Course descriptions

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COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 04.10.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KKM/160APE/21	Analysis of Markets Risk of Financial Portfolios

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 04.10.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KIS/269APE/21	Business Analytics and Business Processes Modeling

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 4., 6.

Educational level: III.

Prerequisites:

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

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

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

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

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

Recommended literature:

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

Languages necessary to complete the course:
English

Notes:
-

Past grade distribution
Total number of evaluated students: 11

A	ABS	B	C	D	E	FX
45,45	54,55	0,0	0,0	0,0	0,0	0,0

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

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/270APE/21	**Course title:** Business Analytics and Business Processes Modeling
Educational activities: **Type of activities:** seminar **Number of hours:** **per week:** **per level/semester:** 32s **Form of the course:** combined	
Number of credits: 8	
Recommended semester: 3., 5.	
Educational level: III.	
Prerequisites:	
Recommended prerequisites: EXPECTED KNOWLEDGE THE STUDENT IS REQUIRED TO HAVE Basic understanding of processes, models and statistical methods. Working with MS Office, Teams. Skills to work with literature sources.	
Course requirements: To be able to perform business analytics using well known software tools and to be able to model different kinds of business processes. Scale of assessment (preliminary/final): 0 / 100%	
Learning outcomes: STATEMENT OF COURSE OBJECTIVES a) To assist students in understanding the issues and problems in modelling, prioritization, competency, assessment, and evaluation of analytical models. b) To enable students to learn the modelling of business processes, describing them with the use of BPMN. c) To prepare students for participation as users or managers in the modeling of business processes and simulation of their behavior. d) To assist students in research of the latest trends of business process analytics and modeling giving them necessary mathematical and analytical tools and methods.	
Class syllabus: COURSE DESCRIPTION The course concentrates on analytics of business processes. This course is built on the previous courses of management, statistics, … It develops analytical skills in modelling, prioritization, competency, assessment, and evaluation of analytical models. It lays the foundation of the business process modelling, orchestration, choreographies and explaining the architecture and methodology. It explains the evolution of enterprise system architecture, describes processes in standard BPMN notation and highlights the typical architectures and methodologies. This course provides the student with the knowledge and skills necessary to understand and use information technology to in depth analyze and model business processes with all interactions with the environment. The	

necessary mathematical tools are discussed in the last part as such as Stochastic Decision-Making Models, Mathematical Programming Models, Multi-Attribute Decision-Making, Modeling with Game Theory, Regression, Discrete Dynamical Systems Models, Simulation modelling and others. This course provides the students with the knowledge and skills necessary to understand and use information technology to analyze and model business processes effectively and shows how business process analytics provides organizations with a strategic competitive advantage.
SCHEDULE
Lecture 1 Business Analytics Model
Lecture 2 Business Analytics at the Strategic Level and Functional Level
Lecture 3 Business Analytics at the Analytical Level and Data Warehouse Level
Lecture 4 Structuring Business Analytics Competency, Assessment and Prioritization
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Lecture 6 Evolution of Enterprise Systems Architectures
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Lecture 8 Process Orchestrations and Modelling
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Lecture 11 Introduction to Mathematical Modeling for Business Analytics
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Recommended literature:

Recommended literature:

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

Languages necessary to complete the course:

English

Notes:

-

Past grade distribution
Total number of evaluated students: 15

A	ABS	B	C	D	E	FX
33,33	40,0	26,67	0,0	0,0	0,0	0,0

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

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMk/020APE/21	Communication Techniques in Marketing

Educational activities:
Type of activities:
Number of hours:
per week: per level/semester:
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:
Understanding basic communication techniques in marketing.

Class syllabus:
Social Communication. Communication as the professional skills of marketing managers.
Communication techniques of the manager in business negotiation and negotiation. Techniques of persuasion.
Communication techniques in lobbying. World, Europe and us.
Intercultural differences in communication techniques in marketing. Marketing and marketing in the global world.
The essence of communication with the public. Application of communication principles of PR in internal and external communication.
Applying communication skills to the manager in marketing. Blogs, press conferences, events, marketing by oral submission.
Sales skills of managers. Customer communication. The essence of neuromarketing.
Guerrilla marketing techniques. Communication of guerrilla marketers.

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

Languages necessary to complete the course:
Slovak

Notes:

Past grade distribution
Total number of evaluated students: 1

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

Lecturers: prof. Mgr. Dagmar Cagáňová, PhD.
Last change: 13.02.2022
Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KKM/100APE/21	Data Modeling in Management

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Course requirements:
Students will prepare a project within which they will perform a separate data analysis, including its evaluation.
Scale of assessment (preliminary/final): 100/0

Learning outcomes:
The course provides students with the opportunity to develop their skills of analysis of cross-sectional, panel or. time data based on the use of modern statistical methods. Students process data using IBM SPSS software, Wolfram Mathematica, SAS, etc.

Class syllabus:
Probability distributions of one and more random variables. Simulation of one and multidimensional random variable values. Sample selection by stratification, clustering, bootstrap. Creating a sample from a given distribution, point and interval estimates (method of moments, method of maximum likelihood). Linear regression models, OLS, GLS. Logistic regression. PCA, factor analysis. Multidimensional regression method. Two-factor ANOVA. Bayesian estimates, decision trees. Markov chains. Stochastic processes, random walk model and market efficiency. Autoregressive models. Cointegration. Heteroskedastic conditioned models.

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

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 09.10.2023

Approved by:

STATE EXAM DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM/Diz10/16	**Course title:** Dissertation Examination
Number of credits: 10	
Educational level: III.	
State exam syllabus:	
Last change:	
Approved by:	

STATE EXAM DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM/O3/11	**Course title:** Dissertation Thesis Defence
Number of credits: 30	
Educational level: III.	
State exam syllabus:	
Last change:	
Approved by:	

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: per level/semester: 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 1.

Educational level: III.

Prerequisites:

Course requirements:
In order to pass the course active participation on lectures is needed and individual assignment "on a topic" need to be presented.
Concrete information about the assignment and date of presentation will be precised at the beginning of term.
Scale of assessment (preliminary/final): 50% active participation on lectures / 50% individual assignment

Learning outcomes:
This course provides an introduction to microeconomic theory designed to meet the needs of students in economy and management Ph.D study program. Some parts of the course are designed to teach material that all graduate students should know. Other parts are used to introduce superstructure to the known knowledge. Some topics of recent interest may also be covered.

Class syllabus:
Introduction to the course
Microeconomics - Consumer theory
- Preferences; Indifference curves; Utility; Consumer surplus; Budget constraints, Optimalization…
The Market Forces: Demand and Supply
- Concept of Market, Demand Side, Demand Function, Shifts in Demand Curve, Supply Side of the Market, Shifts in Supply Curve, Market Equilibrium
Elasticity of Demand and Supply
- Elasticities of Demand, Price Elasticity of Demand, Slope of Demand Curve and Price Elasticity, Determinants of Price Elasticity, Other Elasticities of Demand, Price Elasticity of Supply
Decision making in different conditions
- Uncertainty, Time, Welfare, externalities, imperfect information
Behavior of a firm under conditions of perfect and imperfect competition (1)
- Basic assumptions of firm analysis. Firm cost in short-run and long-run. Firm revenue and revenue curve. Volume of production of a perfectly competitive firm. Market structure. Perfect and imperfect competition. Reasons of market imperfections. Equilibrium under perfect competition.
Behavior of a firm under conditions of perfect and imperfect competition (2)

- Equilibrium in various forms of imperfect competition – monopoly, oligopoly and monopolistic competition. Public policy and antitrust regulation. Inefficiency of monopoly as a reason of regulation.
Markets of production factors
- Markets of production factors (labor, land and capital market). Demand of firms for production factors as a derived demand. Demand for production factors in profit maximizing firms. Demand and supply determination of prices of production factors
Q&A session
Presentations - Individual assignments

Recommended literature:
1. Varian, H.R.: (Intermediate) Microeconomic Analysis. NY.Norton Any edition (more recent better)
2. Frank, R.H.: Microeconomics and Behaviour. Mcgraw-Hill, 2010 or any newer edition.
3. Krugman, P. – Wells, R. – Graddy, K. Essentials of Economics. Macmillan Higher Education Company. 2017
Additional
1. Baye, M.R.: Managerial Economics And Business Strategy. Mcgraw-Hill, Any edition

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 54

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

Lecturers: doc. PhDr. Paulína Mihaľová, PhD., Mgr. Michal Páleník, PhD.

Last change: 15.04.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 2.

Educational level: III.

Prerequisites:

Course requirements:
In order to pass the course active participation on lectures is needed and individual assignment "on a topic" need to be presented.
Concrete information about the assignment and date of presentation will be precised at the beginning of term.
Scale of assessment (preliminary/final): 50% active participation on lectures / 50% individual assignment

Learning outcomes:
This course provides an introduction to macroeconomic theory designed to meet the needs of students in economy and management Ph.D study program. Some parts of the course are designed to teach material that all graduate students should know. Other parts are used to introduce superstructure to the known knowledge. Some topics of recent interest may also be covered.

Class syllabus:
Introduction to the course
Introduction to Macroeconomics
- Measurement of economic productivity and its indicators: GNP, GDP, NNP, NDP, NI, NEW
Money and its role in the economy. Inflation as a macroeconomic problem
a/ Money – concept, function, forms. Mechanisms of money creation; Equilibrium on the money market and the LM curve
b/ Inflation:
- Concept of inflation and problems with its measurement. Core and net inflation
- Inflation and its forms from the perspective of causes, effects and impact
- Approaches to its solution – deflation and costs of disinflation
Labour market (1)
a/ supply and demand on labour market, differences to other goods markets
b/ is labour market close to perfect competition?
c/ Inverse labour supply curve
d/ labour market structure, employment, unemployment, rates
IS-LM-PC model

- relationship of inflation and unemployment – Phillips curve
- relationship of unemployment and economic growth – Okun’ s law
- IS-LM-PC model --- Equilibrium on the goods market and the IS curve. Equilibrium on the money market and the LM curve. Equilibrium on the Labour market and the PC curve.
- State economic policy and its impact on macroeconomic equilibrium – IS-LM-PC model, short-run and medium run time horizon
Labour market (2)
Economic growth
- do economies have long term growth?
- the effect of savings on long term growth Solow-swan model, Lucas' model, AK model inequalities
Q&A session
Students´ presentations
- There will be 2 sessions, each lead by one of the teachers. Students are asked to prepare presentation based on the announced Assignment

Recommended literature:
Blanchard, O.: Macroeconomics. Pearson, UK. 2017. (or any other edition)
Mankiw, N. G.: Principles of economics, 2012.(or any other edition)
Samuelson, P.A.–Nordhaus W.D.: Economics. 19th edition, Mcgraw- Hill. 2009. (could be also some other edition)

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 54

A	ABS	B	C	D	E	FX
0,0	88,89	0,0	0,0	0,0	0,0	11,11

Lecturers: doc. PhDr. Paulína Mihaľová, PhD.

Last change: 15.04.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

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

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

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

Recommended literature:

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

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 8

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

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

Last change: 25.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KEF/034APE/21	Financial Accounting

Educational activities:
Type of activities: lecture
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

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

Learning outcomes:

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

Recommended literature:
1. Stickney, Weil – Financial Accounting and Analysis – theory, analysis and interpretations, 2021
2. Revsine: Financial Statement and Analysis, Prentice Hall, 2018
3. Krištofík, P. – Saxunová, D. – Šuranová, Z.: Finančné účtovníctvo a riadenie s aplikáciou IAS/ IFRS, Iura Edition, Bratislava 2011
4. Saxunová, D.: Ako správne rozumieť informáciám z ÚZ, Wolter Kluwers (Iura Edition), e-book, Bratislava 2008

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. RNDr. Darina Saxunová, PhD.

Last change: 10.10.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

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

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

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

Recommended literature:

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

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

Notes:

Past grade distribution
Total number of evaluated students: 1

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

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

Last change: 14.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Recommended prerequisites:
Management

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

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

Class syllabus:
1. Managing Human Resources, link between company strategy and personnel strategy
2. The Role of HR management in the Organization
3. Trends in Human Resource Management
4. Planning and Recruiting HR
5. Job analysis and Job Design
6. Employee Recruitment and Selection
7. Performance management and Employee’s Performance
8. Training and Developing Employees for Future Success
9. Employee Motivation
10. Compensating Employees (Pay Structure, Benefits)
11. Employee/ Labour relations and Collective Bargaining
12. Managing Human Resources Globally

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

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

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 9

A	ABS	B	C	D	E	FX
11,11	88,89	0,0	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Ľubica Bajzíková, PhD.

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 0

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

Lecturers: prof. Ing. Ľubica Bajzíková, PhD.

Last change: 13.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/055_APE/21	**Course title:** Knowledge Management
Educational activities: **Type of activities:** lecture **Number of hours:** **per week:** **per level/semester:** 32s **Form of the course:** combined	
Number of credits: 8	
Recommended semester: 3., 4.., 5., 6..	
Educational level: III.	
Prerequisites:	
Course requirements: Scale of assessment (preliminary/final): during semester: 100% at the end of semester: 0%	
Learning outcomes: By completing the course, PhD. students will gain in-depth knowledge of knowledge management, knowledge systems, their properties and functions, decision support systems, business intelligence tools, sales marketing systems.	
Class syllabus: Knowledge systems, properties of knowledge systems, functions of knowledge systems, decision support systems, examples of various systems, business intelligence, sales and marketing systems, accounting and financial systems, knowledge databases, data mining datawarehousing, knowledge management.	
Recommended literature: Odporúčaná literatúra: 1. Chris Collison, Geoff Parcel: Knowledge Management, Computer Press, a.s., Brno 2005, ISBN 80-251-0760-4 2. Ralph H. Sprague, Jr., Barbara C. McNurlin: Informations systems Management in Practice, Prentice-Hall 1993 3. Vladimír Bureš: Znalostní manažment a proces jeho zavádění, Grada, Praha 2007, ISBN: 978-80-247-1978-8 4. Mikulecký, P., Lenharčík, I., Hynek, J.:Znalostní technologie II. Expertní systémy. 2. vydání, GAUDEAMUS, UHK Hradec Králové, 2002, ISBN 80-7041-904-0 5. Mikulecký, P., Hynek, J. (editoři): Znalostní management: Tvorba, organizace a využití znalostí. Intermedia 2/2000, GAUDEAMUS, UHK Hradec Králové, ISBN 80-7041-220-8	
Languages necessary to complete the course:	
Notes:	

Past grade distribution
Total number of evaluated students: 7

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

Lecturers: prof. RNDr. Michal Greguš, PhD.

Last change: 25.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KMk/16APE/22	Kvalitatívne metódy vedeckého výskumu

Educational activities:
Type of activities: lecture / seminar
Number of hours:
per week: **per level/semester:** 16s / 16s
Form of the course: combined

Number of credits: 8

Recommended semester: 3.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 2

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

Lecturers: prof. Mgr. Peter Štarchoň, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., prof. Mgr. Anna Lašáková, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 3.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 59

A	ABS	B	C	D	E	FX
1,69	98,31	0,0	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Ján Rudy, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: course
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 9

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

Recommended prerequisites:
None.

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

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

Class syllabus:
1. Extant scientific discussion on the Managerial ethics as a professional ethics. Differences in the main ideological streams of thought in ME.
2. Basic ethical principles of Managerial ethics. Application of ethical theories into the managerial practice.
3. Managerial role and influence over the development of ethics in the organization.
4. Institutionalization of ethics in an organization. Integrity- and compliance-based approaches.
5. Ethical leadership and unethical leadership. Moral person and moral manager.
6. The main areas of occurrence of ethical problems in human resource management.
7. Ethical decision making. Individual and institutional factors influencing ethical decision making.
8. Factors that influence the implementation of the ethics program in organizations.
9. The process of implementation of the code of ethics into an organization. Benefits of instilling a code of ethics. Managerial tasks during code of ethics implementation.
10. Trends in the perception of and research in Managerial ethics in the 21st century.

Recommended literature:
KIRCHMAYER, Z., REMIŠOVÁ, A., & LAŠÁKOVÁ, A. (2019). The perception of ethical leadership in the public and private sectors in Slovakia. Journal of East European Management Studies, S1, pp. 10-36.

LAŠÁKOVÁ, A., BAJZÍKOVÁ, Ľ., & BLAHUNKOVÁ, I. (2019). Values oriented leadership: Conceptualization and preliminary results in Slovakia. Business: Theory and Practice, 20, pp. 259-269.
REMIŠOVÁ, A., LAŠÁKOVÁ, A., RUDY, J., SULÍKOVÁ, R., KIRCHMAYER, Z., & FRATRIČOVÁ, J. (2016). Ethical leadership in Slovak business environment. Wolters Kluwer.
LAŠÁKOVÁ, A. & REMIŠOVÁ, A. (2015). Unethical leadership: Current theoretical trends and conceptualization. Procedia Economics and Finance, 34, pp. 319–328.
CRANE A. & MATTEN, D. (2010). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford: Oxford University Press.
TREVINO, L. K., HARTMAN, L. P. & BROWN, M. (2000). Moral person and moral manager: How executives develop a reputation for ethical leadership. In: California Management Review, 42(4), pp. 128–142.
WEAVER, G. R. & TREVINO, L. K. (1999). Compliance and values-oriented ethics programs: influences on employees' attitudes and behaviour, Business Ethics Quarterly, Vol, 9, No. 2, pp. 315–335.
TREVINO, L. K., WEAVER, G. R. & BROWN, M. E. (2008). It's lovely at the top: hierarchical levels, identities, and perceptions of organizational ethics. Business Ethics Quarterly, Vol. 18, No. 2, pp. 233–252.
Website of the Academic library at Comenius University in Bratislava – external information sources accessible for CU at:
http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externeinformacnezdroje/.
Journals, for e.g.: Journal of Business Ethics, Humanistic Management Journal, Business Ethics, Responsibility and Environment, Business and Society, Human Relations, Harvard Business Review,
Additional resources will be continuously supplemented and updated (with regard to new and available resources).

Languages necessary to complete the course:
Slovak, English

Notes:
Note:
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: 11

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

Lecturers: prof. Mgr. Anna Lašáková, PhD.

Last change: 07.02.2024

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 2

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

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 10

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

Lecturers: prof. Mgr. Peter Štarchoň, PhD.

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Recommended prerequisites:
Completed course on Management

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

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

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

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

Recommended literature:

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

Languages necessary to complete the course:

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: 9

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

Lecturers: doc. Ing. Milan Fekete, PhD.

Last change: 31.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: per level/semester: 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 3., 4..

Educational level: III.

Prerequisites:

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

Learning outcomes:
The course builds the ability of scientific and critical reflection and analysis of theoretical concepts from the field of OB. It leads students to use theoretical knowledge in solving real organizational problems that managers encounter. It develops the managerial and leadership potential of the students and the ability to solve problems associated with managing people and achieving organizational goals. Understanding and analyzing the complex relationship between the organization and employees and the factors that condition the behavior of people in organizations.

Class syllabus:
1. OB as science.
2. Research methods utilized in OB.
3. Micro organizational behavior.
4. Macro organizational behavior.
5. Positive OB.
6. Positive employee behavior.
7. Dysfunctional employee behavior.

8. New concepts in leadership.
9. Management development.
10. OB for the 21st century.

Recommended literature:

Luthans, F. (2002). The need for and meaning of positive organizational behavior. Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior, 23(6), 695-706.
Luthans, F. (2002). Positive organizational behavior: Developing and managing psychological strengths. Academy of Management Perspectives, 16(1), 57-72.
Champoux, J. E. (2010). Organizational behavior: Integrating individuals, groups, and organizations. Routledge.
Rousseau, D. M. (1997). Organizational behavior in the new organizational era. Annual Review of Psychology, 48(1), 515-546.
Wright, T. A. (2003). Positive organizational behavior: An idea whose time has truly come. Journal of Organizational Behavior, 24(4), 437-442.
Bazerman, M. H. (1984). The relevance of Kahneman and Tversky's concept of framing to organizational behavior. Journal of Management, 10(3), 333-343.
Hartley, J. F. (1983). Ideology and organizational behavior. International Studies of Management & Organization, 13(3), 7-34.
Culnan, M. J., O'Reilly III, C. A., & Chatman, J. A. (1990). Intellectual structure of research in organizational behavior, 1972–1984: A cocitation analysis. Journal of the American Society for Information Science, 41(6), 453-458.
Gelfand, M. J., Erez, M., & Aycan, Z. (2007). Cross-cultural organizational behavior. Annual Review of Psychology, 58, 479.
Zerbe, W. J., & Paulhus, D. L. (1987). Socially desirable responding in organizational behavior: A reconception. Academy of Management Review, 12(2), 250-264.
Gioia, D. A., & Poole, P. P. (1984). Scripts in organizational behavior. Academy of Management Review, 9(3), 449-459.
Davis, T. R., & Luthans, F. (1980). A social learning approach to organizational behavior. Academy of Management Review, 5(2), 281-290.
Nadler, D. A., & Tushman, M. L. (1980). A model for diagnosing organizational behavior. Organizational Dynamics, 9(2), 35-51.
Ashforth, B. E., & Fried, Y. (1988). The mindlessness of organizational behaviors. Human Relations, 41(4), 305-329.
Smircich, L. (2017). Concepts of culture and organizational analysis. The Anthropology of Organisations, 255-274.
Rousseau, D. M., & House, R. J. (1994). Meso organizational behavior: Avoiding three fundamental biases. Journal of Organizational Behavior (1986-1998), 13.
Miner, J. B. (2003). The rated importance, scientific validity, and practical usefulness of organizational behavior theories: A quantitative review. Academy of Management Learning & Education, 2(3), 250-268.
Heath, C., & Sitkin, S. B. (2001). Big#B versus Big#O: What is organizational about organizational behavior?. Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior, 22(1), 43-58.
Cummings, L. L. (1978). Toward organizational behavior. Academy of Management Review, 3(1), 90-98.
Presthus, R. V. (1958). Toward a theory of organizational behavior. Administrative Science Quarterly, 48-72.
DuBrin, A. J. (2013). Fundamentals of organizational behavior: An applied perspective. Elsevier.

External information resources provided by CU: http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/
Case studies (selection), Harvard Business Publishing, https://hbsp.harvard.edu/cases/?ab=browse%7Ccases
Recommended journals: Organizational Behavior and Human Decision Processes, Organizational Dynamics, Organization Science, Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Journal of Applied Psychology, Business Horizons, Human Relations, Journal of Personality and Social Psychology, Harvard Business Review.

Languages necessary to complete the course:
English

Notes:
In addition to this information sheet, each student who enrolls in this course will receive an extensive syllabus, which informs about the content of individual topics and acquired skills.
Note:
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: 7

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

Lecturers: prof. Mgr. Anna Lašáková, PhD.

Last change: 17.09.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

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

Number of credits: 10

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 156

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: course
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

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

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

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

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

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 14

A	ABS	B	C	D	E	FX
7,14	92,86	0,0	0,0	0,0	0,0	0,0

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

Last change: 25.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

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

Number of credits: 153

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 385

A	ABS	B	C	D	E	FX
4,16	95,84	0,0	0,0	0,0	0,0	0,0

Lecturers: Mgr. Andrea Studeničová

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KKM/223APE/22	Quantitative Methods of the Scientific Research

Educational activities:
Type of activities: lecture / seminar
Number of hours:
per week: 16 / 16 **per level/semester:** 224 / 224
Form of the course: combined

Number of credits: 8

Recommended semester: 4.

Educational level: III.

Prerequisites:

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

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

Class syllabus:
The role of research for management: The concept of data, information and artificial intelligence. Main categories of data. Different types of research (eg exploratory research, descriptive research, causal research, etc.). Problem definition: How to recognize problems, how to transform managerial decisions into relevant research objectives. Reformulating the research objective into research questions and/or research hypotheses. Research proposal to assess cause and effect relationship.
Questionnaire quality and design: basic considerations. Creating samples. Sample size. Transformation of raw data into information. The way data is represented in a data file. Structured response coding including dummy variables.
Descriptive and inferential statistics. Probability distributions of univariate and multivariate random variables. Random choice. Selection of a sample from a given distribution. Interval estimates, hypothesis testing - parametric, non-parametric, bootstrap. Dependence analysis of random variables of different types. Pivot tables. One- and two-factor ANOVA. Linear regression models, OLS. Multivariate regression method. Modeling trends and time series. Modeling of stationary time series, ARIMA models, estimation of model parameters, selection of a suitable model. VAR models, causality.

Recommended literature:
1. Berenson, M. L., Levine, D. M., Krehbiel, T.C.: Basic Business Statistics. Concepts and Applications. Pearson. 2012
2. Cipra, T.: Finanční ekonometrie. EkoPress, Praha, 2008

3. Damodar N.Gujarati: Basic Econometrics. McGraw-Hill International Edition, 2009
4. Newbold, P., Carlson, W., Thorne, B. M.: Statistics for Bussiness and Economics. Pearson, 2013
5. Vercellis, C.: Business Intelligence: Data Mining and Optimization for Decision Making. John Wiley&Sons., 2009
6. Bohdalová, M. : Lecture notes, available on https://moodle.uniba.sk/ course 2023/2024 Statistics for PhD Students

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 17

A	ABS	B	C	D	E	FX
0,0	88,24	0,0	0,0	0,0	0,0	11,76

Lecturers: doc. RNDr. Mária Bohdalová, PhD.

Last change: 10.10.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 1.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 40

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

Lecturers:

Last change: 15.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 2.

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 32

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

Lecturers:

Last change: 15.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 3., 5.

Educational level: III.

Prerequisites:

Recommended prerequisites:
-

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

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

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

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

• planning and calculation;
• costing and charging.

Recommended literature:

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

Languages necessary to complete the course:
English

Notes:
-

Past grade distribution
Total number of evaluated students: 11

A	ABS	B	C	D	E	FX
27,27	36,36	36,36	0,0	0,0	0,0	0,0

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

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 4., 6.

Educational level: III.

Prerequisites:

Recommended prerequisites:
-

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

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

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

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

• planning and calculation;
• costing and charging.

Recommended literature:

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

Languages necessary to complete the course:
English

Notes:
-

Past grade distribution
Total number of evaluated students: 9

A	ABS	B	C	D	E	FX
55,56	44,44	0,0	0,0	0,0	0,0	0,0

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

Last change: 25.08.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: lecture
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

Recommended semester: 4.

Educational level: III.

Prerequisites:

Course requirements:
Student prepares project. There are 4 possibilities
1. Student prepares case study based on Real Estate.xlsx file (processing of real data in selected statistical software using adequate statistical methods) or
2. Student prepares case study base on Fitness analysis.csv file (questionary file) or
3. Student prepares case study base on own data (questionary file) or
4. Student prepares literature review of the papers which have used statistical analyzes and solve similar topic as is his PhD topic.
Student chooses 1 possibility and prepare your case study or literature review to obtain evaluation.
Scale of assessment (preliminary/final): 100% project

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

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

Recommended literature:
1. Berenson, M. L., Levine, D. M., Krehbiel, T.C.: Basic Business Statistics. Concepts and Applications. Pearson. 2012
2. Cipra, T.: Finanční ekonometrie. EkoPress, Praha, 2008

3. Damodar N.Gujarati: Basic Econometrics. McGraw-Hill International Edition, 2009
4. Newbold, P., Carlson, W., Thorne, B. M.: Statistics for Bussiness and Economics. Pearson, 2013
5. Vercellis, C.: Business Intelligence: Data Mining and Optimization for Decision Making. John Wiley&Sons., 2009
6. Bohdalová, M. : Lecture notes, available on https://moodle.uniba.sk/ course 2021/2022 Statistics for PhD Students

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 41

A	ABS	B	C	D	E	FX
0,0	95,12	0,0	0,0	0,0	0,0	4,88

Lecturers:

Last change: 09.10.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities: course
Number of hours:
per week: 32 **per level/semester:** 448
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 10

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

Lecturers:

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

Course ID:	**Course title:**
FM.KSP/033APE/21	Strategic Management

Educational activities:
Type of activities: seminar
Number of hours:
per week: **per level/semester:** 32s
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution
Total number of evaluated students: 20

A	ABS	B	C	D	E	FX
10,0	90,0	0,0	0,0	0,0	0,0	0,0

Lecturers: prof. Ing. Jozef Papula, PhD.

Last change:

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023

University: Comenius University Bratislava

Faculty: Faculty of Management

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

Educational activities:
Type of activities:
Number of hours:
per week: per level/semester:
Form of the course: combined

Number of credits: 8

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

Educational level: III.

Prerequisites:

Course requirements:

Learning outcomes:

Class syllabus:
1. History of taxation
2. History of tax system in SR
3. Characteristics of tax system in SR
4. Definition, concept, division and classification of taxes
5. Indirect taxes, VAT
6. Indirect taxes, consumption tax
7. System of tax administration
8. Goals of taxation, function of public finance
9. Tax principles, optimal taxation, tax justice
10. Tax influence on economic behaviour and decision-making of businesses
11. Tax harmonization in EU

Recommended literature:
1. Bojňanský, J. a kol.: Dane podnikateľských subjektov, 2010, VES SPU
2. Široký, J.: Dane v Európské unii. 2.vyd. Linde Praha, a s. 2007.
3. Harumová, A. - Kubátová, K.: Dane podnikateľských subjektov. 1. vyd. Bratislava: Poradca podnikateľa, 2006
4. Zákon č. 511/1992 Zb. o správe daní a poplatkov a o zmenách v sústave územných finančných orgánov v znení neskorších predpisov
5. Zákon č. 222/2004 Z. z. o dani z pridanej hodnoty v znení neskorších predpisov
6. Zákony o spotrebných daniach v platnom znení.

Languages necessary to complete the course:
English

Notes:

Past grade distribution
Total number of evaluated students: 4

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

Lecturers: doc. Ing. Jana Kajanová, PhD.

Last change: 14.02.2022

Approved by: