

## Course descriptions

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## 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/277M/21				<b>Course title:</b> Business Intelligence			
<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> 6							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<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: 93							
A	ABS	B	C	D	E	FX	M
76,34	0,0	15,05	2,15	0,0	0,0	0,0	6,45
<b>Lecturers:</b> RNDr. Zuzana Kovačičová, PhD.							
<b>Last change:</b> 28.10.2021							
<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.KKM/278M/22	<b>Course title:</b> CFA Research Challenge
<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> 1., 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Active participation in the preparation of the competition report and defense in the finals of the CFA Research Challenge Scale of assessment (preliminary/final): 100% final	
<b>Learning outcomes:</b> By completing the subject, students will gain practical knowledge from the preparation of an investment recommendation in the shares of a selected company. Students thus have the opportunity to become familiar with modern techniques of business analysis, which are used by experts in practice (analysts, portfolio managers, risk managers, credit officers, financial managers). In addition, students have the opportunity to improve their English (report and defense in English), acquire contacts from the financial sector, and also the opportunity to draw attention to their own achievements in their studies and gain an advantage when starting a job in the financial or corporate sector. Students will gain the experience of intensive cooperation in a team and regular consultations with a practical mentor and a faculty advisor. The goal of the course is active and successful participation in the prestigious CFA Research Challenge, which is organized annually worldwide by the CFA Institute. Under the guidance of a mentor from practice and a faculty advisor, students work together in a team during the semester to prepare a report, the output of which is an investment recommendation. They then defend the investment recommendation before a commission consisting of investment professionals from practice (e.g. the chairman of the Slovak Association of Management Companies). If successful, they advance to the regional and then the global round.	
<b>Class syllabus:</b> 1. Basic information about the CFA Research Challenge 2. Ad hoc consultations	
<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: 11							
A	ABS	B	C	D	E	FX	M
72,73	0,0	0,0	0,0	0,0	0,0	27,27	0,0
<b>Lecturers:</b> Ing. Vladimír Valach, PhD., CFA, MBA							
<b>Last change:</b> 19.05.2023							
<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.KMn/002B/22				<b>Course title:</b> Coaching			
<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> 1., 3.							
<b>Educational level:</b> I., II.							
<b>Prerequisites:</b>							
<b>Course requirements:</b> Scale of assessment (preliminary/final): 30/70							
<b>Learning outcomes:</b> The aim of the course is to develop presentations skills of students. ( It will be used video)							
<b>Class syllabus:</b> Type and structure of presentation Verbal and nonverbal aspects of presentation Practice of effective presentation skills 100% attendance is needed							
<b>Recommended literature:</b> [1] THILL, J. V. – BOVEÉ, C. L. Business Communication Essentials. New Jersey: Pearson, 2012. [5] WHETTEN, D. A. – CAMERON, K. S. 2011. Developing Management Skills. Pearson, 2011.							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 25							
A	ABS	B	C	D	E	FX	M
60,0	0,0	24,0	0,0	0,0	0,0	16,0	0,0
<b>Lecturers:</b> doc. PhDr. Rozália Sulíková, PhD.							
<b>Last change:</b> 08.03.2023							
<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.KMn/099M/12	<b>Course title:</b> Current Trends in Practice 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> 1., 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100% Case study presentation Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The aim is to give the graduate CUFM students the opportunity to get the first-hand information about present trends in the practice of management as an example from Slovnaft, a.s.	
<b>Class syllabus:</b> 1. Introduction to the course. Entrepreneurship in the oil refinery industry – specific features and trends. 2. Slovnaft's response to the industry's and global challenges. 3. Refinery I – managerial challenges in production. 4. Refinery II – management of production processes. 5. Logistics and management of BOPZ (i.e. Slovak acronym for work safety and health preservation at the workplace). 6. Financial management of the company I. 7. Financial management of the company II. 8. Trade. 9. Retail trade management in the time of crisis. 10. Basic rules of economic competition. 11. What is easier – to talk to the employees or to people from newspaper? Similarities and differences of internal and external communication in the strategically important company. 12. Human resource management I – Personnel management vs. HRM. 13. Human resource management II – Talent management	
<b>Recommended literature:</b> Slovnaft a.s. company sources.	
<b>Languages necessary to complete the course:</b> Slovak and English	

<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 598							
A	ABS	B	C	D	E	FX	M
84,62	0,0	6,69	2,51	1,51	0,67	3,34	0,67
<b>Lecturers:</b> prof. Ing. Ján Rudy, PhD., doc. Mgr. Jana Fratričová, PhD.							
<b>Last change:</b> 29.11.2017							
<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> FMFI-FM.KIS/2-MMN-136/12			<b>Course title:</b> Data Processing for Management and Marketing (Data Mining I)				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2., 4.							
<b>Educational level:</b> II.							
<b>Prerequisites:</b> FMFI.KMANM/2-MMN-138/18 - Multidimensional Methods in Management (SAS)							
<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: 52							
A	ABS	B	C	D	E	FX	M
17,31	0,0	34,62	38,46	5,77	0,0	3,85	0,0
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.							
<b>Last change:</b> 02.06.2015							
<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> FMFI-FM.KIS/2-MMN-236/12				<b>Course title:</b> Data Processing for Management and Marketing (Data Mining II)			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1., 3.							
<b>Educational level:</b> II.							
<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: 33							
A	ABS	B	C	D	E	FX	M
39,39	0,0	51,52	6,06	0,0	0,0	0,0	3,03
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD.							
<b>Last change:</b> 02.06.2015							
<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/012M/21			<b>Course title:</b> Diploma 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> 4.							
<b>Educational level:</b> II.							
<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: 494							
A	ABS	B	C	D	E	FX	M
63,16	0,0	16,19	5,06	3,04	2,83	9,72	0,0
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniiová, PhD., Mgr. Jozef Metke, PhD., doc. Mgr. Emília Charfaoui, CSc., prof. Ing. Ľubica Bajzíková, 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, doc. Ing. Jana Kajanová, PhD., doc. PhDr. Paulína Mihaľová, PhD., Mgr. Martin Vozár, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., Mgr. Michal Páleník, PhD., Mgr. Mário Papík, PhD., Mgr. Lenka Papíková, PhD., Mgr. Lucia Paškrťová, PhD., Mgr. Katarína Rentková, PhD., prof. RNDr. Darina Saxunová, PhD., doc. Ing. Zuzana Stoličná, PhD., Mgr. PhDr. Lívia Bott Domonkos, PhD., Mgr. Vladimír Hrček, PhD., doc. Ing. Andrej Miklošík, PhD., Mgr. František Olšavský, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., PhDr. Ing. Miroslav Reiter, doc. PhDr. Eva Smolková, CSc., prof. Mgr. Peter Štarchoň, PhD., Mgr. Lucia Vilčeková, PhD., Mgr. Maroš Bobulský, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Soňa Dávideková, MPH, PhD., doc. Ing. Mgr. Urban Kováč, PhD., Mgr. Martin Pažický, PhD., Mgr. Peter Pšenák, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Ing. Vladimír Valach, PhD., CFA, MBA, Mgr. Katarína Vechter Močarníková, PhD.							

Mgr. Rita Szalai, PhD., Mgr. Eleonóra Beňová, PhD., doc. Ing. Jaroslava Kniežová, PhD., Mgr. Július Selecký, PhD., Ing. Rastislav Kulháněk, PhD., doc. RNDr. Michal Greguš, PhD., PhDr. Peter Veselý, PhD., Ing. Jaroslav Vojtechovský, PhD., Ing. Peter Balco, PhD., doc. PhDr. Lukáš Copuš, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., Ing. Mgr. Juraj Chebeň, PhD., prof. Mgr. Anna Lašáková, PhD., Ing. Marián Mikolášik, Mgr. Michaela Poláková, PhD., prof. Ing. Ján Rudy, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. Ing. Jarmila Wefersová, PhD., doc. PhDr. René Pawera, PhD., prof. JUDr. Daniela Nováčková, PhD., doc. PhDr. Marian Šuplata, PhD., Mgr. Eva Brestovanská, PhD., doc. Dr. Frédéric Delaneuville, PhD., PhDr. Matúš Baráth, PhD., Mgr. Janka Kottulová, PhD., Ing. Robert Furda, PhD., doc. PhDr. Daniela Majerčáková, PhD., MBA, doc. Mgr. Petra Milošovičová, PhD., Ing. Ľubomír Šidelský, PhD., PhDr. Ondrej Čupka, PhD., doc. Ing. Iveta Stankovičová, PhD., Ing. Miloslav Chalupka, PhD., RNDr. Eva Kostrecová, PhD., Mgr. Lenka Procházková, PhD., RNDr. Zuzana Kovačičová, PhD., Mgr. Martin Krajčík, PhD., Mgr. Alexandra Mittelman, PhD., MBA, doc. JUDr. PhDr. Silvia Treľová, PhD., PharmDr. Katarína Uchal', PhD., Mgr. Tadeáš Chujac, PhD., Mgr. Vincent Karovič, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., JUDr. Filip Petrínek, PhD., Ing. Vincent Karovič, PhD., prof. Mgr. Dagmar Cagánová, PhD., Mgr. Nataliia Parkhomenko, PhD., Ing. Natália Horňáková, PhD.

**Last change:** 08.09.2021

**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/100M/21			<b>Course title:</b> Diploma Thesis Seminary I				
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<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: 481							
A	ABS	B	C	D	E	FX	M
57,59	0,0	12,47	6,44	2,7	7,48	11,64	1,66
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniiová, PhD., doc. PhDr. Paulína Mihal'ová, PhD., doc. Ing. Jana Kajanová, PhD., Mgr. Martin Vozár, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., Mgr. Michal Páleníík, PhD., Mgr. Mário Papík, PhD., Mgr. Lenka Papíková, PhD., Mgr. Lucia Paškrtová, PhD., Mgr. Katarína Rentková, PhD., prof. RNDr. Darina Saxunová, PhD., doc. Ing. Zuzana Stoličná, PhD., doc. Mgr. Veronika Gežík, PhD., doc. PhDr. René Pawera, 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, doc. Mgr. Emília Charfaoui, CSc., Mgr. Maroš Bobulský, PhD., doc. RNDr. Mária Bohdalová, PhD., doc. Ing. Mgr. Urban Kováč, PhD., Mgr. Martin Pažický, PhD., Mgr. Peter Pšenák, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Ing. Vladimír Valach, PhD., CFA, MBA, Mgr. Katarína Vechter Močarníková, PhD., Mgr. Rita Szalai, PhD., doc. Ing. Jarmila Wefersová, PhD., prof. JUDr. Daniela Nováčková, PhD., doc. Dr. Frédéric Delaneuville, PhD., doc. PhDr. Marian Šuplata, PhD., Mgr. PhDr. Lívia Bott Domonkos, PhD., prof. Ing. Ľubica Bajžíková, PhD., doc. PhDr. Lukáš Copuš, PhD., Mgr. Juliet Horváthová							

Suleimanová, PhD., Ing. Mgr. Juraj Chebeň, PhD., prof. Mgr. Anna Lašáková, PhD., Ing. Marián Mikolášik, Mgr. Michaela Poláková, PhD., prof. Ing. Ján Rudy, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., doc. PhDr. Rozália Sulíková, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., Mgr. Eleonóra Beňová, PhD., PaedDr. Jarmila Brtková, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., PhDr. Ing. Monika Dávideková, PhD., Mgr. Lenka Procházková, PhD., Mgr. Július Selecký, PhD., doc. Ing. Iveta Stankovičová, PhD., Ing. Robert Furda, PhD., prof. Ing. Dušan Šoltés, CSc., prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., PharmDr. Katarína Uchal', PhD., PhDr. Peter Veselý, PhD., Ing. Miloslav Chalupka, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Vincent Karovič, PhD., Ing. Vincent Karovič, PhD., doc. Ing. Jaroslava Kniežová, PhD., RNDr. Zuzana Kovačičová, PhD., prof. Ing. Natalia Kryvinska, PhD., Ing. Rastislav Kulháněk, PhD., Mgr. Alexandra Mittelman, PhD., MBA, Ing. Martina Chrančoková, PhD., doc. Mgr. Peter Madzík, PhD.

**Last change:** 08.09.2021

**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.KMM/278AM/22	<b>Course title:</b> European Integration
<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., 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> French language level B1 / legal and economic vocabulary	
<b>Course requirements:</b> Active participation in the course, presentation, final exam Scale of assessment (preliminary/final): 40%/60%	
<b>Learning outcomes:</b> Knowledge of the main steps and processes of European integration	
<b>Class syllabus:</b> Session 1 The European Union: why? Choice of presentations Session 2 The history of European construction "From the European communities of 6 to the European Union of 27" Presentation: Slovakia's integration into the EU Session 3 The legal nature of the EU The Costa / ENEL case Presentation: "Structure of intergovernmental or supranational cooperation: the true nature of the EU" Session 4 The institutions of the European Union: the committee Presentation: The Commission and EU Foreign Policy Session 5 The institutions of the European Union: the European Council and the Council Presentation: Are the European Council and the Council the most powerful institutions in the EU? Session 6 The institutions of the European Union: the parliament	

<p>Presentation: The evolving role of the European Parliament since its inception.</p> <p>Session 7</p> <p>Legal sources of EU law</p> <p>Presentation: the place of European law in the hierarchy of French and Slovak standards</p> <p>Session 8</p> <p>The Council of Europe</p> <p>Presentation: Multi-governance, subsidiarity and Europe of the regions</p> <p>Session 9</p> <p>The protection of fundamental rights within the EU</p> <p>Presentation: The EU Charter of Fundamental Rights and the European Convention on Human Rights.</p> <p>Session 10</p> <p>Economic and Monetary Union and the Euro</p> <p>Presentation: the role of the European central bank and central banks in the euro zone</p> <p>Session 11</p> <p>The EU budget</p> <p>Presentation: Regional policy and structural funds</p> <p>Session 12</p> <p>The challenges of European construction</p>
<p><b>Recommended literature:</b></p> <p>[1] Badie, B. (1999). Un monde sans souveraineté. Les Etats entre ruse et responsabilité. In: Politique étrangère, n°2 - 1999 - 64#année. pp. 410-411.</p> <p>[2] Bafoil, F. (2006). Europe centrale et orientale. Mondialisation européenne et changement social. Paris, Presses de Sciences Po.</p> <p>[3] Bodin, J. (1576) « La république »</p> <p>[4] Chevallier, J. (2008). L'Etat post-moderne, Collection droit et société, 3ème Edition, Paris, LGDJ.</p> <p>[5] Delmas-Marty, M. (2007). Les forces imaginantes du droit, vol. III. La refondation des pouvoirs, Etudes juridiques comparatives et internationalisation du droit. Editions du Seuil, janvier 2007.</p> <p>[6] Fareed, Z. (1998). De la démocratie illibérale, Le Débat, vol. 99, no. 2, 1998, pp. 17-26.</p> <p>[7] Herrera, C. M. (2005). Un juriste aux prises du social. Sur le projet de Georges Scelle, Revue Française d'Histoire des Idées Politiques, p. 113-137. Disponible sur: <a href="https://www.cairn-int.info/revue-francaise-d-histoire-des-idees-politiques1-2005-1-page-113.htm">https://www.cairn-int.info/revue-francaise-d-histoire-des-idees-politiques1-2005-1-page-113.htm</a>.</p> <p>[8] Scelle, G. (1932). Précis de Droit des Gens. Principes et Systématique. Première Partie. Introduction, Le Milieu Inter social. Paris, Recueil Sirey.</p>
<p><b>Languages necessary to complete the course:</b></p> <p>French</p>
<p><b>Notes:</b></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>

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: 9

A	ABS	B	C	D	E	FX	M
33,33	0,0	33,33	0,0	0,0	0,0	11,11	22,22

**Lecturers:** doc. PhDr. Marian Šuplata, PhD.

**Last change:** 05.10.2022

**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/275M/21	<b>Course title:</b> 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> 7	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Conditions for completing the course are - attendance of lectures and consultation meetings, individual student work during the semester, active monitoring of developments, changes and events in selected financial markets - processing a presentation in a team - a topic in the field of investment opportunities, financial markets or corporate finance (10%) - elaboration of homework assigned during semester (10%) - continuous assessment and activity during the semester (30%) - final exam (50%) (written test (20%), oral exam (30%)). The condition for passing the course is to obtain at least 60% of the total assessment. The condition for completing the seminars is to obtain at least 30p from the evaluation of the seminars. The condition for successfully passing of the final exam is to obtain at least 30p, whereas it is necessary to obtain the minimum of 10p from the written part of the exam and the minimum of 15p from the oral part of the exam. Scale of assessment (preliminary/final): 50% seminar / 50% final exam (written and oral)	
<b>Learning outcomes:</b> The course deepens knowledge of the Introduction to Financial Management. It emphasizes the role of the financial manager in deciding on the creation of the optimal capital structure of the company and the dividend policy, as well as the profitability and risk in capital budgeting, selected problems of management and control of individual sources of long-term financing, short-term financing or current assets management.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Financial management, role, position of financial manager in the company, financial analysis.</li> <li>2. Analysis of project cash flows.</li> <li>3. Financial investments of the company and evaluation of investment projects.</li> <li>4. Project risk.</li> <li>5. Theories of capital structures.</li> <li>6. Dividend and dividend policy.</li> <li>7. Sources of long-term financing of the company.</li> <li>8. Sources of short-term financing of the company.</li> <li>9. Management of current assets.</li> </ol>	

**Recommended literature:**

1. Smoleň J. - Komorník J.: Finančný manažment, Univerzita Komenského v Bratislave. 2019. ISBN: 978-80-223-4594-1
2. Brigham, E. F. – Ehrhardt, M. C.: Financial Management, 14th Edition, Thomson, South-Western, 2014. ISBN-13: 978-1-111-97221-9.
3. Brealey, R. A. – Myers, S. C. – Allen, F.: Principles of Corporate Finance, 9th Edition, McGrawHill, 2010. ISBN: 978-007-126327-6.
4. Kráľovič, J. - Vlachynský, K. Finančný manažment. 2011. Wolters Kluwer. ISBN 978-8078-356-3.

Other sources:

5. [www.bloomberg.com](http://www.bloomberg.com)
6. [www.yahoo.finance.com](http://www.yahoo.finance.com)
7. [www.morningstar.com](http://www.morningstar.com)
8. [www.gurufocus.com](http://www.gurufocus.com)

**Languages necessary to complete the course:**

Slovak, English

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

Total number of evaluated students: 604

A	ABS	B	C	D	E	FX	M
27,32	0,0	28,31	18,54	7,62	7,28	6,46	4,47

**Lecturers:** Mgr. Magdaléna Musilová, PhD., LL.M., prof. RNDr. Ing. Ľudomír Šlahor, CSc., PhDr. Peter Nováček, PhD.

**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/101M/21	<b>Course title:</b> Intellectual Capital and Innovation
<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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> The evaluation consists of the following parts: (1) active participation 10%, (2) presentations in seminars 20%, (3) written test 20%, (4) written report of intellectual capital statement 40%, (5) final presentation of intellectual capital statement 10%. 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> The course deals with the question of how to turn knowledge into innovation and then get it into the market. Effective knowledge and innovation management are essential for successful business growth. Students will gain knowledge about methods of building and using intellectual capital and efficient creation and commercialization of products and services. Upon completion of the course, students will be able to prepare a statement of intellectual capital and apply the acquired knowledge in business practice.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Definition and importance of intellectual capital</li> <li>3. Intellectual capital and dynamically growing enterprises</li> <li>4. Intellectual capital and strategic management</li> <li>5. Reporting and models of intellectual capital</li> <li>6. Analysis and measurement of intellectual capital</li> <li>7. Knowledge management</li> <li>8. Intellectual capital and innovation</li> <li>9. Strategic innovation management</li> <li>10. Open innovation strategies</li> </ol>	
<b>Recommended literature:</b> [1] ADAMS, M., OLEKSAK, M. Intangible Capital. Santa Barbara: Praeger, 2010. [2] ROOS, G., PIKE, S., FERNSTRÖM, L. Managing Intellectual Capital in Practice. Oxford: Elsevier, 2005.	

- [3] INCAS CONSORTIUM. InCas: Intellectual Capital Statement : European ICS Guideline.
- [4] BUREŠ, V. Znalostní management a proces jeho zavádění. Grada, 2007.
- [5] BARTÁK, J. Od znalostí k inovacím. Praha: Alfa, 2008.
- [6] KUBIČKOVÁ, V. a kol. Dynamické podniky služieb – gazely. Bratislava: Wolters Kluwer, 2016.
- [7] MITUSCH, K., SCHIMKE, A. Gazelles – High-Growth Companies. Europe INNOVA Sectoral Innovation Watch, 2011.
- [8] PAPULA, J., VOLNÁ, J., PILKOVÁ, A., HUŤVEJ, J. Analysis of awareness and priorities, focused on intellectual capital among Slovak companies. In Proceedings of the 14th European conference on knowledge management [CD-ROM]. Reading: Academic Conferences and Publishing International, 2013, s. 517-526. ISBN 978-1-909507-41-8.
- [9] PAPULA, J., VOLNÁ, J., HUŤVEJ, J. Knowledge networks as a source of knowledge initiatives and innovation activity in small and medium enterprises regression analysis for EU 27 countries. In KDIR 2013 and KMIS 2013 [CD-ROM]. Algarve: Scitepress, 2013, s. 389-396. ISBN 978-989-8565-75-4.
- [10] GÁL, P., BEZÁKOVÁ, I. Inovácie vedúcich užívateľov. In Moderné prístupy k manažmentu podniku. Bratislava: STU, 2009, s. 125-134. ISBN 978-80-227-3169-0.
- [11] Teaching materials distributed online during the semester.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 142

A	ABS	B	C	D	E	FX	M
42,25	0,0	33,1	15,49	1,41	0,0	3,52	4,23

**Lecturers:** Ing. Jaroslav Huťvej, PhD., Mgr. Peter Gál, PhD.

**Last change:** 20.09.2023

**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/102M/21	<b>Course title:</b> Intrapreneurship
<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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Assessment during the semester and examination: <ul style="list-style-type: none"> <li>• Semester Project 45% - 1st milestone 15% (output 1 - 5%, output 2 - 10%), 2nd milestone 15%, 3rd milestone 15%</li> <li>• Final Presentation 10%</li> <li>• Midterm tests 15%</li> <li>• Exam 30%</li> </ul> The assessment of the course is in accordance with the UK Study Regulations and the individual grading scales are awarded on the basis of the points system applied, which reflects the degree of success in completing the course. A minimum of 91 per cent is required for a grade A, a minimum of 81 per cent for a grade B, a minimum of 73 per cent for a grade C, a minimum of 66 per cent for a grade D and a minimum of 60 per cent for a grade E. Credit will not be awarded to a student who receives less than 60 percent. Scale of assessment (preliminary/final): 70/30	
<b>Learning outcomes:</b> This course develops the knowledge, skills and techniques of intrapreneurship (Intrapreneurship, Corporate Entrepreneurship, Corporate Venturing) as an effective approach to managing organizations for achieving competitive advantage and business success in today's turbulent changing environment. It highlights the importance and methods applied in intrapreneurship. The course includes a philosophy of collaboration of students with companies, that through their designated mentor, work together with faculty to formulate the semester project assignment for the students, as well as during its solution and final evaluation. The course develops and promotes: <ul style="list-style-type: none"> <li>• The knowledge needed to support the building of a culture of intrapreneurship in an organization as well as the skills and methods of an effective and successful intrapreneur.</li> <li>• Knowledge of various methods applicable to complex intrapreneurship problems.</li> <li>• Skills for conducting an audit of intrapreneurial activities in an organization.</li> <li>• Understanding of the characteristics of successful organizations in terms of the concepts of intrapreneurship, out-of-the-box thinking and micro-presenting (pitching).</li> </ul>	

**Class syllabus:**

- Introduction to the subject. Definition of intrapreneurship. Characteristics of the differences between entrepreneurship and intrapreneurship within organizations. Dependent and independent entrepreneurship. Meaning and reasons for intrapreneurship within organizations.
- Typology of intrapreneurship, individual and aggregate views of intrapreneurship
- Models of intrapreneurship. Intrapreneurship and innovation management.
- Tools and methods of intrapreneurship
- Design thinking and solutions to selected intrapreneurship problems
  - Philosophy of design thinking in the management of an organisation
  - Process and key phases of design thinking
  - Design thinking as part of the innovation cycle in the context of intrapreneurship
  - Key tools and methods of design thinking
- Application of value proposition design in intrapreneurship
  - Value map
  - Customer profile
- Intrapreneurship, service design and servitization.
- An experiment to measure and introduce intrapreneurship within small and medium-sized firms.

**Recommended literature:**

- [1] MORRIS, M. H., KURATKO, D. F., COVIN, J. G. Corporate Entrepreneurship and Innovation: Entrepreneurial Development within Organizations, 2nd Edition. Mason, OH: Thomson/South-Western, 2008.
- [2] PILKOVÁ et al. Podnikanie na Slovensku: vysoká aktivita, nízke rozvojové aspirácie. Bratislava, 2012 (s. 40- 43).
- [3] PILKOVÁ et al. Podnikanie na Slovensku: nadpriemerná podnikateľská aktivita v podpriemernom podnikateľskom prostredí. Bratislava, 2013 (s. 57-61).
- [4] PILKOVÁ et al. Podnikanie na Slovensku: Aktivita, prostredie a vybrané druhy podnikania. Bratislava, 2019 (s. 39-46).
- [5] STICKDORN, M. et al. This is service design doing. Sebastopol: O'Reilly, 2018.
- [6] ANNARELLI, A., BATTISTELLA, C., NONINO, F. The Road to Servitization: How Product Service Systems Can Disrupt Companies' Business Models. Springer, 2019.
- [7] OSTERWALDER, A. PIGNEUR, Y. SMITH, A., ETIEMBLE, E. The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models. Wiley, 2020.
- [8] OSTERWALDER, A. PIGNEUR, Y. BERNARDA, G., SMITH, A. Value proposition design. Hoboken, Willey, 2014.
- [9] LEWRICK, M., LINK, P., LEIFER, L. The design thinking playbook. Hoboken, Willey, 2018.
- [10] LEWRICK, M., LINK, P., LEIFER, L. The design thinking toolbox. Hoboken, Willey, 2020.
- [11] Share point/E-learning: The e-course contains study materials (presentations, electronic texts, supplementary materials) created on the basis of own research as well as contact with representatives of business and management practice.

**Languages necessary to complete the course:**

Slovak language, English language

**Notes:**

Educational activities are also carried out in the form of workshops. The course includes the philosophy of a visiting mentor and a lecturer from practice who, together with the lecturers,

consults with the students on the semester project. The study is supported by e-learning/share point.							
<b>Past grade distribution</b>							
Total number of evaluated students: 96							
A	ABS	B	C	D	E	FX	M
20,83	0,0	46,88	17,71	6,25	2,08	2,08	4,17
<b>Lecturers:</b> prof. Ing. Anna Pilková, PhD., MBA, Ing. Jaroslav Huřvej, PhD., Mgr. Juraj Mikuš, 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.KIS/146M/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> 2.	
<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:**

EU law

Lecturer: JUDr. Filip Petrinec, PhD.

Consumer regulation: general rights and obligations

Lecturer: JUDr. Filip Petrinec, PhD.

Consumer regulation: e-shops

Lecturer: JUDr. Filip Petrinec, PhD.

Preventing the legalization of income from criminal activity

Lecturer: JUDr. Filip Petrinec, PhD.

GDPR (personal data and privacy protection)

Lecturer: JUDr. Filip Petrinec, PhD.

Payment and banking regulations

Lecturer: JUDr. Filip Petrinec, PhD.

Whistleblowing

Lecturer: JUDr. Filip Petrinec, PhD.

Licenses and Intellectual Property Law

Lecturer: JUDr. Filip Petrinec, PhD.

Labor regulations

Lecturer: JUDr. Filip Petrinec, PhD.

Cyber security

Lecturer: Ing. Ivan Makatura, CRISC, CDPSE

**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 Podnikateľ'a, 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 Podnikateľ'a, 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] ŽULOVÁ, J. et al. Reconceptualization of the subject of labor law regulation. PJ Šafárik University in Košice, 2015, 252 p.
- [28] VALENTOVÁ, T., ŽULOVÁ, 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							
<b>Languages necessary to complete the course:</b>							
<b>Notes:</b>							
<b>Past grade distribution</b> Total number of evaluated students: 18							
A	ABS	B	C	D	E	FX	M
44,44	0,0	0,0	0,0	0,0	0,0	50,0	5,56
<b>Lecturers:</b> JUDr. Filip Petrínek, PhD.							
<b>Last change:</b> 09.02.2023							
<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/275M/21				<b>Course title:</b> Management Information Systems			
<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> 7							
<b>Recommended semester:</b> 2.							
<b>Educational level:</b> II.							
<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: 373							
A	ABS	B	C	D	E	FX	M
28,15	0,0	36,19	15,28	6,97	6,7	1,34	5,36
<b>Lecturers:</b> doc. Ing. Jaroslava Kniežová, PhD., Mgr. Július Selecký, PhD., Mgr. Juraj Klimo							
<b>Last change:</b> 10.03.2023							
<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/009M/00	<b>Course title:</b> Managerial Decision-Making
<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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Finished bachelor degree.	
<b>Course requirements:</b> 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%. Scale of assessment (preliminary/final): Ongoing: 40% / Exam: 60%. The exam consists of the written mid-term exam during the semester 30% and of the final exam during the examination period 30%.	
<b>Learning outcomes:</b> Decision-making belongs to main responsibilities and functions of the managers and managers are regarded and evaluated in terms of success in making decisions. The goal of the course is to improve the decision-making skills of students and to contribute to their ability to effectively and creatively solve problems both individually and within the teams. The course graduates would learn to perceive decision-making as a systematic process in the context of problem solving. They would be able to use rational methods of decision-making under conditions of certainty, risk and uncertainty as well as to solve the sequence of successive decisions. They would sense the psychological perspective of the decision-making. They would be familiar with the techniques of decision-making in groups and teams. They would practice the gained theoretical knowledge practically by means of the various simulations and case studies.	
<b>Class syllabus:</b> 1. Introduction into the subject. Decision-making in management. The nature of managerial decision-making. The decision-making process. 2. The rational approaches in the managerial decision-making. Methods and approaches of the decision-making under certainty, uncertainty and risk. The sequence of decisions and decision trees. 3. The psychological aspect of managerial decision-making. The two systems in us. The heuristics of anchoring, availability and representativeness. The prospect theory. The irrational types of choices. The limits of the human mind.	

4. The group decision making. Defining the group's assignment, planning and organizing the overall group effort and staffing the decision group. Directing and controlling the group meeting. The creative methods and techniques of group decision-making.

**Recommended literature:**

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

MONAHAN, George. Management Decision Making. Cambridge : Cambridge University Press, 2007. ISBN 978-0-521-78118-3.

GRÜNIG, Rudolf – KÜHN, Richard: Successful Decision-making : A Systematic Approach to Complex Problems. 1st ed. Berlin : Springer, 2005. 231 p. ISBN 3-540-24307-0.

The recommended literature also includes publications using the results of our own research.

GÁL, Peter – HOLIENKA, Marian – HOLIENKOVÁ, Jana – Decision-making of student entrepreneurs: positive, creative, fast, and simultaneously wise. In: International conference on Decision making for small and medium-sized enterprises : Conference proceedings. Karvina : Slezska univerzita v Opave, 2019. s. 88-95 [online]. ISBN 978-80-7510-339-0.

GÁL, Peter: Marketing Implications of Framing in the Decision-Making, In: Acta Univ. Agric. Silvic. Mendel. Brun, 2018, 66(5): 1267 – 1273, doi: 10.11118/actaun201866051267.

GÁL, Peter – MRVA, Miloš – GAJDOŠOVÁ, Zuzana: The cognitive reflection test and the propensity to use heuristics in decision making. In: Comenius Management Review, roč. 8, č. 2 (2014), s. 29-40. ISSN 1337-6721.

GÁL, Peter – MRVA, Miloš – MEŠKO, Matej: Heuristics, biases and traps in managerial decision making. In: Acta Univ. Agric. Silvic. Mendel. Brun, 2013, 61(7), 2117-2122; ISSN 1211-8516. doi:10.11118/actaun201361072117.

MRVA, Miloš – GÁL, Peter – MEŠKO, Matej – MARCIN, Peter: Heuristics in the Process of Decision-Making. In: Comenius Management Review, vol. 7, nr. 2 (2013), p. 28-40. ISSN 1337-6721.

Harvard Business Review on Decision Making. Boston : Harvard Business School Press, 2001. 200 p. ISBN 978-1-57851-557-8.

Materials from the international project ARTCademy: <https://www.artcademy.eu/>.

Other articles / studies distributed throughout the semester to individual problem areas. The minimum condition is the possibility of student access to the internet through the Comenius University network.

**Languages necessary to complete the course:**

Slovak / English

**Notes:**

Subject is provided only in the summer semester.

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: 3314

A	ABS	B	C	D	E	FX	M
22,21	0,0	28,76	22,66	13,34	9,47	3,11	0,45

**Lecturers:** Mgr. Peter Gál, PhD.

**Last change:** 14.02.2022

**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.KMk/084M/21				<b>Course title:</b> Marketing 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> 7							
<b>Recommended semester:</b> 1.							
<b>Educational level:</b> II.							
<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: 530							
A	ABS	B	C	D	E	FX	M
8,87	0,0	13,58	21,13	20,57	25,85	5,85	4,15
<b>Lecturers:</b> doc. JUDr. PhDr. Katarína Gubíniová, PhD.							
<b>Last change:</b> 20.09.2023							
<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.KMk/028M/00	<b>Course title:</b> Marketing Research
<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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Marketing management	
<b>Course requirements:</b> 40 % interim evaluation: - active participation (in case of unexcused absence or unpreparedness for the exercise, resp. loss of 10%) - application of acquired theoretical knowledge to selected issues - 40% 60 % final evaluation: - exam - written, online test using selected application (MS Forms) Electronic communication and method of distribution of study materials is carried out by MS Teams application. The semester project is elaborated continuously at individual seminars, namely the assignment is always given one week in advance at the seminar. Students develop a research project independently according to the teacher's assignment. Semester project is handed out without the possibility of additional adjustments and additional exchanges. Exam dates will be determined based on the coordination of dates no later than 1 week before the start of the exam period. The knowledge, skills, competencies, and transferable abilities the student acquires by successfully completing the subject affect his personal development and can be used in his future career and life as an active citizen in democratic societies. These are listed in the subject syllabus. Following the provisions of § 71 of Internal Regulation no. 14/2023 approved by the Academic Senate of Comenius University Bratislava Full text of Regulation no. 23/2021 Internal system of ensuring the quality of higher education of the Comenius University Bratislava as amended by Addendum no. 1 and Appendix no. 2, each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge. Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.	

Following the provisions of internal regulation no. 13/2018 approved by the Academic Senate of the Comenius University Bratislava Disciplinary regulations of the Comenius University Bratislava for students, a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject. Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

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

### **Learning outcomes:**

After completing the course students will be able to analyze and interpret data that are used in marketing practice. They will obtain the ability and skills required to work in managerial and professional positions using the information in the context of marketing management. Students will be eligible to solve complex problems related to research and they will be able to analyze the market and customers.

### **Class syllabus:**

1. The role of marketing research in management of marketing activities – introduction.
2. Process of marketing research.
3. Typology of marketing research.
4. Survey as marketing research method.
5. Observation as marketing research method.
6. Experimental design in marketing research.
7. Sampling.
8. Panel research and omnibus research.
9. Data analysis – descriptive analysis: one-dimensional, two-dimensional and multidimensional descriptive analysis.
10. Hypothesis testing.
11. Data analysis – advanced analysis: regression analysis, correlation coefficient, factor analysis.
12. Data analysis – advanced analysis: structural equation modeling, cluster analysis and conjoint analysis.
13. Tendencies in the development of marketing research.

### **Recommended literature:**

- BRADLEY, N., 2013. Marketing Research tools and Techniques. Oxford: Oxford University Press, 2013. ISBN 978-0-19-965509-0
- GUBÍNIOVÁ, K. et al. 2022. Trendy v spotrebitel'skom správaní – teória a prax. Zlín: VeRBuM, 2022. ISBN 978-80-88356-12-7
- HAGUE, P. N., HAGUE, N., 2004. Market Research in Practice: A Guide to the Basics. Pages: 257, Publisher: Kogan Page Ltd, 2004. E-source: <<http://site.ebrary.com/lib/uniba/Doc?id=10084442>>
- CHURCHILL, A. G. – IACOBUCCI, D., 2010. Marketing Research. Methodological Foundations. South-Western, Cengage Learning, 2010. ISBN 0-538-74377-8
- KOZEL, R., 2006. Moderní marketingový výzkum. Praha: Grada Publishing, 2006. [online]. Available from: <[http://books.google.sk/books?id=1EfM8GQIOBcC&dq=marketingov%C3%BD+v%C3%BDzkum&source=gbs\\_navlinks\\_s](http://books.google.sk/books?id=1EfM8GQIOBcC&dq=marketingov%C3%BD+v%C3%BDzkum&source=gbs_navlinks_s)>
- KUMAR, V., 2015. Marketing research. A global Outlook. New Dehli: Sage Publications, 2015. ISBN 978-93-515-0248-7
- OLŠAVSKÝ, F., 2016. Brands, net disposable income and consumer behavior of Slovaks. In:

Management in theory and practice. Praha: Newton College, 2016. ISBN 978-80-87325-08-7

- RICHTEROVÁ, K. a kol. 2007. Marketingový výskum. Bratislava: Ekonóm, 2007. ISBN 80-225-2362-2
- SCHARRER, E. a RAMASUBRAMANIAN, S., 2021. Quantitative Research Methods in Cmmunication. The Power of Numbers for Social Justice. Rountledge, 2021. ISBN 978-0-367-54785-1
- ŠTARCHOŇ, P., PŠENÁK, P. and MIKLOŠÍK, A., 2022. Medzigeneračné rozdiely v správaní slovenských spotrebiteľov. Zlín: VeRBuM, 2022. ISBN 978-80-88356-09-7
- TAHAL, R. a kol. 2017. Marketingový výzkum. Postupy, metody, trendy. Praha: Grada Publishing, 2017. ISBN 80-271-0206-8
- VOKOUNOVÁ, D. a kol. 2004. Praktikum z prieskumu trhu. Bratislava: Ekonóm, 2004. ISBN 80-225-1753
- Trend, Journal of International Marketing and Marketing Science and Inspirations journals

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

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1081

A	ABS	B	C	D	E	FX	M
36,82	0,0	20,35	16,65	13,41	7,22	5,0	0,56

**Lecturers:** Mgr. František Olšavský, PhD., Mgr. Lucia Vilčeková, PhD.

**Last change:** 20.02.2024

**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.KIS/072M/00				<b>Course title:</b> Multidimensional Methods in Management (SAS)			
<b>Educational activities:</b> <b>Type of activities:</b> lecture <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 3							
<b>Recommended semester:</b> 1., 3.							
<b>Educational level:</b> II.							
<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: 93							
A	ABS	B	C	D	E	FX	M
46,24	0,0	33,33	17,2	1,08	0,0	2,15	0,0
<b>Lecturers:</b> doc. Ing. Iveta Stankovičová, PhD., Mgr. Tadeáš Chujac, PhD.							
<b>Last change:</b> 02.06.2015							
<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/104M/21	<b>Course title:</b> New Trends and Special Topics in 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> 6	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Continuous evaluation (60 %) and final evaluation during the exam period (40 %). Students submit their work during the semester in two team assignments. In the first assignment (maximum 40 points), they elaborate on a selected topic from among new trends and special issues in entrepreneurship according to the required contents and outcomes defined together during the seminars. In the second assignment (maximum 20 points), they will elaborate on a topic according to their choice (the topic, outline, and structure will be agreed upon with the lecturer) from among the new trends and special issues in entrepreneurship. The assignments are linked with the topics addressed during the semester and reflect students' ability to adopt and apply the obtained knowledge. The exam will be taken during the examination period, and students can get up to 40 points. 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> Getting to know recent trends and selected special topics within the domain of entrepreneurship. Ability to apply the obtained knowledge in own entrepreneurial activities and in the context of existing organizations and activities.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Course introduction.</li> <li>2. Art-preneurship and Culture-preneurship.</li> <li>3. Governpreneurship.</li> <li>4. Hybrid entrepreneurship.</li> <li>5. Lifestyle entrepreneurship.</li> <li>6. Guest lecture.</li> <li>7. Active aging and silver economy: opportunities for entrepreneurship.</li> <li>8. Sharing economy.</li> <li>9. Circular economy.</li> <li>10. Social impact and its measuring.</li> <li>11. Entrepreneurship and selected disadvantaged/underrepresented groups.</li> </ol>	

12. Guest lecture.							
<b>Recommended literature:</b> [1] BARON, R. A. – HMIELESKI, K. M. 2018. Essentials of Entrepreneurship Second Edition Changing the World, One Idea at a Time. 2nd Edition. Cheltenham : Edward Elgar, 2018. ISBN 978-1-78811-590-2 [2] BJERKE, B. 2013. About Entrepreneurship. Cheltenham : Edward Elgar, 2013. ISBN 978-17-825-4538-5 [3] HISRIC, R. D. 2014. Advanced Introduction to Entrepreneurship. Cheltenham : Edward Elgar, 2014. ISBN 978-17-825-4617-7 [4] NIELSEN, S. L. et al. 2017. Entrepreneurship in Theory and Practice. Paradoxes in Play. 2nd Edition. Cheltenham: Edward Elgar, 2017. ISBN 978-1-78536-445-7 [5] Website of the Academic Library, Comenius University Bratislava – external information resources: <a href="http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/">http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/</a> . [6] Other resources will be provided and updated continuously.							
<b>Languages necessary to complete the course:</b>							
<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	40,38	21,15	17,31	1,92	1,92	5,77
<b>Lecturers:</b> Mgr. Juraj Mikuš, 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.KSP/063M/16	<b>Course title:</b> New Venture Strategy and Financing
<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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Financial Management, Accounting	
<b>Course requirements:</b> Midterm grade for the semester (85 percent), exam in the exam period (15 percent). Continuous assessment: 3 midterm tests: $3 \times 5 = 15\%$ ; project work presented in three parts: $3 \times 20 = 60\%$ ; final presentation: 10 points. Final test on the exam: 15 points. The assessment of the course is in accordance with the UK Study Regulations and the individual grades of the classification scale are awarded on the basis of the applied point system, which reflects the degree of success in completing the course. A minimum of 91 per cent is required for an A grade, a minimum of 81 per cent for a B grade, a minimum of 73 per cent for a C grade, a minimum of 66 per cent for a D grade and a minimum of 60 per cent for an E grade. Credit will not be awarded to a student who receives less than 60 percent.	
<b>Learning outcomes:</b> Familiarization with the essence and specifics of building start-ups with high growth potential – the so-called new ventures at different stages of their life cycle. Understanding the life cycle of new ventures with emphasis on financing options and interrelationships. Acquire practical skills in the application of selected methods of strategic planning and financing of new ventures by using a number of "tools" containing trained methods and models, working on assignments of specific start-ups. These are very practical tools, which have a wide application both in the management of specific new ventures and in the analytical departments of financial institutions and audit firms. Solving practical assignments of start-ups related to the studied issue.	
<b>Class syllabus:</b> 1. Introduction to the subject. Macroeconomic perspectives of new ventures development, types of new ventures. 2. Basic stages of building new ventures according to the MIT model: 2.1. Client, segmentation, end user profile, detailed characteristics of the specific client in the selected strategic market.	

<p>2.2. New venture and its development in accordance with the knowledge of the client's requirements, life cycle of the offered product/service, competition, and competitive advantage.</p> <p>2.3. Product acquisition/sales process.</p> <p>2.4. How to make money in a new venture: business model design, pricing, calculating the lifetime value of an acquired client, calculating the cost of acquiring a client and calculating the size of the potential market.</p> <p>2.5. Specific process for designing and building a product, scaling the product.</p> <p>3. Financing new ventures: financial instruments according to the different phases of building new ventures.</p> <p>3.1. Bootstrap financing, Venture capital, Mezzanine capital.</p> <p>3.2. Crowdfunding.</p> <p>4. Financial planning of new venture:</p> <p>4.1. Revenue planning methods, costs.</p> <p>4.2. Baseline budget of new venture. Pro forma balance sheet, pro forma income statement, pro forma CF.</p> <p>4.3. Integrated financial planning.</p>
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#### **Recommended literature:**

- [1] AULET, B. Disciplined Entrepreneurship. Wiley, 2013. ISBN 978-1118692288.
- [2] AULET, B. Disciplined Entrepreneurship. WORKBOOK. Wiley, 2017. ISBN 978-1119365792.
- [3] SMITH, J. K., SMITH, R. L., BLISS, R. T. Entrepreneurial Finance. Strategy, Valuation & Deal Structure. Stanford Economics and Finance, 2011. ISBN 978-0-8047-7091-0.
- [4] VINTURELLA, J. B., ERICKSON, S. M. Raising Entrepreneurial Capital. Elsevier, 2003. ISBN 978-0127223513.
- [5] WICKHAM, P. A. Strategic Entrepreneurship. 4th Edition. Pearson Education 2006. ISBN 978-0-273-70642-7.
- [6] HOLIENKA, M., PILKOVÁ, A, MUNK, M. Business restart in Visegrad countries. EBER, Vol. 2, 2014. ISSN 2353-883X.
- [7] PILKOVÁ, A., HOLIENKA, M. Entrepreneurship development in Slovakia. In: Entrepreneurship in transition Economies: Diversity, trends, and perspectives. Cham: Springer International Publishing, 2017. s. 225-241. ISBN 978-3-319-57341-0.
- [8] PILKOVÁ, A., HOLIENKA, M., KOVAČIČOVÁ, Z., REHÁK, J., MIKUŠ, J. Podnikanie na Slovensku: aktivita, prostredie a vybrané druhy podnikania: GEM Slovensko 2018. 1. vyd. Bratislava: Univerzita Komenského v Bratislave, 2019.
- [9] Outputs from the international project SUPER (Pilková, responsible co-investigator, Holienka, co-investigator).

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

Slovak, English

#### **Notes:**

The knowledge, skills, competencies, and transferable abilities the student acquires by successfully completing the subject affect his personal development and can be used in his future career and life as an active citizen in democratic societies. These are listed in the subject syllabus. Following the provisions of § 71 of Internal Regulation no. 14/2023 approved by the Academic Senate of Comenius University Bratislava Full text of Regulation no. 23/2021 Internal system of ensuring the quality of higher education of the Comenius University Bratislava as amended by Addendum no. 1 and Appendix no. 2, each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge. Cases of violation of this provision can be



assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of internal regulation no. 13/2018 approved by the Academic Senate of the Comenius University Bratislava Disciplinary regulations of the Comenius University Bratislava for students, a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject. Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

**Past grade distribution**

Total number of evaluated students: 199

A	ABS	B	C	D	E	FX	M
27,14	0,0	36,68	22,61	6,03	2,51	2,51	2,51

**Lecturers:** prof. Ing. Anna Pilková, PhD., MBA, doc. PhDr. Marian Holienka, PhD., Mgr. Natália Vančíšínová, PhD.

**Last change:** 19.02.2024

**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/011M/22				<b>Course title:</b> Practice			
<b>Educational activities:</b> <b>Type of activities:</b> practice <b>Number of hours:</b> <b>per week:</b> <b>per level/semester:</b> 9t <b>Form of the course:</b> on-site learning							
<b>Number of credits:</b> 7							
<b>Recommended semester:</b> 4.							
<b>Educational level:</b> II.							
<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: 36							
A	ABS	B	C	D	E	FX	M
88,89	0,0	11,11	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Mgr. Peter Štarchoň, PhD., doc. Ing. Jana Kajanová, PhD., prof. Ing. Anna Pilková, PhD., MBA, doc. PhDr. Lukáš Copuš, PhD., prof. Ing. Natalia Kryvinska, PhD., doc. PhDr. Marian Šuplata, PhD., doc. RNDr. Mária Bohdalová, PhD., prof. Mgr. Dagmar Cagáňová, PhD.							
<b>Last change:</b> 25.04.2023							
<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/023M/00	<b>Course title:</b> Process 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> 6	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Evaluation of the subject: A - excellent, B - very good, C - good, D - satisfactory, E - sufficient and F – fail, is in accordance to the study rules of FM UK valid for the academic year 2013-2014. During the semester students can obtain 60% points and 40% points during the examination period. Evaluation during the semester can be obtained by: - Elaboration of semester project (40%) - Tasks, discussions on selected topics (20%)	
<b>Learning outcomes:</b> - Understanding the nature of process management, its importance and relevance to the management of enterprises in current environment. - Orientation in the context of foundation and areas of development of process management theory as well as in current trends in process management. - Understanding the differences between process management and traditional functional approach to management. - Knowledge in the areas of process management principles, techniques and tools used in process management. - Acquired skills in the context of the application of process management in the enterprise using process modeling and process tools. - Understanding the benefits, reasons and obstacles in implementation and application of process management.	
<b>Class syllabus:</b> 1. Introduction Objective, content, literature and criteria for evaluation of the subject. 2. Basic concepts related to business process management Functional approach to management, its principles vs. business process management and current needs. 3. Business process management and its principles Principle and definition of business process management, principles and benefits. 4. Identification of business processes	

<p>Identification and description of processes, definition of process attributes.</p> <p>5. Business process modeling Process typology and process modeling.</p> <p>6. Process tools, IT support and software solutions. Process tools, IT support in process management, software solutions for process management</p> <p>7. ARIS - basic information and procedures. Procedures and principles of work with the ARIS express process tool.</p> <p>8. ARIS - business process model and business process standards. Business process modeling standards, business process visualization.</p> <p>9. ARIS - other models and their use. Utilization of model for hierarchization and process typology, drawing of organizational structure and other possibilities.</p> <p>10. Analysis and optimization of business processes Analysis of selected process, identification of bottlenecks and creation of solution proposals.</p> <p>11. Implementation of business process management and its barriers Steps of implementing process management. Barriers of business process management and their removal, change management.</p> <p>12. Business process management in practice. Business process management on examples of selected companies.</p> <p>13. Summary. Subject summary.</p>
<p><b>Recommended literature:</b></p> <p>[1] PAPULOVÁ, Z. – PAPULA, J. – GAŽOVÁ, A. 2022. Procesný manažment: Analýzy, modelovanie, implementácia. Praha : Wolters Kluwer, 2022.</p> <p>[2] PAPULOVÁ, Z. – PAPULA, J. – OBORILOVÁ, A. 2014. Procesný manažment: ucelený pohľad na koncepciu procesného manažmentu. Bratislava : Kartprint, 2014.</p> <p>[3] ARIS COMMUNITY: ARIS Express tutorials (video návody v AJ) Dostupné na: &lt;<a href="https://www.ariscommunity.com/aris-express/tutorials">https://www.ariscommunity.com/aris-express/tutorials</a>&gt;</p> <p>[4] GAŽOVÁ, A. – PAPULOVÁ, Z. – PAPULA, J. The Application of Concepts and Methods Based on Process Approach to Increase Business Process Efficiency. In Procedia Economics and Finance. 2016, vol. 39.</p> <p>[5] HAMMER, M. – CHAMPY, J. Reengineering - radikální proměna firmy: Manifest revoluce v podnikání. 3. vyd. Praha: Management Press, 2000.</p> <p>[6] Databázy Akademickéj knižnice UK, Centra vedecko-technických informácií SR.</p>
<p><b>Languages necessary to complete the course:</b> Slovak language, alternatively English language required to study the foreign literature</p>
<p><b>Notes:</b> 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 issuing the Code of Ethics of Comenius University in Bratislava, as amended by Appendix No. 1, each student shall always achieve his/her study results in an honest manner; he/she shall not cheat and shall not use dishonest procedures during any form of verification of his/her study knowledge and expertise. Cases of violation of the CU Code of Ethics may be judged as a breach of legal obligations. Such an assessment may involve the application of appropriate legal consequences in the academic and disciplinary sphere. In accordance with the provisions of Internal Regulation No. 13/2018 approved by the Academic Senate of Comenius University in Bratislava Disciplinary Regulations of Comenius University in Bratislava for Students, a student's disciplinary offence is any form of copying or unauthorised</p>

collaboration or whispering during written or oral assessment of learning outcomes (assessment of knowledge) or in preparation for it, or the use of technical equipment or any media other than in a permitted manner during written or oral assessment of learning outcomes (assessment of knowledge) or in preparation for it. For a disciplinary offence committed, a student may be subject to one of the following disciplinary measures: reprimand, suspension from studies or expulsion from studies.

**Past grade distribution**

Total number of evaluated students: 705

A	ABS	B	C	D	E	FX	M
31,91	0,0	25,11	19,01	11,06	8,37	3,97	0,57

**Lecturers:** doc. Mgr. Zuzana Papulová, PhD., Mgr. Andrea Gažová, PhD.

**Last change:** 19.02.2024

**Approved by:**