402-1 [6] Groschl, S. et al. (2009) International human resource management. Nelson. ISBN:9780176440978 Houndmills, Basingstoke, Hampshire: Palgrave Macmillan. [7] Human Resource Management. (2011) University of Minnesota Libraries Publishing [online] Available at: <a href="https://open.lib.umn.edu/humanresourcemanagement/">https://open.lib.umn.edu/humanresourcemanagement/</a> [8] Journal of Human Resource Management. Bratislava: Comenius University, Faculty of Management. ISSN 2453-7683. Selected Case Studies
<b>Languages necessary to complete the course:</b> English
<b>Notes:</b> <b>PARTICIPATION IN CLASS</b> It is imperative that students make every effort to meet the originally scheduled course requirements and it is a student's responsibility to write examinations as scheduled. Therefore, all students are expected to attend and complete the specific course requirements (i.e. attendance, assignments, and tests/exams) listed in the course outline on or by the date specified. Students who need to arrange for coursework accommodation, as a result of medical, personal or family reasons, must contact the course instructor within 48 hours of the originally scheduled due date. Students should contribute meaningfully students must come to class prepared. This means they have read the readings and are ready to discuss the subject matter intelligently. It is the student's responsibility to keep up with course work, even when he or she has been absent. Students should note that while attendance is not required, class time serves as the primary

opportunity to participate. Experience has shown that regular attendance will significantly help your performance in the course.

#### ETHICS

In accordance with the provisions of internal regulation no. 16/2017 Directive of the Rector of Comenius University in Bratislava Full text of internal regulation no. 23/2016 Directive of the Rector of Comenius University in Bratislava, which issues the Code of Ethics of Comenius University in Bratislava, as amended by Supplement no. 1, each student always achieves his / her study results in an honest manner; does not deceive or use dishonest practices during any form of verification of his / her study knowledge and skills. Cases of breach of the UK Code of Ethics may be considered a breach of legal obligations, (...). Such an assessment may involve the application of appropriate legal consequences at the academic, (...) disciplinary level. In accordance with the provisions of internal regulation no. 13/2018 approved by the Academic Senate of Comenius University in Bratislava Disciplinary Code of Comenius University in Bratislava for students, student disciplinary offense is any form of depreciation or illegal cooperation or counseling during written or oral evaluation of study results (knowledge testing) or during preparation for it within the subject , or the use of technical devices or any information carriers in a manner other than permitted during the written or oral assessment of learning outcomes (knowledge testing) or during preparation for the subject. Some of the disciplinary measures can be imposed on a student for a disciplinary offense: reprimand, conditional expulsion from study or expulsion from study.

#### Past grade distribution

Total number of evaluated students: 121

A	ABS	B	C	D	E	FX	M
20,66	0,0	22,31	16,53	19,83	10,74	6,61	3,31

**Lecturers:** Mgr. Juliet Horváthová Suleimanová, PhD., prof. Ing. Ľubica Bajžíková, PhD., Ing. Mgr. Juraj Chebeň, PhD.

**Last change:** 15.02.2024

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMn/083AB/21	<b>Course title:</b> Personnel Management in Small and Medium Organizations
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> During semester student has possibility to obtain 60% of the total points (seminar/ semester project in team presentation (40%): the structure of the project will be in MS Teams ( the analysis of PM in real organization) and case study analysis (20%), final exam 40%	
<b>Course requirements:</b> 60 % continuous evaluation: 1. active participation and case study in classes – 20 % (assessment of knowledge acquired through self-study, discussion of read articles and watching video/listening to lectures, reading articles in MS Teams, guest speakers presentations) 2. team presentation (semester project)– 40%, the structure of the project will be in MS Teams ( the analysis of PM in real organization) 3. 40 % final evaluation- exam: regular term in written form The evaluation of the course is in accordance with the Study Regulations of FM and the individual levels of the classification scale are awarded on the basis of the applied point system, which reflects the degree of success of completing the course. A minimum of 91 percent is required to obtain an A rating, a minimum of 81 percent to obtain a B rating, a minimum of 73 percent to a C rating, a minimum of 66 percent to a D rating and a minimum of 60 percent to an E rating. Credits will not be awarded to a student who earns less than 60 percent. Scale of assessment (preliminary/final): continuous assessment/ final exam 60/40	
<b>Learning outcomes:</b> After completing the course, the student will gain comprehensive knowledge of the personnel activities in SMEs and family businesses. The student will understand the differences in personnel activities depending on the size of the company and the attitudes of managers/owners in using of personnel functions at company level. The learning outcomes are: critical analysis and comparison different approaches that reflect changes in the content of the work, the course develops analytical and conceptual thinking, ability to work in a team, ability to think creatively, ability to use theoretical knowledge and compare with the day-to-day activities in SMEs. The organisation of course consists of : lecturing, in-class discussions, case study and team presentation of selected SMEs.	

**Class syllabus:**

1. Introduction - the role of SMEs and family businesses, the peculiarities of development, importance and benefits.
2. Characteristics of the business environment of SMEs and family businesses
3. Personnel management and its connection to human resources management.
4. The importance of personnel management in SMEs and family businesses.
5. Personnel work and its specifics in SMEs and family businesses.
6. Selected personnel management functions that are used in individual analyzed enterprises (examples from practice)
7. Recruitment, selection and training of employees.
8. Evaluation, remuneration and motivation of employees.
9. Ways of stabilizing workers (social program, employee benefits, work organization).
10. Presentation of semester projects according based on the structure.

**Recommended literature:**

1. NOE, R., HOLLENBECK, R., BARRY, G., WRIGHT, P.M. Fundamentals of Human Resource Management (8th edition). ISBN: 97812600791731.
1. COOPER, C. L. – BURKE, R. J. 2011. Human Resource Management in Small Business. Edward Elgar Publishing, 2011.
2. COOPER, C. L. – BURKE, R. J. 2012. Human Resource Management in Small Business. Achieving Peak Performance. Edward Elgar Publishing, 2012.
3. DE KOK, P. 2003. Human Resource Management within Small and Medium-Sized Enterprises. Tinbergen Institute Research, 2003.
4. FLEISCHER, C. H. 2009. HR for Small Business: An Essential Guide for Managers, Human Resources Professionals, and Small Business Owners.

**Languages necessary to complete the course:**

English

**Notes:**

In compliance with the regulations of the internal regulation No. 16/2017 Rector's Directive Comenius University in Bratislava Full reading of the internal regulation No. 23/2016 Rector's Directive Comenius University in Bratislava, which issues the Code of Ethics of the Comenius University in Bratislava as read in supplement No. 1, every student acquires his/her study results honestly; does not cheat and use dishonest practices during any form of assessment of his/her acquired knowledge. Cases of breaking the Code of Ethics of Comenius University can be judged as breaking the duties following from legal regulations, (...). Such judgement may be connected with enforcing accompanying legal consequences on academic, (...) disciplinary level.

In accordance with the regulations of the internal regulation No. 13/2018 approved by the Academic senate of Comenius University in Bratislava the Disciplinary Regulations of Comenius University in Bratislava for Students, a disciplinary offence of a student is any form of copying or forbidden cooperation or providing answers during written or oral examination (assessment of knowledge) or during preparation for it within the course, or using technical devices or any information carriers in other than allowed ways during written or oral evaluation of study results (assessment of knowledge) or during preparation for it within the course. Committing a disciplinary offence may lead to imposing some disciplinary precautions on the student: admonition, conditional suspension of studies or dismissal from studies.

**Past grade distribution**

Total number of evaluated students: 48

A	ABS	B	C	D	E	FX	M
70,83	0,0	12,5	0,0	0,0	0,0	14,58	2,08

<b>Lecturers:</b> prof. Ing. Ľubica Bajžíková, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD.
<b>Last change:</b> 15.02.2024
<b>Approved by:</b>

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/220AB/16	<b>Course title:</b> Principles of Financial Accounting I
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> None	
<b>Course requirements:</b> Homework - 15% Midterm - 30% Final exam - 55% Scale of assessment (preliminary/final): 45% / 55%	
<b>Learning outcomes:</b> The goal of the subject is to master basic accounting procedures for double-entry accounting for entrepreneurs and process of the financial statements preparation and their interpretation.	
<b>Class syllabus:</b> The course covers principles of the Financial Accounting. Students will learn fundamentals of financial accounting (double-entry bookkeeping), accounting procedures. The emphasis is given to practical exercises of the most frequent accounting transactions within accounting categories. Topics focused on are: Accounting as an information system, Conceptual framework of Accounting, Financial Statements preparation and interpretation, Accounting cycle, accounting transactions and adjusting entries, Merchandise operations, Cash and Cash equivalents, Accounts Receivables, Inventory and Marketable securities, Liabilities and Equity, Financial Statement analysis.	
<b>Recommended literature:</b> 1. Saxunova, D. 2019. Financial Statements for the Needs of Managers -Global Accounting Standards: US GAAP and IFRS. Prague: Wolters Kluwer, 2019 2. Online resource: <a href="http://bcs.wiley.com/he-bcs/">http://bcs.wiley.com/he-bcs/</a> 3. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Fundamentals of Financial Accounting: 12th edition Edition, 2018 •	
<b>Languages necessary to complete the course:</b> English	



<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 214							
A	ABS	B	C	D	E	FX	M
11,68	0,0	14,95	15,89	17,76	15,89	22,9	0,93
<b>Lecturers:</b> prof. RNDr. Darina Saxunová, PhD., Mgr. Lenka Papíková, PhD.							
<b>Last change:</b> 10.10.2023							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/221AB/16	<b>Course title:</b> Principles of Financial Accounting II
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Principles of Financial Accounting II	
<b>Course requirements:</b> Homework assignment, Midterm exam, Final exam Scale of assessment (preliminary/final): 15% / 25% / 60%	
<b>Learning outcomes:</b> The goal of the subject is to master basic accounting procedures for double-entry accounting for entrepreneurs and process of the financial statements preparation and their interpretation. After the course, students will be able to: 1. understand accounting cycle, 2. analyze financial statements of companies with respect to industrial sectors, 3. Prepare three basic financial statements - Balance sheet, Income statement, Retained Earnings Statement, 4. Analyze three basic financial statements, 5. Analyze impact of internal decisions on company financial accounting, 6. Understand and analyze parts of a balance sheet - assets and liabilities and equity, 7. Understand basics of asset reporting - acquisition, depreciation and disposal, 8. Analyze sources of financing - liabilities and shareholders equity, 9. Analyze and work with accounting for financial instruments - bonds, 10. Understand and analyze revenue recognition and expense recognition principles in companies	
<b>Class syllabus:</b> 1. The accounting information system, 2. Reporting and Analyzing Inventory, 3. Internal Control and Cash, Reporting and Analyzing Receivables, 4. Reporting and Analyzing Long-Lived Assets, 5. Reporting and Analyzing Liabilities, 6. Reporting and Analyzing Stockholders' Equity	
<b>Recommended literature:</b> <ul style="list-style-type: none"> <li>• Online resource: <a href="http://bcs.wiley.com/he-bcs/">http://bcs.wiley.com/he-bcs/</a></li> <li>• Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business Decision Making, WileyPLUS, 7th Edition, 2013</li> <li>• Saxunova, D. 2019. Financial Statements for the Needs of Managers -Global Accounting Standards: US GAAP and IFRS. Prague: Wolters Kluwer, 2019</li> </ul>	

<b>Languages necessary to complete the course:</b> English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 218							
A	ABS	B	C	D	E	FX	M
14,22	0,0	22,48	20,64	16,97	14,68	10,55	0,46
<b>Lecturers:</b> prof. RNDr. Darina Saxunová, PhD., Mgr. Lenka Papíková, PhD.							
<b>Last change:</b> 11.12.2023							
<b>Approved by:</b>							

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/051AB/16	<b>Course title:</b> Project Management - Foundation
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> no	
<b>Course requirements:</b> Scale of assessment (preliminary/final): Assessment of the course by grades from A to FX is in accordance with the rules set by the study regulations at FM UK, valid for the academic year. From 100% points, it is possible to get 50% during the semester and 50% points during the final exam in the trial period. Assessment points during the semester can be obtained:- 30% Elaboration and presentation of a semester project- 10% Midterm test 1- 10% Midterm test 2 Assessment points in the final exam:- 45% Final test- 5% Oral answer	
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Understanding the basics, basic principles of project management and its importance for practice</li> <li>- Familiarity with the terminology of project management, their mapping to practical examples, the dictionary of the project manager</li> <li>- Explanation of basic methodologies in project management, explanation of differences, approaches to their implementation in real projects</li> <li>- Importance and use of tools to support project management</li> </ul>	
<b>Class syllabus:</b> Brief syllabus - lectures: <ol style="list-style-type: none"> <li>1. Introduction to project management, its basic principles, building components, Triple Constraint of project management, organization of exercises</li> <li>2. Project creation, operation - project, justification of projects</li> <li>3. Project management methodologies, their differences, implementation for different types of projects, soft and hard skills of a project manager</li> <li>4. Organizational structure of the project team, its creation and RACI matrix, the role of the project team</li> <li>5. Mind maps, time planning of projects, creation of project plans</li> <li>6. Quality management in project management, quality management process, quality register</li> <li>7. Risk management in project management, risk management process, risk register</li> </ol>	

8. Change management in project management, change management process, register of open points 9. Project budgeting and return on investment 10. Project management tools, software support, MS project, MS Visio 11. Consultations and preparation of presentations for semester projects 12. Presentation of semester projects 13. Summary and conclusion of the subject Scope of Exercises: 1. Division of students into teams, assignment of teams to a semester project, assignment of tasks for the next exercise, Creating a rationale for the project 2. Presentations of team preparations - Creating the rationale of the project, assigning tasks for the next exercise, Creating the organizational structure of the project team 3. Presentations of team preparations - Creating the organizational structure of the project team, assigning tasks for the next exercise, Creating the RACI matrix 4. Presentations of team preparations - Creating a RACI matrix, assigning tasks for the next exercise, Creating project plans 5. Presentations of team preparations - Creating project plans, assigning tasks for the next exercise, Design of qualitative indicators of the project, quality register 6. Presentations of team preparations - Design of qualitative indicators of the project, quality register, assignment of tasks for the next exercise, Identification of project risks, risk register 7. Presentations of team preparations - Identification of project risks, risk register, assignment of tasks for the next exercise, Identification of project changes, register of open points 8. Presentations of team preparations - Identification of project changes, register of open points, assignment of tasks to the next exercise, Project budgeting and return on project investment 9. Presentations of team preparations - Creation of the project budget and return on project investment, assignment of tasks for the next exercise, Creation of a project plan in the SW application MS Project 10. Presentations of team preparations - Creating a project plan in the SW application MS Project 11. Consultations and preparation of presentations for semester projects 12. Presentation of semester projects 13. Summary and conclusion of the subject							
<b>Recommended literature:</b> PRINCE2, Managing Successful Projects with PRINCE2, <a href="http://www.tso.co.uk">www.tso.co.uk</a> Project Management For Dummies, <a href="http://ce.sharif.edu/courses/90-91/1/ce428-1/resources/root/ebooksclub.org__Project_Management_For_Dummies__3rd_Edition.pdf">http://ce.sharif.edu/courses/90-91/1/ce428-1/resources/root/ebooksclub.org__Project_Management_For_Dummies__3rd_Edition.pdf</a>							
<b>Languages necessary to complete the course:</b> English							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 181							
A	ABS	B	C	D	E	FX	M
22,1	0,0	23,76	17,68	11,05	13,26	9,94	2,21
<b>Lecturers:</b> Ing. Peter Balco, PhD., Mgr. Sharon Cherono Murgor							
<b>Last change:</b> 03.02.2021							

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/307AB/16	<b>Course title:</b> Special Topics in IT Projects
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester there will be a written test for 30 points (so-called midterm exam). Rating 70 points will be awarded for a semester project and its presentation. Scale of assessment (preliminary/final): Test 30%, Presentation of seminar project 30%, Seminar work (.docx) 40%	
<b>Learning outcomes:</b> The paradigm of digitization is radically changing the world's business and society. Related to this is the growing volume of IT projects, which places increasing demands on project managers. The aim of the course is to include bachelor's degree graduates among the excellently theoretically prepared graduates in the field of project management with a focus on ICT. To acquaint students with the specifics and modern-agile approaches in their management.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>• Correctly estimate and control the scope of the IS / ICT project</li> <li>• Manage the time, cost and quality of the IS / ICT project</li> <li>• Work effectively with human resources</li> <li>• Use all available means of communication</li> <li>• Monitor and detect potential risks in a timely manner</li> <li>• Maximize the benefits of external collaboration</li> <li>• Combine the individual parts of the IS / ICT project into a functional whole</li> </ul> Thematic plan: <ol style="list-style-type: none"> <li>1. Types of IT projects, Introduction to software development</li> <li>2. Software development process, software development participants, software life cycle models</li> <li>3. Architectural design</li> <li>4. Requirements and specification of IT project</li> <li>5. Estimation of scope in IT projects</li> <li>6. Risk management</li> <li>7. Implementation: classical procedures and agile procedures</li> <li>8. Methodology Scrum, Kanban, Lean Development, Test Driven Development</li> <li>9. Verification and validation - testing</li> </ol>	

10. Effective communication on IT project
11. Selected principles of software engineering
12. Software development management support tools

**Recommended literature:**

- Kathy Schwalbe: Řízení projektů v IT, Computer Press, Brno 2007, ISBN 978-80-251-1526-8
- RNDr. Michal Greguš PhD.: Manažment malých softvérových týmů, Bratislava, 2009, učebný text
- KADLEC, Václav, 2004. Agilní programování: Metodiky efektivního vývoje softvéru. Prvé vydanie. Brno: Computer Press. ISBN 80-251-0342-0.
- MCCONNELL, Steve, 2006. Odhadování softvérových projektu: Jak správně určit rozpočet, termíny, zdroje. Prvé vydanie. Brno: Computer Press. ISBN 80-251-1240-3.
- Meredith and Mantel, Project Management: A Managerial Approach, 6th ed., Wiley and Sons, 2005,
- PROJECT MANAGEMENT INSTITUTE: A Guide to the Project Management Body of Knowledge (PMBOK Guide) – Fifth Edition. An American National Standard ANSI/PMI
- BIELIKOVÁ M.: Softvérové inžinierstvo, Princípy a manažment, Slovenská technická univerzita v Bratislave, 2000

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 54

A	ABS	B	C	D	E	FX	M
50,0	0,0	16,67	14,81	3,7	0,0	12,96	1,85

**Lecturers:** doc. RNDr. Michal Greguš, PhD.

**Last change:** 31.01.2022

**Approved by:**



## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/115AB/16	<b>Course title:</b> Statistical Methods
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 3 / 2 <b>per level/semester:</b> 42 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Course evaluation during the semester: 2 written test in the middle and at the end of the semester for 20 points (max. 40 points). The test can be taken in an alternate time during the semester, if the student proves his / her absence by a medicine confirmation. 4.) According to the University Act, a student can have max 2 absences (one on theoretical and one on practical exercises). Next absence will be evaluated by -1 point in the final assessment of each type of exercise. Assessment of the subject during the Examinations period: The final written exam (100 minutes) (max. 60 points) Exam: a student can complete 1 regular and one corrective term if he / she does not reach the required number of points to complete the course on the regular term. The student completes the course if he / she obtains at least 60% of points (ie 24 points) from the continuous assessment, so that he / she can go to the exam and min. 60% of the exam points (ie 36 points) to pass the exam. The points that the student obtains during the semester and in the exam are included in the final grade of the subject. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> The objective of this course is to provide some knowledge of inferential statistical methods, course introduces into basic statistical tools useful for analyzing time series, and gain experience in managerial applications of various econometric methods.	
<b>Class syllabus:</b> 1. Introduction to the subject: The view of the methods of examining dependencies between statistical variables. 2. Analysis of dependence between qualitative variables - association (chi-quadrade test). 3. Analysis of variance - ANOVA. Parametric and nonparametric ANOVA methods. 4. Correlation analysis. Covariance and correlation matrix. 5. Regression analysis: Linear and nonlinear models. Simple linear model. Least squares method Strana: 2	

- (LSM).
6. Multiple linear model. Methods of selecting variables for a model. Multicollinearity.
  7. Introduction to stochastic processes: types of stochastic processes, stationary process, autocorrelation function.
  8. Application of time series in management. Indices.
  9. Decomposition of time series into components (multiplier, additive): trend, cycle, seasonality and random component. Subjective trend in the time series.
  10. Estimation of trend using mathematical curves (line, parabola, Gompertz curve, exponential trend, logistic trend).
  11. Moving averages method in determining the trend. Exponential smoothing.
  12. Seasonal component in time series. Winterson method (additive, multiplier).
  13. Random tests. Forecasting by time series analysis.

**Recommended literature:**

McClave J. T., Benson P. G., Sincich T.: Statistics for Business and Economics, Prentice-Hall, INC., 2001 <http://www.prenhall.com/mcclave/>  
 Wonnacot T. H., Wonnacot R. J.: Introductory Statistics. John Wiley and Sons; Third Edition edition (1977)  
 Hanke J. H., Reitsch A. G.: Understanding Business Statistics, Richard D. Irwin, INC., 1991  
 E-book: <http://www.statsoft.com/textbook/stathome.html>

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 69

A	ABS	B	C	D	E	FX	M
43,48	0,0	18,84	11,59	4,35	1,45	13,04	7,25

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

**Last change:** 13.10.2021

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2022/2023	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KEF/116AB/16	<b>Course title:</b> Statistics
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the semester, the student can receive max. 50 points. 40 points can be obtained for 2 midterms (20 points each, 40 points in total) and 10 points for the active participation in classes. The exam is worth 50 points. Each student can take 1 regular and 1 remedial term if after the regular term he gets less than 60 points for the interim assessment and exam. A student can get a total of 100 points. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> Students will learn to do with the basic methods of descriptive statistics, probability theory and an introduction to inferential statistics methods.	
<b>Class syllabus:</b> 1. Introduction into Descriptive Statistics. Frequency Table, Frequency Distribution, Basic statistical measures. 2. Introduction to probability theory. Bayes rules. Random variable. Discrete random variables. Discrete probability distributions. Continuous probability distributions Normal probability distribution. Approximating a Binomial Distribution by a Normal Distribution. 3. Introduction into inferential statistics. Sampling Methods and the Central Limit Theorem. Confidence interval estimation. One Sample Test of Hypothesis. Two Sample Tests of Hypothesis	
<b>Recommended literature:</b> [1] ANDERSON, D. R. – SWEENEY, D. J. – WILLIAMS, T. A. – CAMM, J. D. – COCHRAN, J. J. 2011. Statistics for Business and Economics. Cengage Learning, 2011. ISBN 978-11-332-7453-7 [2] FREEMAN, J. – SHOESMITH, E. 2010. Statistics for Bussiness and Economics. Cengage Learning, 2010. ISBN 978-14-080-1810-1 [3] MCCLAVE J. T. – BENSON, P. G. – SINCICH, T. 2009. Statistics for Business and Economics. 9th Edition. Prentice-Hall, 2009. <a href="http://wps.prenhall.com/esm_mcclave_statsbe_9/">http://wps.prenhall.com/esm_mcclave_statsbe_9/</a> . [4] WONNACOT, T. H. – WONNACOT, R. J. 1990. Introductory Statistics for Business and	

Economics. New Jersey : John Wiley and Sons, 1990. ISBN 04-716-1517-X  
 [5] Douglas A., L., Marchal, W. G., Wathen, S.A. Basic Statistics for Business & Economics. McGraw Hill International Edition. 2008 alebo neskoršie vydanie  
 [6] Bohdalová, M. Online study materials available on [https://moodle.uniba.sk/subject 2023/2024 Statistics ENP +ERA](https://moodle.uniba.sk/subject/2023/2024/Statistics/ENP+ERA) (<https://moodle.uniba.sk/course/view.php?id=2418>)

**Languages necessary to complete the course:**

English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 268

A	ABS	B	C	D	E	FX	M
20,52	0,0	18,66	14,93	11,94	20,52	13,06	0,37

**Lecturers:** doc. RNDr. Mária Bohdalová, PhD., Ing. Martina Chrančoková, PhD.

**Last change:** 09.10.2023

**Approved by:**