

Course descriptions

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COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/319B/21	Course title: Accounting Information Systems
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution

Total number of evaluated students: 99

A	ABS	B	C	D	E	FX	M
94,95	0,0	5,05	0,0	0,0	0,0	0,0	0,0

Lecturers: PhDr. Peter Málach, PhD., MBA, doc. Ing. Jana Kajanová, PhD.**Last change:****Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/079B/21	Course title: Application of Selected Personnel Management Functions
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Assignments during the semester (In-class activities) - 80% Written exam in the exam period - 20% For successful completion of the course, students must achieve minimum 60 out of 100 possible points (%), qualifying for grade 'E'. Failure to achieve grade 'E' (as defined in study program) results in the transfer of the course to the following academic year. The final course grade reflects the work during seminars, test scores and final exam. It will therefore be a sum of the individual activities with the following scale: Grade A: 100% - 91%; Grade B: 90% - 81%; Grade C: 80% - 73%; Grade D: 72% - 66%; Grade E: 65% - 60%; Grade F: 59% and less Scale of assessment (preliminary/final): 80/20	
Learning outcomes: The main goal of this course is to create an active learning experience, discuss theoretical concepts in the field of personnel management functions and their business applications. Through practical exercises, case studies and role-playing games, students will acquire skills in the creation and implementation of personnel policy in a specific organizational environment. Course develops analytical thinking, critical thinking, complexity of thinking, focus on detail, defining priorities, organizational skills, assertiveness, targeted expression according to the needs of the situation, receiving feedback, social flexibility, orientation to acquire new knowledge and skills.	
Class syllabus: 1. Systematic and systemic approach to recruitment and selection of employees. 2. Best practices in recruitment. 3. Practical application of selected recruitment methods. 4. Best practices in employee selection. 5. Practical application of selected methods on employee selection. 6. Systematic and systemic approach to employee training. 7. Simulation of selected methods of employee training.	

8. Work performance management: quantitative approach (KPI, goals, the process of hierarchical vertical cascading of strategic goals to the level of job positions)
9. Qualitative approach to performance management.
10. Best practices in employee development, career and talent management
11. Practical application of employee development methods
12. Evaluation interview and feedback.

Recommended literature:

- [1] Bajžíková, Ľ., Kirchmayer, Z., Fratričová, J. 2019. Základy personálneho manažmentu: Akademičko-praktický sprievodca k analýze pracovných pozícií, personálnemu plánovaniu, náboru a výberu zamestnancov. Bratislava: Univerzita Komenského v Bratislave.
Dostupné na:
<https://alis.uniba.sk:8443/lib/item?id=chamo:692808&fromLocationLink=false&theme=Katalog>
- [2] Bajžíková, Ľ., Horváthová Suleimanová, J. 2019. Základy personálneho manažmentu: Akademičko-praktický sprievodca vzdelávaním, rozvojom, kariérou, fluktuáciou, absenciami, znižovaním počtu zamestnancov, ukončením pracovného pomeru a zamestnaneckými vzťahmi. Bratislava: Univerzita Komenského. Dostupné na:
<https://alis.uniba.sk:8443/lib/item?id=chamo:692442&fromLocationLink=false&theme=Katalog>
- [3] Horváthová Suleimanová, J., Poláková M., Wojčák E. 2019. Vzdelávanie a rozvoj zamestnancov. Košice: Elfa. Dostupné na: http://www.knihy.eshop.elfa.sk/file/document/Vzdelavanie_a_rozvoj_zamestnancov.pdf
- [4] Bajžíková, Ľ., Fratričová, J. 2019. Akademičko-praktický sprievodca v oblastiach manažmentu pracovných výkonov, pracovnej motivácie a odmeňovania. Bratislava: Univerzita Komenského v Bratislave. Dostupné na:
<https://alis.uniba.sk:8443/lib/item?id=chamo:694002&fromLocationLink=false&theme=Katalog>
- [5] Fratričová, J. 2020. Praktické cvičenia zo základov personálneho manažmentu. Bratislava: Univerzita Komenského v Bratislave. Dostupné na: <https://alis.uniba.sk:8443/lib/item?id=chamo:699976&fromLocationLink=false&theme=Katalog>
- [6] Chartered Institute of Personnel and Development. 2016. Could Do Better? Assessing what works in performance management. Research report. Londýn: Chartered Institute of Personnel and Development. Dostupné na:
https://www.cipd.co.uk/Images/could-do-better_2016-assessing-what-works-in-performance-management_tcm18-16874.pdf
- [7] Chartered Institute of Personnel and Development. 2015. A Head for Hiring: the Behavioural Science of Recruitment. Research report. Londýn: Chartered Institute of Personnel and Development. Dostupné na:
https://www.cipd.co.uk/Images/a-head-for-hiring_2015-behavioural-science-of-recruitment-and-selection_tcm18-9557.pdf
- [8] Pulakos, E. D., Mueller-Hanson, R., Arad, S. 2019. The evolution of performance management: Searching for value. Annual Review of Organizational Psychology and Organizational Behavior. Dostupné na:
<https://www.annualreviews.org/doi/full/10.1146/annurev-orgpsych-012218-015009>
- [9] Selected case studies.
- [10] Journal of Human Resource Management. ISSN 2453-7683 www.jhrm.eu

Languages necessary to complete the course:

Slovak and English language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development

and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution

Total number of evaluated students: 90

A	ABS	B	C	D	E	FX	M
48,89	0,0	23,33	4,44	13,33	6,67	2,22	1,11

Lecturers: Mgr. Juliet Horváthová Suleimanová, PhD.

Last change: 18.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/297B/24	Course title: Applied Statistics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 10							
A	ABS	B	C	D	E	FX	M
40,0	0,0	30,0	10,0	0,0	0,0	0,0	20,0
Lecturers: doc. Ing. Mgr. Urban Kováč, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Branislav Novotný, PhD.							
Last change: 30.07.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

STATE EXAM DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM/O4/15	Course title: Bachelor Thesis Defence
Number of credits: 3	
Recommended semester: 5., 6..	
Educational level: I.	
State exam syllabus:	
Last change: 14.09.2021	
Approved by: prof. Mgr. Anna Lašáková, PhD.	

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/035B/15	Course title: Bachelor Thesis Project
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution

Total number of evaluated students: 1607

A	ABS	B	C	D	E	FX	M
70,5	0,0	13,75	7,16	1,56	2,74	4,23	0,06

Lecturers: prof. Ing. Ľubica Bajzíkova, PhD., Ing. Peter Balco, PhD., Mgr. Natália Barteková, PhD., Mgr. Eleonóra Beňová, PhD., doc. RNDr. Mária Bohdalová, PhD., Mgr. Eva Brestovanská, PhD., PhDr. Patrícia Brestovanská, PhD., PaedDr. Jarmila Brtková, PhD., PhDr. Gabriela Bérešová, PhD., Ing. Miloslav Chalupka, PhD., doc. Mgr. Emília Charfaoui, CSc., doc. PhDr. Lukáš Copuš, PhD., doc. Frédéric Delaneuville, Dr., PhDr. Ing. Monika Dávideková, PhD., Mgr. Svetlana Fabinyjová, PhDr. Ester Federlová, PhD., doc. Ing. Milan Fekete, PhD., Mgr. Miriam Filipová, PhD., Ing. Robert Furda, PhD., Mgr. Andrea Gažová, PhD., doc. Mgr. Veronika Gežík, PhD., Ing. Pavol Gono, prof. RNDr. Michal Greguš, PhD., doc. RNDr. Michal Greguš, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. PhDr. Marian Holienka, PhD., Mgr. Juliet Horváthová Suleimanová, PhD., PhDr. Lucia Husenicová, PhD., Ing. Jaroslav Hul'vej, PhD., doc. Ing. Jana Kajanová, PhD., Mgr. Vincent Karovič, PhD., Mgr. Zuzana Kirchmayer, PhD., Mgr. Lucia Klapáčová, PhD., Mgr. Juraj Klimo, doc. Ing. Jaroslava Kniežová, PhD., doc. Mgr. Lucia Kohnová, PhD., RNDr. Zuzana Kovačičová, PhD., Mgr. Lucia Kočišová, Mgr. Martin Krajčík, PhD., prof. Ing. Natalia Kryvinska, PhD., Ing. Rastislav Kulháněk, PhD., Mgr. Peter Laktiš, PhD., prof. Mgr. Anna Lašáková, PhD., doc. PhDr. Daniela Majerčáková, PhD., MBA, Mgr. Miriama Majtánová, doc. PhDr. Paulína Mihaľová, PhD., Mgr. Juraj Mikuš, PhD., Mgr. Ľudmila Mitková, PhD., Mgr. Alexandra Mittelman, PhD., MBA, Mgr. Miloš Mrva, PhD., JUDr. Boris Mucha, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., Mgr. Jakub Novák, PhDr. Peter Nováček, PhD., prof. JUDr. Daniela Nováčková, PhD., Mgr. František Olšavský, PhD., Mgr. Dávid Paculík, doc. Ing. Gabriela Pajtinková Bartáková, PhD., prof. Ing. Ján Papula, PhD., doc. Mgr. Zuzana Papulová, PhD., Mgr. Mário Papík, PhD., Mgr. Lenka Papíková, PhD., doc. PhDr. René Pawera, PhD., Mgr. Lucia Paškrtová, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., prof. Ing. Anna Pilková, PhD., MBA, PhDr. Loretta Pinke, PhD., Mgr. Michaela Poláková, PhD., Mgr. Lenka Procházková, PhD., Mgr. Michal Páleník, PhD., PhDr. RNDr. Miroslav Reiter, prof. PhDr. Anna Remišová, CSc., Mgr. Katarína Rentková, PhD., prof. Ing. Ján Rudy, PhD., prof. RNDr. Darina Saxunová, PhD., Mgr. Július Selecký, PhD., Mgr. Ján Smoleň, PhD., Mgr. Dávid Smolka, PhD., doc. PhDr. Eva Smolková, CSc., doc. Ing. Zuzana Stoličná, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Mgr. Andrea Studeničová, doc. PhDr. Rozália Sulíková, PhD., Mgr. Rita Szalai, PhD., RNDr. Ing. Matúš Tibenský, PhD., doc. JUDr. PhDr. Silvia Treľová, PhD., Mgr. Dániel Tóth, PhD., Mgr. Katarína Uchal', PhD., Ing. Vladimír Valach, PhD., CFA, MBA, Mgr. Katarína Vechter Močarníková, PhD., Mgr. Lucia Vilčeková, PhD., Ing. Jaroslav Vojtechovský, PhD., Mgr. Martin Vozár, Mgr. Martin Vozár, PhD., Ing. Vladimír Vánik, doc. Ing. Jarmila Wefersová, PhD., PhDr. Ondrej Čupka, PhD., prof. RNDr. Ing. Ľudomír Šlahor, CSc., prof. Ing. Dušan Šoltés, CSc., prof. Mgr. Peter Štarchoň, PhD., Mgr. Ľudmila Žalkovičová, Mgr. Nikola Salajová, PhD., Ing. Martina Chrančoková, PhD., Mgr. Nataliia Parkhomenko, PhD., Mgr. Branislav Dudić, PhD., Mgr. Bojan Jorgič, PhD., Mgr. Valeriia Maljar, PhD., Mgr. Vladimír Mariak, PhD., Mgr. Lukáš Veteška, PhD., Mgr. Kitty Klacsánová, PhD., Mgr. Pavel Danihel, PhD., Mgr. Janka Kottulová, PhD., Mgr. Dana Chabová, Mgr. Silvester Krčméry, PhD., Mgr. Peter Marcin, PhD., Mgr. Ján Bajčan, Ing. Diana Bednarčíková, PhD., PhDr. Dominik Šteffko, Ing. Martin Brecka, Mgr. Yuliia Fedorova, PhD., Ing. Lenka Bednárová, PhD., PhDr. Matúš Baráth, PhD., Ing. Veronika Vojtilová, PhD., PhDr. Ing. Michal Bečka, PhD., Mgr. Eva Poráziková, PhD., Mgr. Christopher Danis, Ing. Ivan Skaloš, PhD., Zora Mária Frešová, MSc., Ing. Lukáš Vartiak, PhD.

Last change: 21.08.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/048B/15	Course title: Bachelor Thesis Seminar
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 1366							
A	ABS	B	C	D	E	FX	M
48,46	0,0	23,5	12,23	6,59	6,0	1,83	1,39
Lecturers: Mgr. Ľudmila Mitková, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., Mgr. Andrea Gažová, PhD., PhDr. Matúš Baráth, PhD., RNDr. Zuzana Kovačičová, PhD., Mgr. Anna Jurišová, doc. PhDr. René Pawera, PhD.							
Last change: 21.08.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/080B/21	Course title: Building a Portfolio of Brands in International Markets
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: 40 % preliminary evaluation, 60 % final evaluation - Preliminary evaluation: <ul style="list-style-type: none"> • active attendance, • semester project – application of theoretical knowledge on selected company – 40%, - Final evaluation: <ul style="list-style-type: none"> • written exam - 60%. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: By completing the course, students will gain managerial decision-making skills in the process of creating, building and managing a portfolio of brands in international markets, which will help achieve goals within the international business strategy. Managing a consistent brand portfolio demonstrated through case studies will enable students to learn the principles of creating an optimal portfolio of brands, sub-brands, licensed brands and private labels, as well as principles of brand transferability, brand revitalization, portfolio optimization, including its visual harmonization in the international market environment.	
Class syllabus: <ol style="list-style-type: none"> 1. Brand portfolio strategy. Brand in an international market environment. 2. Global, international, national and regional brands. Private brands. 3. Brand and international marketing. Basic decisions in international marketing. 4. Intercultural dimension of the brand. Brand in a different cultural environment. Cultural dimensions. 5. Product portfolio and brand portfolio. Strategy of product differentiation in the market through the brand. 6. Basic decisions in brand portfolio management. 7. Brand portfolio, adaptation vs. standardization. 8. Brand transferability. 9. Image of the country of origin of the brand and product. 10. Visual harmonization of brands. 	

11. The importance of multilateral relations in the field of protection of producers of branded products. Monitoring, management and control of global brand rights ownership.
12. Brand piracy.
13. Examples and reasons for brand failure in the international market environment.
14. Examples of successful international brands. BrandZTop 100, Interbrand, Superbrands.

Recommended literature:

- [1] SMOLKOVÁ, E., ŠTARCHOŇ, P., VILČEKOVÁ, L. a kol. 2013. Značky a slovenský zákazník. Bratislava: Vydavateľstvo UK v Bratislave, 2013, 177 s. ISBN 978-80-223-3535-5
- [2] AAKER, A. D. 2004. Brand Portfolio Strategy. New York : Free Press, 2004, 348 p. ISBN 978-0-7432-4938-6
- [3] CZINKOTA, M. R. – RONKAINEN, I. A. – ZVOBGO, G. 2011. International Marketing. Hampshire : South-Western Cengage Learning, 2011, 592 p. ISBN 978-1-4080-0923-9
- [4] MOOIJ, M. 2010. Global Marketing and Advertising: Understanding Cultural Paradoxes. Sage Publications, 2010, 323 p. ISBN 978-1-4129-7041-9
- [5] USUNIER, J. C. – LEE, J. A. 2005. Marketing Across Cultures. Harlow : Pearson Education Limited, 2005, 573 p. ISBN 978-0-2736-8529-6
- [6] Webové sídlo Akademickej knižnice UK – externé informačné zdroje prístupné pre UK: <http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/>.
- [7] Additional sources will be continuously supplemented and updated (with regard to new and available sources).

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution							
Total number of evaluated students: 92							
A	ABS	B	C	D	E	FX	M
13,04	0,0	31,52	42,39	9,78	2,17	1,09	0,0
Lecturers: prof. Mgr. Peter Štarchoň, PhD., Ing. Zuzana Mikulášová, MBA							
Last change: 21.08.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/171B/21	Course title: Business Information Systems
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: . Scale of assessment (preliminary/final): 60% / 40%	
Learning outcomes: After studying this course, students are expected to attain proficiency in the following areas: <ul style="list-style-type: none"> • Understand the foundations of BISs, and explain the reasons for the current design and use of information systems • Understand and interpret the personal, social and business implications of using BIS • Observe and explain the real-world use of BIS, citing practical examples • Understand the basic principles of modelling BIS processes and outcomes • Evaluate and critically analyse problems • explain the strategic impact of the use of business information systems (BIS) • identify different aspects of the management of the IT business function and reason about it • distinguish different types of BIS that are commonly used in large organizations and explain their key characteristics • identify different architecture styles for BIS • discuss management-related aspects of BIS implementation and operation • use basic functionalities of a BIS • work with database system Microsoft Access 	
Class syllabus: The course goal is to empower students with understanding of the critical information technology resources by providing them with an experiential understanding of the fundamental infrastructure components of IT that include; computing hardware, networking, operating systems, application software, applications development. To operate in the modern business ecosystem, organizations require a range of information systems, such as enterprise resource planning systems for organizing production, executive systems for supporting decision making, customer relationship management systems, etc. This course starts with discussing the strategic importance of the effective use of these systems in	

organizations and in the business ecosystem. We then focus students attention on the main types of these systems including their key properties and components, basic issues related to the selection, implementation, architecture, and use of such systems. Further in this course, students examine how an information system can manage a business processes and organization, as well as the factors that can influence a business selection of their IS. They also study different methodologies used to develop an IS, its functional systems, and the fundamentals of communication and networking within a system and among multiple systems.

Besides, students evaluate the Internet impact on the use of IS in organizations. Finally, students study the variety of roles and responsibilities within an IS department and the role of management, as well as ethical considerations and how an organization must protect itself against system threats. This course aims also to provide students from all business disciplines with a general background of BIS (Business Information Systems). An understanding of BIS is important to the work of business professionals because BIS serves as a bridge between management and operation. For instance, accountants use information systems for business reporting; financial managers use information systems for market forecast; sales managers and marketers use information systems to track customer purchases and to promote new products; information systems designers build and deliver new information services; and executive managers use strategic information systems to determine the company strategic position. Mastering both business and technology skills and knowledge builds job opportunities, because they can better contribute to shaping their company's strategy and operation. In practical exercises the students attain mastery in using and designing databases in Microsoft Access.

The course addresses the following topics:

- Strategic importance of BIS as a resource: Theory about the strategic impact of the effective use of BIS in achieving business objectives and its impact on work.
- Acquisition of BIS: Main decisions in acquiring BIS, roles and responsibilities, the business case, risks and risk management and ethical aspects.
- BIS Fundamental concepts: Basic BIS types, background, key components and properties of specific systems (e.g., Enterprise Resource Planning, Customer Relationship Management, etc.).
- Management aspects of BIS: i.e., methods and approaches to BIS implementations, managing risks and critical success factors in BIS projects.
- Architectural aspects of BISs: Overall structure of BIS software and its relation to organizational structure and business processes, new trends in BIS provisioning.
- Business intelligence and IS.
- Databases

Recommended literature:

1. Barak, M.E.M., 2016. Managing Diversity: Toward a Globally Inclusive Workplace. SAGE Publications.
2. Bourgeois, D., Bourgeois, D., 2014. Information Systems for Business and Beyond. The Saylor Foundation.
3. Business and Competitive Analysis: Effective Application of New and Classic Methods, Second Edition [Book] [WWW Document], n.d. URL <https://www.oreilly.com/library/view/business-and-competitive/9780133086416/> (accessed 10.26.18).
4. Chang, J.F., 2016. Business Process Management Systems : Strategy and Implementation. Auerbach Publications. <https://doi.org/10.1201/9781420031362>
5. Galliers, R.D., Leidner, D.E., Leidner, D.E., 2014. Strategic Information Management : Challenges and Strategies in Managing Information Systems. Routledge. <https://doi.org/10.4324/9781315880884>
6. Orlikowski, W.J., Walsham, G., Jones, M.R., DeGross, J.I., 2016. Information Technology and Changes in Organizational Work. Springer.

7. Orna, E., 2017. Information Strategy in Practice. Routledge. <https://doi.org/10.4324/9781315252261>
8. Pearlson, K.E., Saunders, C.S., Galletta, D.F., 2016. Managing and Using Information Systems, Binder Ready Version: A Strategic Approach. John Wiley & Sons.
9. Ptak, C.A., Schragenheim, E., Schragenheim, E., 2016. ERP : Tools, Techniques, and Applications for Integrating the Supply Chain, Second Edition. CRC Press. <https://doi.org/10.1201/9781420056020>
10. Simkin, M.G., Norman, C.S., Rose, J.M., 2014. Core Concepts of Accounting Information Systems. John Wiley & Sons.
11. Stair, R., Reynolds, G., 2017. Fundamentals of Information Systems. Cengage Learning.
12. M. Gregus, N. Kryvinska, "Service Orientation of Enterprises - Aspects, Dimensions, Technologies", 2015, Comenius University in Bratislava, ISBN: 9788022339780.
13. 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:

Slovak

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:

Past grade distribution

Total number of evaluated students: 116

A	ABS	B	C	D	E	FX	M
96,55	0,0	0,86	0,0	0,0	0,0	0,86	1,72

Lecturers: Mgr. Ivan Osvald

Last change: 13.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/049B/20	Course title: Business Law I
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: - active participation in practices, continuous assessment and final assessment of the student Scale of assessment (preliminary/final): 30% /70%	
Learning outcomes: The student is able to orientate in the field of commercial law, which is an integral part of the business environment. After completing the course (the first part of Business Law), the student will gain comprehensive knowledge in the field of starting a business and closing a business from a legal point of view. The student will get acquainted with the principles of legal regulation of commercial law, with individual commercial law institutes (business, entrepreneur, business name, enterprise), as well as with individual forms of business in the conditions of the Slovak Republic (establishment, creation, change and termination of companies). the student learns about the practices of unfair competition and an integral part is also an overview of the types of unfair competition proceedings. The aim is to correctly interpret the relevant business regulations and to be able to apply the acquired knowledge in practice.	
Class syllabus: The concept and subject matter of business law; sources of business law and the relationship of business law to other branches of law; business - definition, typology; business of Slovak and foreign persons; entrepreneur - definition, categories, identification marks, enterprise and its composition; legal forms of commercial companies - public trading company, limited partnership, limited liability company, simple company for shares; joint stock company; establishment and formation of companies; liquidation and dissolution of companies; registration in the commercial register; trade business - subjects, conditions of trade operation, types of trades, creation and termination of trade license; unfair competition practices; unfair competition and legal remedies of protection against unfair competition.	
Recommended literature: [1] Peráček, T. - Mucha, B. Obchodné právo pre manažérov : vybrané kapitoly, 2019, 126 s. ISBN 978-80-223-4789-1.	

[2] Treľová, S. Obchodné právo : pre medzinárodný manažment. - 1. vyd. - Bratislava : Univerzita Komenského v Bratislave, 2014. - 124 s. ISBN 978-80-223-3689-5.

[3] Act no. 513/1991 Coll. Commercial Code as amended

[4] Act no. 455/1991 Coll. on Trade Licensing, as amended

[5] Act no. 530/2003 Coll. on the Commercial Register and on Amendments to Certain Acts, as amended

Languages necessary to complete the course:

Slovak language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:

Past grade distribution

Total number of evaluated students: 1712

A	ABS	B	C	D	E	FX	M
4,61	0,0	12,32	18,69	17,35	25,29	21,2	0,53

Lecturers: doc. JUDr. PhDr. Silvia Treľová, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD., Mgr. Michal Kaššaj

Last change: 22.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/060B/21	Course title: Business Law II
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: - active participation in practices, interim evaluation, exam Scale of assessment (preliminary/final): 30%/70%	
Learning outcomes: The student will gain an overview of the full range of business obligations, as well as their content. After completing the course, the student will gain comprehensive knowledge of the contractual relationships that entrepreneurs enter into as part of their business activities. The aim is to teach students to orient correctly in the field of business obligations, to acquaint them with the principles of legal regulation of the law of obligations, the origin, security and termination of obligations as well as with individual contract types and their application in commercial contractual relations.	
Class syllabus: Definition of business-obligation relations; concluding business contracts; institutes for securing trade payables; termination of obligations and termination of business obligations; limitation and prescription in business law; contract types and unnamed contracts; purchase contract and work contract; business sale agreement; mandate agreement; commission contract; mediation agreement; agency contract; transport contracts; banking types of contracts; loan agreement; silent partnership agreement; license agreement	
Recommended literature: [1] Peráček, T. Obchodné záväzkové vzťahy. 1. vyd., Bratislava: Univerzita Komenského v Bratislave. 2019, 80 s. ISBN 978-80-223-4709-9. [2] Treľová, S. Obchodné právo : pre medzinárodný manažment. - 1. vyd. - Bratislava : Univerzita Komenského v Bratislave, 2014. - 124 s. ISBN 978-80-223-3689-5. [3] Mamojka, M. Obchodné právo II. Obchodné záväzkové vzťahy. C. H. Beck SK, 2023. – 744. ISBN: 978-80-8232-025-4. [4] Kubíček, P. Obchodné právo. 2.vydanie. Vydavateľstvo: Aleš Čeněk, 2018, 400 s., ISBN: 978-80-7380-731-3. [5] Act No. 513/1991 Coll. Commercial Code as amended	

[6] Act No. 40/1964 Coll. Civil Code as amended

[7] Databases of the Academic Library of the UK, Center of Scientific and Technical Information of the Slovak Republic.

Languages necessary to complete the course:

Slovak language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:

Past grade distribution

Total number of evaluated students: 721

A	ABS	B	C	D	E	FX	M
14,15	0,0	36,62	25,38	11,65	11,1	0,69	0,42

Lecturers: doc. JUDr. PhDr. Silvia Treľová, PhD., doc. JUDr. PhDr. Tomáš Peráček, PhD.

Last change: 16.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/176B/21	Course title: Business Websites Development
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution

Total number of evaluated students: 89

A	ABS	B	C	D	E	FX	M
86,52	0,0	6,74	4,49	0,0	0,0	2,25	0,0

Lecturers: Mgr. Andrea Studeničová, doc. Ing. Jaroslava Kniežová, PhD., Mgr. Vincent Karovič, PhD.**Last change:** 21.09.2024**Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/002B/22	Course title: Coaching
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: Scale of assessment (preliminary/final): 20:80	
Learning outcomes: Learning outcomes: The student acquires basic theoretical and practical knowledge necessary for effective presentation skills. After completing the subject, the student will be able to effectively present both himself and professional issues, he will be able to conduct conversations more effectively at different levels, he will get a more realistic picture of himself and his communication skills. The mentioned skills are necessary for effective management of subordinates and teams, they enable more effective interpersonal interactions. The student will get information about the level of his communication and presentation skills. He will improve his communication and presentation skills through an active approach - practice and SV. He will become aware of his weaknesses and the possibilities of how to eliminate them and strengthen his strengths in the given area.	
Class syllabus: Type and structure of presentation Verbal and nonverbal aspects of presentation Practice of effective presentation skills 100% attendance is needed	
Recommended literature: [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.	
Languages necessary to complete the course:	
Ethics:	

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:

Past grade distribution

Total number of evaluated students: 39

A	ABS	B	C	D	E	FX	M
48,72	0,0	33,33	2,56	0,0	0,0	15,38	0,0

Lecturers: doc. PhDr. Rozália Sulíková, PhD.

Last change: 13.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/174B/21	Course title: Computer Networks
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester midterm and/or final tests for 40 points. Score of 60 points will be given for the semester project and its presentation and oral examination. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: The aim of the course for students is to acquire basic knowledge and gain control over important aspects related to computer networks that will assist them in managerial activities in the field of information technology and communications. After completing the course, students should be able to define and explain key concepts in the field of computer networks, such as IP addresses, routers, switches, protocols, etc. They should be able to identify and distinguish between different types of networks, such as LAN, WAN, WLAN, and the internet, and understand their characteristics and usage. Students should also be capable of identifying network threats and understanding methods for their protection. They should have an understanding of the basic principles of network management and administration, including performance monitoring, data backup, and problem-solving. The use of networks in business environments, such as virtual private networks (VPN), cloud, and IoT, should also be within their grasp. Students should understand the process of planning and managing network requirements within an organization, including network scalability as needed. Another important goal may be the development of communication skills so that students can effectively collaborate with the IT team and communicate technical information to management. Education is divided into four phases in an alternative form: Analytical (2-4 weeks), Conceptual (2-4 weeks), Verification (1-3 weeks), Argumentative (1-3 weeks).	
Class syllabus: Introduction to Computer Networks: Computer Networks in General, Network Topologies - Asterisk, bus, network workstation: System of devices, Protocol -TCP / IP, Protocols and Services, Security. ISO-OSI reference model - introduction, 1. layer: Transmission media, transmission lengths, Transmission speeds, Shielding, connectors. ISO-OSI reference model - 2nd and 3rd layer: Data-link layer, Network layer. ISO-OSI Reference Model - 4th - 7th Layer:	

Transport layer, Session layer, Presentation layer, Application layer. TCP-IP protocol system: 4-layer, Network interface layer, IP layer, TCP layer, Application layer, Comparison of TCP-IP and ISO / OSI, Addressing in TCP-IP IP number, Subnet mask, Default gateway. Routing of communication in TCP-IP networks: Routing in TCP-IP, URL, DNS, translation of IP number to URL address, DNS servers, Virtual domains.

Recommended literature:

- [1]. KUROSE, James a Keith ROSS, 2016. Computer Networking: A Top-Down Approach. 7 edition. Boston: Pearson. ISBN 978-0-13-359414-0.
Strana: 1[2]. LEIDEN, Candace a Marshall WILENSKY, 2009. TCP / IP For Dummies. 6 edition. Indianapolis, Ind.: For Dummies. ISBN 978-0-470-45060-4.
[3]. MEYERS, Mike, 2015. CompTIA Network+ All-In-One Exam Guide, Sixth Edition. 6 edition. New York: McGraw-Hill Education. ISBN 978-0-07-184822-0.
[4]. RODRIGUEZ, Jonathan, 2015. Fundamentals of 5G Mobile Networks. 1 edition. Chichester, West Sussex, United Kingdom: Wiley. ISBN 978-1-118-86752-5.
[5]. Vincent, Karovič, 2022. Počítačové siete pre manažérov. Vysokoškolská učebnica, Bratislava: Univerzita Komenského v Bratislave. ISBN 978-80-223-5461-5.

Languages necessary to complete the course:

Slovak language, English language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution

Total number of evaluated students: 57

A	ABS	B	C	D	E	FX	M
38,6	0,0	45,61	15,79	0,0	0,0	0,0	0,0

Lecturers: Mgr. Vincent Karovič, PhD., doc. Ing. Jaroslava Kniežová, PhD.

Last change: 14.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/076B/11	Course title: Computer Science
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: I., II.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 3361							
A	ABS	B	C	D	E	FX	M
23,8	0,0	27,46	15,2	10,56	8,87	14,07	0,03
Lecturers: RNDr. Zuzana Kovačičová, PhD., Mgr. Eleonóra Beňová, PhD., Mgr. Július Selecký, PhD., Mgr. Martin Krajčík, PhD., Ing. Pavol Gono, RNDr. Eva Kostrecová, PhD., Ing. Bibiána Konáriková Mackovčínová							
Last change: 01.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/001B/00	Course title: Controlling
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Assessment of work during the semester: 20 % - presentation: practical aspects of controlling focused on understanding the professional text and the ability to present the topic according to the set criteria and structure, team evaluation 30 % - evaluation of the semester work - Predictive financial and economic analysis of the enterprise and industry according to defined criteria and structure, team evaluation 10 % - evaluation of the presentation of the semester work according to defined criteria, team evaluation Participation in lectures is based on Art. 21 of the Study Regulations of Comenius University is compulsory. The knowledge covered in lectures will be checked in the form of short tests at the seminars; the absence of knowledge will be evaluated with minus points. 40% of the assessment is covered by the exam. The content of the exam will be verification: <ul style="list-style-type: none"> • the level of mastery of basic terminology (explanation of concepts) • the level of understanding of the basic principles of controlling (and the ability to apply it in different areas of business management) • the ability to interpret information from financial statements and the results of financial and economic analyses • level of orientation and overview of information sources and possibilities of their creation for the needs of managerial decision-making Scale of assessment (preliminary/final): 60 % / 40%	
Learning outcomes: By completing the course, students should: <ul style="list-style-type: none"> • acquire basic terminology in the field of controlling, • understand the basic principles of controlling (and have the ability to apply them in different areas of business management), • have the ability to interpret the information of financial statements and the results of financial-economic analyses for the needs of managerial decision-making, 	

- have an overview and should be familiar with information sources and the possibilities of their creation for the needs of managerial decision-making.

Class syllabus:

- 1 The new concept of controlling the management of organizations.
- 2 Control as a managerial function, different views of control.
- 3 Controlling as a powerful tool of modern management.
- 4 The role and position of controlling the organizations in our country and in the world.
- 5 Strategic and operational level controlling.
- 6 Information support, planning and controlling relationship.
- 7 Analysis and discussion of the financial statements for the needs of management decision-making, the ex-ante analysis.
- 8 Analysis of the external environment, competition, sources of information-gathering, CI.
- 9 Management accounting, budgeting, controlling costs, costing, ABM, Beyond Budgeting.
- 10 Reporting and MIS support controlling, data mining, OLAP, BI.

Recommended literature:

Horváth&Partners: Nová koncepcie controllingu, Profess Consulting, 2004
Petřík, T.: Ekonomické a finanční řízení firmy, Manažerské účetnictví v praxi, Praha, 2009
Learning materials for seminars, presentation of lectures, and other educational documents (mainly from business practice) are available on the faculty e-learning portal.

Languages necessary to complete the course:

Slovak

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 3431

A	ABS	B	C	D	E	FX	M
19,64	0,0	31,13	26,03	14,86	7,61	0,61	0,12

Lecturers: prof. Ing. Ján Papula, PhD., Mgr. Silvester Krčméry, PhD., PhDr. Dominik Šteffko, Ing. Diana Bednarčíková, PhD.

Last change: 17.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/228B/16	Course title: Cost Accounting
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Principles of Financial Accounting I, Principles of Financial Accounting II	
Course requirements: To complete a seminar during the term, to develop a project in a team where the acquired knowledge from the theory of costs and financial management is applied. Present the findings outlined in a brief subject syllabus. The evaluation of the subject is in accordance with the Study regulations of FM CU. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The student is able to explain chosen problems of generation, behaviour and control of costs in the reproductive process of enterprises in relation to the management of efficiency and effectiveness, to handle the cost coordination in corporate management system.	
Class syllabus: <ol style="list-style-type: none"> 1. Definition of cost accounting, its relations, characteristic and functions 2. Costs, expenditures, profits, revenues – their definition from the point of view of cost accounting 3. Cost classifications 4. Possibilities of their assessment and application in business management 5. Traditional methods of cost management 6. Modern methods of cost management 7. Balanced Score Card, Just in Time 8. Life Cycle Costing, Activity Based Costing 9. Target Costing 10. Job costing methods 11. Cost accounting and pricing 12. Budgeting 	
Recommended literature: <ol style="list-style-type: none"> 1. DRURY, C. Management and Cost Accounting. 8. vyd. Hampshire: Cengage Learning 	

- EMEA, 2012. 790 s. ISBN 978-1-4080-4180-2
2. ATKINSON, A. a kol. Management Accounting: Information for Decision Making and Strategy Execution. 6.vyd. New Jersey: Pearson Education, 2012. 526 s. ISBN 10: 0-13-702497-5
3. HANSEN, D. – MOWEN, M. Cost management: Accounting and Controll. 6. vyd. Mason: Cengage Learning, 2009. 864 s. ISBN 978-0-324-55967-5
4. Kajanová, J. : Costs under the pressure of globalization, Wolters Kluwer, 2017

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution

Total number of evaluated students: 168

A	ABS	B	C	D	E	FX	M
55,36	0,0	31,55	8,93	3,57	0,0	0,0	0,6

Lecturers: doc. Ing. Jana Kajanová, PhD.

Last change: 24.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/172B/21	Course title: Creative Web Page Design
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: The student will present his created website site in person or online via MS Teams (30% of the total evaluation) Continuous assessment on tasks or for an activity in class (10% of the total assessment) The student will create a website on the school platform (itplatform.space) or another by agreement with the teacher. (60% of the total evaluation) The date of the exam will be determined during the lesson after agreement with the students. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Students will learn the techniques of developing professional websites and learn how to create websites pages from the position of a web designer. The emphasis will be on the principles of quality web design sites to meet all the important requirements leading to quality and modern design.	
Class syllabus: <ol style="list-style-type: none">1. Overview of web development today2. Design for the past, present and future3. What to consider before starting work4. Understanding graphics5. What is needed to create a page6. Collection of requirements7. Content creation8. Content management9. Basics of HTML5 and CSS310. Examples of java script11. Web server12. New technologies in website development	
Recommended literature: [1] C. Eccher, Profesionálny web design, techniky a vzorové riešenia, CP Books a.s. Brno 2005. (Existuje aj novšie vydanie z roku 2008, preklad do čestiny, rok 2010.)	

[2] B. P. Hogan, HTML5 a CSS3, Výukový kurz webového vývojára, Computer press, 2011, preklad z angličtiny.

[3] M. Boultonhttps, Designing for the Web, 2009, available online: <https://designingfortheweb.co.uk/>

[4] MACDONALD, Matthew. Wordpress: The Missing Manual: The Book That Should Have Been in the Box. Beijing China ; Boston [MA] : O'Reilly: O'Reilly, 2020. ISBN 978-1-4920-7416-8.

[5] WEBB, James. Web Development and Design for Beginners: Learn and Apply the Basic of HTML5, CSS3, JavaScript, jQuery, Bootstrap, DOM, UNIX Command and GitHub - Tools For Building Responsive Websites. [s.l.]: ISBN Canada, 2021. ISBN 978-1-77793-462-0.

Languages necessary to complete the course:

Slovak language, English language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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.

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Notes:

Past grade distribution

Total number of evaluated students: 49

A	ABS	B	C	D	E	FX	M
53,06	0,0	26,53	4,08	0,0	0,0	12,24	4,08

Lecturers: Mgr. Vincent Karovič, PhD.

Last change: 13.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/333B/18	Course title: Cybercriminality for Managers
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 103							
A	ABS	B	C	D	E	FX	M
82,52	0,0	12,62	0,0	0,0	0,0	4,85	0,0
Lecturers: RNDr. Eva Kostrecová, PhD.							
Last change:							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/280B/23	Course title: Cybersecurity and Ethical Hacking
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 44							
A	ABS	B	C	D	E	FX	M
54,55	0,0	15,91	13,64	4,55	0,0	9,09	2,27
Lecturers: Mgr. Vincent Karovič, PhD.							
Last change: 12.02.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/372B/20	Course title: Data Analysis in Management
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 1113							
A	ABS	B	C	D	E	FX	M
61,01	0,09	12,31	6,56	1,71	1,98	8,36	8,0
Lecturers: Ing. Rastislav Kulhánek, PhD., doc. RNDr. Michal Greguš, PhD., Mgr. Eva Porázková, PhD.							
Last change: 04.02.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/086B/15	Course title: Data Processing - SQL
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 96							
A	ABS	B	C	D	E	FX	M
69,79	0,0	15,63	9,38	1,04	2,08	1,04	1,04
Lecturers: doc. Ing. Jaroslava Kniežová, PhD.							
Last change: 24.09.2021							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/173B/21	Course title: Data Visualization
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 24							
A	ABS	B	C	D	E	FX	M
79,17	0,0	8,33	4,17	4,17	4,17	0,0	0,0
Lecturers: Mgr. Martin Krajčík, PhD.							
Last change: 09.02.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/003B/00	Course title: Databases
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3., 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature: Basic: <ul style="list-style-type: none"> • Oppel A.: Databases Demystified, McGraw-Hill 2004, 0-07-146960-5 • Kroenke, D. M., Auer, D. J., 2015. Database Concepts, 6th Edition, Pearson Education, 01-32-742-926 • Connolly T., Begg C., Holowczak R: Business Database Systems, Addison-Wesley 2008, 9781405874403 • C. J. Date: An Introduction to Database Systems, 6th Edition. Addison-Wesley 1995 Recommended for exercises: <ul style="list-style-type: none"> • M.Alexander, D.Kusleika: Access® 2019 BIBLE, John Wiley & Sons 2019, 978-1-119-51475-6 	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 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.

Notes:

Past grade distribution

Total number of evaluated students: 4332

A	ABS	B	C	D	E	FX	M
11,01	0,0	24,4	30,49	18,84	11,27	1,94	2,05

Lecturers: doc. RNDr. Michal Greguš, PhD., Ing. Rastislav Kulhánek, PhD., Mgr. Ema Majerovičová, PhD. Marek Hlásny, Mgr. Anna Drahan, Mgr. Matúš Kovár, Ing. Peter Kmet'

Last change: 13.09.2023

Approved by: prof. Mgr. Anna Lašáková, PhD.

STATE EXAM DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/S06/15	Course title: Economics and Finance
Number of credits: 1	
Recommended semester: 5., 6..	
Educational level: I.	
State exam syllabus:	
Last change: 16.09.2021	
Approved by: prof. Mgr. Anna Lašáková, PhD.	

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/022B/22	Course title: Economics of the Labour Market
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, it is possible to obtain 40 points through various assignments (individual and group tasks). To be admitted to the exam, it is necessary to obtain at least 24 points, i. e. 60% of the ongoing evaluation. The final exam weighs 60 points. To successfully complete the course, it is necessary to obtain at least 36 points, i.e. demonstrate at least 60% knowledge in the final exam. The final examination is written. Scale of assessment (preliminary/final): 40%/60%	
Learning outcomes: Students should acquire the overview and knowledge from the area of macroeconomics, oriented to the economy of the labour market, and understand the economic growth in the long-run.	
Class syllabus: The labour market. Equilibrium on the labour market. Factors affecting wage levels. Collective bargaining on the labor market and its actors. Minimum wage. Active and passive policies on the labour market. Disadvantaged groups and discrimination in the labor market. Phillips curve. Okun's law. IS-LM-PC model. Long-term time horizon. Technological progress and its impact on the labor market.	
Recommended literature: MIHALOVÁ, P. - KOTTULOVÁ, J. - MUSILOVÁ, M. - LAKTIŠ, P. - PÁLENÍK, M. Trh práce v ekonomických súvislostiach. Wolters Kluwer SR, 2022. BLANCHARD, O. and col. Macroeconomics. Whatever edition, preference of editions after 2013. Pearson Education MANKIW, N. G. – TAYLOR, M. P. 2015. Macroeconomics. New York: Worth Publishers, 2014, ISBN 978-1-4641-4177-5 (could be also older edition) MANKIW, N. G. Principles of Macroeconomics. Stamford: Cengage Learning, 2015. ISBN 978-1-285-16591-2 (or older editions) Articles and other reading materials distributed during the term.	
Languages necessary to complete the course:	

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 656

A	ABS	B	C	D	E	FX	M
5,79	0,0	13,41	15,09	19,21	21,8	15,7	8,99

Lecturers: doc. PhDr. Paulína Mihaľová, PhD., Mgr. Valeriia Maljar, PhD., Mgr. Janka Kottulová, PhD., Mgr. Bojan Jorgič, PhD., Mgr. Magdaléna Musilová, PhD., LL.M.

Last change: 17.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/006B/23	Course title: English for Managers I
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Knowledge of English language on B2 level.	
Course requirements: 12% for active participation in classes, 12% for mid-term test, 16% for two writing assignments, 10% for grammar test and 50% for oral part of oral assessment at the end of semester. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: By completing the course the student extends his/her vocabulary related to management, human resources and strategic management. The telephoning skill is practiced and he/she will also be able to actively take part in meetings led in English. He/she will be able to write a professional email and create a structured professional CV, as well as write a letter of application.	
Class syllabus: Topics: Fundamental principles of management Company structure Numbers in managerial work Human resource management Types of companies: ltd, plc, family businesses, self-proprietorship Setting up a business Styles of Management Travelling Managerial skills: Telephoning Writing: CV and a Letter of Application Grammar: Tense review, prepositions with verbs, nouns and adjectives, modals.	
Recommended literature: Internal material distributed at the beginning of semester. Ian MacKenzie: English for Business studies. Thir Edition. CUP 2010 Emmerson, P.: Email English. 2nd edition. MacMillan, 2015	

<p>Emmerson, P.: Business Builder. Modules 1, 2, 3. MacMillan 2009 Emmerson, P.: Business Builder. Modules 4, 5, 6. MacMillan 2009 Mascull, B.: Business Vocabulary in Use. Third edition. CUP 2017 Hughes, J.: Telephone English. Macmillan 2006 Murphy, R.: English Grammar in Use for intermediate learners, fourth edition. CUP 2012. Oxford Business English Dictionary. OUP 2008.</p>							
<p>Languages necessary to complete the course: English on B2 level.</p>							
<p>Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>							
<p>Notes:</p>							
<p>Past grade distribution Total number of evaluated students: 4870</p>							
A	ABS	B	C	D	E	FX	M
17,33	0,04	26,34	20,49	14,02	12,92	8,85	0,0
<p>Lecturers: Mgr. Lenka Procházková, PhD., Mgr. Alexandra Mittelman, PhD., MBA, PaedDr. Jarmila Brtková, PhD., Mgr. Ľudmila Žalkovičová, PhDr. Roman Kečka, PhD.</p>							
<p>Last change: 13.09.2024</p>							
<p>Approved by: prof. Mgr. Anna Lašáková, PhD.</p>							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/007B/23	Course title: English for Managers II
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: English for Managers I	
Course requirements: 12 % for active participation in class, 8 % for two online grammar tasks, 15 % for negotiating, 15 % for mid-term test, and 50 % for final test taken at the end of the semester while the minimum to pass the test is 21 points. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: By completing the course the student will acquire vocabulary from the field of economics, international trade, banking, accounting, stock exchange and insurance. He/she will learn terminology and phrases from negotiating, and will be able to use them while negotiating with other students in class. He/she can write a professional report.	
Class syllabus: Topics: <ul style="list-style-type: none"> • Global economy in 21st century • International trade: export, import, incoterms • Banking • Company finances • Accounting • Stock exchange, shares and bonds • Insurance • Meetings Managerial skill: negotiating Writing: Business report Grammar: Countable and uncountable nouns, verbs “do“ and “make“, conditionals, contrasts, relative clauses.	
Recommended literature: Internal materials distributed at the beginning and during the term.	

<p>Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010. Emmerson, P.: Business Builder. Modules 7, 8, and 9. MacMillan 2009. Mascull, B.: Business Vocabulary in Use. Third edition. CUP 2017 McCarthy, M. et al. Grammar for Business. CUP 2009. Law, J.: Dictionary of Finance and Banking. OUP, 2018. Doplnit': MacKenzie, I.: Professional English in Use: Finance. CUP 2006.</p>							
<p>Languages necessary to complete the course: English on the level B2</p>							
<p>Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>							
<p>Notes:</p>							
<p>Past grade distribution Total number of evaluated students: 4953</p>							
A	ABS	B	C	D	E	FX	M
11,45	0,02	22,88	20,61	19,04	17,26	8,74	0,0
<p>Lecturers: Mgr. Lenka Procházková, PhD., Mgr. Alexandra Mittelman, PhD., MBA, PaedDr. Jarmila Brtková, PhD., Mgr. Ľudmila Žalkovičová, PhDr. Roman Kečka, PhD.</p>							
<p>Last change: 20.01.2025</p>							
<p>Approved by: prof. Mgr. Anna Lašáková, PhD.</p>							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/162B/10	Course title: English for Managers III
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: English for Managers I, English for Managers II	
Course requirements: Active participation in classes - 12%; mid-term test - 12%; presentation - 16%; test at the end of semester - 60%. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: By completing the course students acquire vocabulary from retailing, marketing, brand management, advertising and media. They can communicate professionally in workplace as well as with external partners in English. They get knowledge of terminology and phrases from CSR. They learn basic legal terminology from the field of corruption, bribery as well as economic crime. Students can prepare and give a fifteen minute presentation.	
Class syllabus: Topics: Retailing E-commerce Marketing, marketing mix Brand management Advertising Media and PR Managerial communication CSR - social responsibility of companies, volunteerism Ethical behavior of organizations, the code of conduct Corruption, bribery and crime. Managerial skill: presentations Grammar: indirect speech, verb patterns, passive voice.	
Recommended literature: Recommended Literature:	

<p>Internal materials distributed at the beginning and during the term. Ian MacKenzie: English for Business Studies. Third Edition. CUP 2010. Powell, M.: Presenting in English. Heinle 2011. Farral, C., Lindsley, M.: Professional English in Use - Marketing. CUP 2008. Emmerson, P.: Business Builder. Modules 7, 8, and 9. MacMillan 2009. Mascull, B.: Business Vocabulary in Use. Third edition. CUP 2017. McCarthy, M. et al. Grammar for Business. CUP 2009. Oxford Business English Dictionary. OUP 2008.</p>							
Languages necessary to complete the course:							
Ethics:							
<p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>							
Notes:							
Past grade distribution							
Total number of evaluated students: 2958							
A	ABS	B	C	D	E	FX	M
16,43	0,0	28,5	21,33	14,64	14,2	3,58	1,32
Lecturers: Mgr. Lenka Procházková, PhD., Mgr. Alexandra Mittelman, PhD., MBA, PaedDr. Jarmila Brtková, PhD., Mgr. Ľudmila Žalkovičová, PhDr. Roman Kečka, PhD.							
Last change: 13.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/081B/21	Course title: Environmental and Behavioral Values of a Brand
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution							
Total number of evaluated students: 92							
A	ABS	B	C	D	E	FX	M
94,57	0,0	3,26	0,0	1,09	0,0	0,0	1,09
Lecturers: doc. Ing. Gabriela Pajtinková Bartáková, PhD.							
Last change: 21.08.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/105B/16	Course title: Ethical and Legal Aspects of Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 245							
A	ABS	B	C	D	E	FX	M
26,12	0,0	24,9	15,51	13,47	14,29	5,31	0,41
Lecturers: doc. JUDr. PhDr. Katarína Gubíniová, PhD.							
Last change: 21.08.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/305B/24	Course title: Ethics of Investing in Financial Markets
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in seminars: 100%. 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 the Comenius University in Bratislava, issuing the Code of Ethics of the Comenius University in Bratislava, as amended no. 1, every student always achieves his study results in an honest way during his studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge. Cases of violation of the Code of Ethics of the UK can be assessed as a violation of obligations arising from legal regulations, (...). Such an assessment may be associated with the application of relevant legal consequences at the academic, (...) disciplinary level. In accordance with the provisions of internal regulation no. 13/2018 approved by the Academic Senate of the Comenius University in Bratislava Disciplinary regulations of the Comenius University in Bratislava for students, a student's disciplinary offense 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 offense: reprimand, conditional expulsion from studies or expulsion from studies.	
Learning outcomes: The subject is based on the curriculum of the CFA® Level 1 Program of the CFA Institute and presents the key principles of ethical behavior in investment management, as defined by the CFA Institute. The course includes the CFA Code of Ethics and Standards of Professional Conduct, which are the ethical standard for investment professionals worldwide. The course also offers real-world examples of how to apply the Code and Standards to ethical dilemmas that may arise in members' everyday professional activities.	
Class syllabus: 1. Ethics in the profession of investment management	

2. Standard 1: Professionalism
3. Standard 2: Integrity of capital markets
4. Standard 1: Obligations towards clients
5. Standard 1: Investment analyses, recommendations and activities
6. Standard 1: Conflicts of interest
7. Standard 1 : Responsibilities of a member and candidate for CFA membership

Recommended literature:

Languages necessary to complete the course:

Lectures and exercises in Slovak. Literature in English.

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 23

A	ABS	B	C	D	E	FX	M
34,78	0,0	52,17	13,04	0,0	0,0	0,0	0,0

Lecturers: Ing. Vladimír Valach, PhD., CFA, MBA, doc. RNDr. Mária Bohdalová, PhD.

Last change: 07.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMM/278AM/22	Course title: European Integration
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I., II.	
Prerequisites:	
Recommended prerequisites: French language level B1 / legal and economic vocabulary	
Course requirements: Active participation in the course, presentation, final exam Scale of assessment (preliminary/final): 40%/60%	
Learning outcomes: Knowledge of the main steps and processes of European integration	
Class syllabus: 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	

Presentation: The evolving role of the European Parliament since its inception.

Session 7

Legal sources of EU law

Presentation: the place of European law in the hierarchy of French and Slovak standards

Session 8

The Council of Europe

Presentation: Multi-governance, subsidiarity and Europe of the regions

Session 9

The protection of fundamental rights within the EU

Presentation: The EU Charter of Fundamental Rights and the European Convention on Human Rights.

Session 10

Economic and Monetary Union and the Euro

Presentation: the role of the European central bank and central banks in the euro zone

Session 11

The EU budget

Presentation: Regional policy and structural funds

Session 12

The challenges of European construction

Recommended literature:

[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.

[2] Bafoil, F. (2006). Europe centrale et orientale. Mondialisation européenne et changement social. Paris, Presses de Sciences Po.

[3] Bodin, J. (1576) « La république »

[4] Chevallier, J. (2008). L'Etat post-moderne, Collection droit et société, 3ème Edition, Paris, LGDJ.

[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.

[6] Fareed, Z. (1998). De la démocratie illibérale, Le Débat, vol. 99, no. 2, 1998, pp. 17-26.

[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: <https://www.cairn-int.info/revue-francaise-d-histoire-des-idees-politiques1-2005-1-page-113.htm>.

[8] Scelle, G. (1932). Précis de Droit des Gens. Principes et Systématique. Première Partie. Introduction, Le Millieu Inter social. Paris, Recueil Sirey.

Languages necessary to complete the course:

French

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 34

A	ABS	B	C	D	E	FX	M
50,0	0,0	23,53	2,94	0,0	0,0	17,65	5,88

Lecturers: doc. PhDr. Marian Šuplata, PhD., doc. Frédéric Delaneuville, Dr.

Last change: 07.04.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/302B/24	Course title: Financial Markets
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: #Active participation in seminars, presenting the assigned topic: 20%. #Midterm test: 30%. #Final exam: 50%.	
Learning outcomes: By completing the subject, the student will gain an overview of the structure and organization of the markets of key financial assets - shares, bonds, commodities, private capital, real estate, hedge funds. The subject is based on the curriculum of the CFA Institute program, level 1 Equity, Fixed Income Markets and Alternative Investments. The aim of the course is to acquaint the student with the basic concepts of the theory of financial markets and create a basis for subsequent deepening of knowledge in this area in later master's studies (according to the curriculum of the CFA Institute program, level 2).	
Class syllabus: 1. Organization and structure of markets 2. Securities indices 3. Efficiency of markets 4. Introduction to stock markets 5. Fixed income securities 6. Issuance, trading and financing with bonds 7. Introduction to bond valuation 8. Risk and yield of bonds 9. Asset-backed securities - introduction to the issue 10. Alternative investments	
Recommended literature:	
Languages necessary to complete the course:	
Ethics:	

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

The midterm test and the final exam will take place either online or in-person, according to the teacher's decision

In accordance with the provisions of Internal Regulation no. 23/2021 Directive of the Rector of the Comenius University in Bratislava Internal system of ensuring the quality of higher education at the University of Warsaw, (Eighth part Code of Ethics and rules of creative activity of the University of Warsaw) Art. 71 every student always achieves his study results in an honest way during his studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge. Cases of violation of the Code of Ethics of the UK can be assessed as a violation of obligations arising from legal regulations, (...). Such an assessment may be associated with the application of relevant legal consequences at the academic, (...) disciplinary level.

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

Past grade distribution

Total number of evaluated students: 25

A	ABS	B	C	D	E	FX	M
32,0	0,0	24,0	24,0	16,0	0,0	0,0	4,0

Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Vladimír Mariak, PhD.

Last change: 24.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/222B/15	Course title: Financial Mathematics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 3592							
A	ABS	B	C	D	E	FX	M
11,39	0,0	14,31	16,65	17,51	24,83	13,98	1,34
Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Kitty Klacsánová, PhD., Mgr. Veronika Bučková, PhD., Mgr. Lukáš Kurinec, PhD.							
Last change: 22.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/301B/24	Course title: Financial Reporting and Analysis
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: # Active participation in seminars: 20%. # Mid-term test: 30%. The test will take place online. 20 questions, 60 minutes. # Final test: 50%. Online test. 20 questions, 60 minutes.	
Learning outcomes: By completing the course, the student will gain a basic overview of the key topics of the CFA project Research Challenge, a competition that is annually organized worldwide by the CFA Institute. Participation in the said competition is voluntary for students, and the Department of Quantitative Methods offers coverage in the Master's study, within the Financial Analysis of Investments block. The aim of the course is to prepare students for successful participation in the competition. The outcome of the competition is an investment recommendation for the purchase or sale of shares of a company traded on the stock exchange and this the team of students defends the recommendation before a committee of investment professionals from practice. The analyzed company is selected by CFA Institute Slovakia.	
Class syllabus: 1. CFA Research Challenge - information about the competition 2. Analysis of the macroeconomic environment 3. Industry analysis 4. Strategy and competitive position of the company 5. Financial analysis of the company 6. ESG characteristics of the company 7. Cash flow projections 8. Company valuation 9. Investment risks 10. Case studies	
Recommended literature:	
Languages necessary to complete the course:	
Ethics:	

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

The mid-term and final test will take place either online or in person, according to the teacher's decision.

In accordance with the provisions of Internal Regulation no. 23/2021 Directive of the Rector of the Comenius University in Bratislava Internal system of ensuring the quality of higher education at the University of Warsaw, (Eighth part Code of Ethics and rules of creative activity of the University of Warsaw) Art. 71 every student always achieves his study results in an honest way during his studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge. Cases of violation of the Code of Ethics of the UK can be assessed as a violation of obligations arising from legal regulations, (...). Such an assessment may be associated with the application of relevant legal consequences at the academic, (...) disciplinary level.

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

Past grade distribution

Total number of evaluated students: 41

A	ABS	B	C	D	E	FX	M
17,07	0,0	7,32	26,83	24,39	21,95	0,0	2,44

Lecturers: prof. RNDr. Darina Saxunová, PhD., Mgr. Rita Szalai, PhD.

Last change: 03.10.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMM/003B/20	Course title: French I
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Type, volume, methods and workload of the student - additional information This course is based on a professional and business French method, and is aimed at students following the university program of the Faculty of Management who have a beginner level A1/A2. This course is suitable for older adolescents and young adults and allows the learner to be active while gradually developing their autonomy in French. The topics covered are motivating and the tasks proposed reflect authentic situations. The method is anchored in daily life and offers the opportunity to acquire language skills complemented by an awareness of French and Francophone culture. This course meets the classic needs of acquiring French linguistic basics in a more professional context or for job search in a Francophone environment. The course is based on active, clear and structured communication, relying mainly on a method developed by CLE-International/Sejer.	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: . Scale of assessment (preliminary/final): Continuous assessment consists of two parts: In each session, students can earn a certain number of points for active participation. This will assess the knowledge acquired from the lectures and independent work based on the required literature. A session is divided into two parts: - in the first part, students will present their prepared assignments - in the second part, there will be a discussion of the course materials and a presentation. The semester project is developed continuously in individual classes; a specific assignment is assigned one week in advance. • Throughout the semester, students will work on various topics • Students may work in groups of up to two students. • Assignments are submitted electronically (no later than one business day before the class) to olivier.dumontel@fm.uniba.sk (students communicate exclusively via university email addresses). • Assignments must be prepared in accordance with academic regulations and the formal requirements of academic ethics. In the event of a violation of these regulations, the process will follow the internal rules of the university and faculty regarding non-compliance with academic regulations. Unexcused missed classes, lack of preparation for classes, and late submission of assignments will result in a loss of 10 points. Prerequisites for participating in the final exam include attendance at classes, presentations, and participation in the project press review (conference by the French Ambassador to Slovakia, Student-Business Forum 2022). The end-of-semester exam is a written	

exam containing several open-ended and closed-ended questions. Each student has the right to be informed of the evaluation of their exam, including errors and correct answers. To fulfill this requirement, students have the opportunity to review their exam answers. The resit exam is oral, with each student answering two questions immediately. In accordance with the provisions of Internal Regulation No. 16/2017 of the Rector of Comenius University, published in the Code of Ethics of Comenius University in Bratislava, each student must obtain their results honestly, not cheat, and not use dishonest practices when assessing acquired knowledge. Violations of the Code of Ethics of Comenius University may be considered a violation of obligations arising from legal regulations, (...). Such a violation may result in the application of the accompanying legal consequences at the academic and (...) disciplinary levels. In accordance with the Internal Regulations No. 13/2018, approved by the Academic Senate of Comenius University in Bratislava, the Comenius University in Bratislava Disciplinary Regulations for Students, a student disciplinary offense is any form of copying or prohibited cooperation or providing answers during a written or oral examination (assessment of knowledge) or during preparation for it within the course, or the use of technical devices or any information media in a manner other than that permitted during the written or oral assessment of study results (assessment of knowledge) or during preparation for the course. Committing a disciplinary offense may result in certain sanctions: warning, conditional suspension from studies, or expulsion. Individual levels of the grading structure are assigned based on the achievement of a total number of percentage points that reflect the level of course achievement. The ratio of continuous and final assessment is 60/40.

Learning outcomes:

Continuous assessment consists of two parts:

In each session, students can earn a certain number of points for active participation. This will assess the knowledge acquired from the lectures and independent work based on the required literature.

A session is divided into two parts:

- in the first part, students will present their prepared assignments
- in the second part, there will be a discussion of the course materials and a presentation

The semester project is developed continuously in individual classes; a specific assignment is assigned one week in advance.

- Throughout the semester, students will work on various topics
- Students may work in groups of up to two students.
- Assignments are submitted electronically (no later than one business day before the class) to olivier.dumontel@fm.uniba.sk (students communicate exclusively via university email addresses).
- Assignments must be prepared in accordance with academic regulations and the formal requirements of academic ethics. In the event of a violation of these regulations, the process will follow the internal rules of the university and faculty regarding non-compliance with academic regulations.

Unexcused missed classes, lack of preparation for classes, and late submission of assignments will result in a loss of 10 points.

Prerequisites for participating in the final exam include attendance at classes, presentations, and participation in the project press review (conference by the French Ambassador to Slovakia, Student-Business Forum 2022).

The end-of-semester exam is a written exam containing several open-ended and closed-ended questions. Each student has the right to be informed of the evaluation of their exam, including errors and correct answers. To fulfill this requirement, students have the opportunity to review their exam answers. The resit exam is oral, with each student answering two questions immediately.

In accordance with the provisions of Internal Regulation No. 16/2017 of the Rector of Comenius University, published in the Code of Ethics of Comenius University in Bratislava, each student must obtain their results honestly, not cheat, and not use dishonest practices when assessing

acquired knowledge. Violations of the Code of Ethics of Comenius University may be considered a violation of obligations arising from legal regulations, (...). Such a violation may result in the application of the accompanying legal consequences at the academic and (...) disciplinary levels. In accordance with the Internal Regulations No. 13/2018, approved by the Academic Senate of Comenius University in Bratislava, the Comenius University in Bratislava Disciplinary Regulations for Students, a student disciplinary offense is any form of copying or prohibited cooperation or providing answers during a written or oral examination (assessment of knowledge) or during preparation for it within the course, or the use of technical devices or any information media in a manner other than that permitted during the written or oral assessment of study results (assessment of knowledge) or during preparation for the course. Committing a disciplinary offense may result in certain sanctions: warning, conditional suspension from studies, or expulsion.

Individual levels of the grading structure are assigned based on the achievement of a total number of percentage points that reflect the level of course achievement. The ratio of continuous and final assessment is 60/40.

Class syllabus:

Recommended literature:

- Quartier d’Affaires – Français Professionnel et des affaires – Niveau A1. CLE international, 2017. ISBN 978-2-09-038666-0
- Vocabulaire progressif du Français des Affaires, CLE international, ISBN 209-033803-2
- Agenda, Méthode de français, Hachette-Français Langue étrangère, 2011. ISBN 978-2-01-155802-2
- Vocabulaire progressif du Français, CLE international, 2007. ISBN 978-2-09-033872-2
- Affaires à suivre, Hachette, CCI de Paris, 2001. ISBN 2-01-155164-1
- L’entreprise, Hachette, CLEP, 1996. ISBN 2-01-15-4995-7
- Français/com, CLE international, 2002. ISBN 209-033171-4
- Objectif Express, le monde professionnel en français, Hachette, 2009. ISBN 978-0-01-155009-0
- Objectif Express, Le monde professionnel en français, Cahier d’activités, Hachette, 2009. ISBN 978-0-01-155510-6
- AlterEgo, méthode français, Hachette, 2006. ISBN 978-2-01-155420-8
- Français Facile : <https://www.francaisfacile.com/>
- Campus1, méthode de français, CLE international, 2002. ISBN 978-2-09-033308-4
- Campus2, méthode de français, CLE international, 2002. ISBN 978-2-09-033317-6
- Campus3, méthode de français, CLE international, 2003. ISBN 978-2-09-033245-2
- Alors ? Méthode de français sur l’approche par compétences, Didier, 2009. ISBN 978-2-278-06073-3
- Alors ? Cahier de grammaire, Didier, 2009. ISBN 978-2-278-06466-3

Languages necessary to complete the course:

Français / French

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

In accordance with the provisions of Internal Regulation No. 16/2017, Directive of the Rector of Comenius University in Bratislava, and a full reading of Internal Regulation No. 23/2016, Directive of the Rector of Comenius University in Bratislava, which sets forth the Code of Ethics of Comenius University in Bratislava, as read in Supplement No. 1, each student shall acquire their academic achievements honestly; shall not cheat or use dishonest practices in any form of assessment of their acquired knowledge. Violations of the Code of Ethics of Comenius University may be considered violations of obligations arising from legal regulations, (...). Such a judgment may be linked to the application of the corresponding legal consequences at the academic, (...) disciplinary level. In accordance with the provisions of Internal Regulation No. 13/2018 approved by the Academic Senate of Comenius University in Bratislava, the Disciplinary Regulations of Comenius University in Bratislava for Students, a disciplinary offense of a student is any form of prohibited copying or cooperation or providing answers during a written or oral examination (assessment of knowledge) or during its preparation within the course, or using technical devices or any information carrier in a manner other than that permitted during the written or oral assessment of study results (assessment of knowledge) or during its preparation within the course. The commission of a disciplinary offense may lead to the imposition of certain disciplinary precautions on the student: admonition, conditional suspension from studies or dismissal from studies.

Past grade distribution

Total number of evaluated students: 158

A	ABS	B	C	D	E	FX	M
43,67	0,0	25,32	14,56	3,16	1,9	10,13	1,27

Lecturers: Mgr. Olivier Dumontel, doc. Frédéric Delaneuville, Dr.

Last change: 07.04.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMM/002B/19	Course title: French II
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: <p>Ce cours s'appuie sur une méthode de français professionnel et des affaires, et s'adresse à des étudiants suivant le programme universitaire de la faculté de Management qui ont un niveau débutant A1/A2. Ce cours est adapté aux grands adolescents et jeunes adultes et permet à l'apprenant d'être actif tout en développant progressivement son autonomie en langue française. Les thèmes abordés sont motivants et les tâches proposées sont le reflet de situations authentiques. La méthode est ancrée dans la vie quotidienne et offre la possibilité d'acquérir des savoir-faire langagiers complétés par une sensibilisation à la culture française et francophone. Ce cours répond aux besoins classiques d'acquisition des bases linguistiques françaises dans un contexte plus professionnel ou de recherche d'emploi dans un environnement francophone. Le cours est basé sur une communication active, claire et structurée en s'appuyant principalement sur une méthode élaborée par CLE-International/Sejer.</p>	
Learning outcomes:	
Class syllabus:	
Recommended literature: <ul style="list-style-type: none"> • Quartier d'Affaires – Français Professionnel et des affaires – Niveau A1. CLE international, 2017. ISBN 978-2-09-038666-0 • Vocabulaire progressif du Français des Affaires, CLE international, ISBN 209-033803-2 • Agenda, Méthode de français, Hachette-Français Langue étrangère, 2011. ISBN 978-2-01-155802-2 • Vocabulaire progressif du Français, CLE international, 2007. ISBN 978-2-09-033872-2 • Affaires à suivre, Hachette, CCI de Paris, 2001. ISBN 2-01-155164-1 • L'entreprise, Hachette, CLEP, 1996. ISBN 2-01-15-4995-7 • Français/com, CLE international, 2002. ISBN 209-033171-4 • Objectif Express, le monde professionnel en français, Hachette, 2009. ISBN 978-0-01-155009-0 • Objectif Express, Le monde professionnel en français, Cahier d'activités, Hachette, 2009. ISBN 978-0-01-155510-6 • AlterEgo, méthode français, Hachette, 2006. ISBN 978-2-01-155420-8 	

- Français Facile : <https://www.francaisfacile.com/>
- Campus1, méthode de français, CLE international, 2002. ISBN 978-2-09-033308-4
- Campus2, méthode de français, CLE international, 2002. ISBN 978-2-09-033317-6
- Campus3, méthode de français, CLE international, 2003. ISBN 978-2-09-033245-2
- Alors ? Méthode de français sur l'approche par compétences, Didier, 2009. ISBN 978-2-278-06073-3
- Alors ? Cahier de grammaire, Didier, 2009. ISBN 978-2-278-06466-3

Languages necessary to complete the course:

-

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution

Total number of evaluated students: 126

A	ABS	B	C	D	E	FX	M
46,83	0,0	26,98	11,11	3,17	5,56	5,56	0,79

Lecturers: Mgr. Olivier Dumontel, Mgr. Alexandra Sekáčová, doc. Frédéric Delaneville, Dr.

Last change: 11.04.2022

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMM/005B/20	Course title: French III
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: <p>Apprentissage du français dans un environnement plus orienté professionnel et vers celui des affaires. Ce cours s'adresse principalement à des étudiants débutants qui souhaitent découvrir ou améliorer leur français en contexte professionnel ou de rechercher d'emploi dans un environnement francophone. Le programme couvre le niveau A1-A2 avec des bases solides et prépare à l'examen de DELF Pro A1/A2 et également a diplôme de français professionnel de la Chambre et de Commerce et d'Industrie de Paris. Cet apprentissage permet d'enrichir et de compléter son profil professionnel en abordant des aspects culturels francophones de manière globale et non stéréotypées.</p> <p>Scale of assessment (preliminary/final): La note finale tiendra compte du travail fourni (participation et présentation) pendant le semestre et également de l'examen écrit final. Le travail de présentation sera réalisé à l'oral et comptera pour 40 points de la note finale. Plusieurs mises en situations seront proposées aux étudiants qui leur permettront de mieux appréhender le monde entrepreneurial multiculturel. La participation à ces mises en situation sera également comptabilisée dans la note finale. L'étudiant pourra obtenir une note de 0 à 10 points. Un examen final, écrit, sera proposé sous forme de questions relatives aux notions développées dans les chapitres composant le programme. Pendant la période d'examen, l'étudiant peut obtenir les 50 points restants. Cette évaluation est conforme au règlement des études de l'Université et aux niveaux individuels de classification. Les échelles de notation sont attribuées sur la base du système de points appliqué. Un minimum de 91 est requis pour obtenir une note A. Pour obtenir une note de B au moins 81 pour cent. Pour obtenir une note de C au moins 73 pour cent, une note D d'au moins 66 % et une note E d'au moins 60 %. Les crédits ne seront pas attribués un étudiant qui gagne moins de 60 pour cent.</p>	
Learning outcomes: <p>Savoir présenter un produit ou un service, se renseigner sur un produit, parler des prix, savoir négocier le prix et acheter ou vendre le produit. Savoir réserver une chambre d'hôtel, de régler la chambre d'hôtel, réserver et prendre un taxi, parler des moyens de transports, expliquer et comprendre un itinéraire, comprendre une invitation, avoir des échanges informels avec des collègues.</p>	

Class syllabus:							
Recommended literature: Quartier d'affaires, français professionnel et des Affaires. Objectif Express, le monde professionnel en Français							
Languages necessary to complete the course: Français / French							
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.							
Notes:							
Past grade distribution Total number of evaluated students: 49							
A	ABS	B	C	D	E	FX	M
48,98	0,0	24,49	10,2	6,12	0,0	6,12	4,08
Lecturers: Mgr. Olivier Dumontel, doc. Frédéric Delaneuville, Dr.							
Last change: 26.02.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/324B/19	Course title: German I
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in seminars (80%), continuous control of assignments (20%). To obtain an A rating it is necessary to obtain at least 91 points, to obtain an B rating at least 81 points, to obtain a C rating at least 73 points, to obtain a D rating at least 66 points and to obtain an E rating at least 60 points Scale of assessment (preliminary/final): 100 %	
Learning outcomes: To develop language knowledge and language skills in the field of grammar and vocabulary. To advance communication skills in topics of everyday real life situations.	
Class syllabus: Education University Leisure time and life style Hobbies Exchange study programmes Overseas study stay Business trip	
Recommended literature: Charfaoui Emilia: Deutsch für Nichtphilologen. Nemecký jazyk pre nefilológov. Vyd. Univerzita Komenského, Bratislava, 10.vyd. 2024, 228 s. ISBN 978-80-223-4087-8. Charfaoui Emilia: Deutsch für Nichtphilologen. Nemecký jazyk pre nefilológov. Kľúč k cvičeniam a testom. Vyd. Univerzita Komenského, 2024, 31 s. Charfaoui Emilia: Professional lexical minimum of managerial and economical praxis. Odborné lexikálne minimum z manažérskej a ekonomickej praxe. Vyd. Univerzita Komenského, Bratislava, 2014, 116 s. Actual additional texts form magazines, newspapers and the Internet.	
Languages necessary to complete the course: Slovak and German	

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 282

A	ABS	B	C	D	E	FX	M
63,48	0,0	21,28	6,74	1,06	0,35	6,38	0,71

Lecturers: doc. Mgr. Emília Charfaoui, CSc.

Last change: 09.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/325B/19	Course title: German II
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: 100% - active participation in class Scale of assessment (preliminary/final): 100 %	
Learning outcomes: To improve and activate language competencies in the field of grammar, vocabulary and phraseology and to interact general language skills with professional business language.	
Class syllabus: Business correspondence Abbreviations in business correspondence Administration documents Curriculum vitae, letter of application Job interview Employment contract Business trip	
Recommended literature: Charfaoui Emilia: Deutsch für Nichtphilologen. Nemecký jazyk pre nefilológov. Vyd. Univerzita Komenského, Bratislava, 10.vyd. 2024, 228 s. ISBN 978-80-223-4087-8 Charfaoui Emilia: Deutsch für Nichtphilologen. Nemecký jazyk pre nefilológov. Kľúč k cvičeniam a testom. Vyd. Univerzita Komenského, 2024, 31 s. Charfaoui Emilia: Professional lexical minimum of managerial and economical praxis. Odborné lexikálne minimum z manažérskej a ekonomickej praxe. Vyd. Univerzita Komenského, Bratislava, 2014, 116 s. Actual additional texts form magazines, newspapers and the Internet.	
Languages necessary to complete the course: English and German language	
Ethics:	

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 257

A	ABS	B	C	D	E	FX	M
64,2	0,0	22,57	5,06	0,0	0,39	7,39	0,39

Lecturers: doc. Mgr. Emília Charfaoui, CSc.

Last change: 04.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMM/326B/20	Course title: German III
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in seminars (80%), continuous control of assignments (20%). To obtain an A rating, it is necessary to obtain at least 91 points, to obtain an B rating at least 81 points, to obtain a C rating at least 73 points, to obtain a D rating at least 66 points and to obtain an E rating at least 60 points. Scale of assessment (preliminary/final): Weight of the mid-term / final evaluation: 100 %	
Learning outcomes: The goal of the subject is to familiarize students with the vocabulary in the fields of management, human resource management, marketing, and banking. The aim of the subject is to acquire communicative skills in these areas.	
Class syllabus: Introduction to the Issue Reinforcement of Terminological Apparatus Human Resource Management, Working with Human Resources Enterprise, Entrepreneurship Banking Banking Services and Product Offerings Marketing Definitions of Professional Terms Results and Evaluation	
Recommended literature: Krafft, D., Mittelstädt, E., Wiepcke, C.: Markt Lexikon Wirtschaft Fachbegriffe von A bis Z – einfach und verständlich erklärt. W. Bertelsmann Verlag, Bielefeld 2005. Baberadová, H.: Fachsprache Deutsch - Finanzen. Kommunikation rund ums Geld, Klett, Praha, 2006 Časopis: MARKT, Deutsch für den Beruf – Materialien aus der Presse, Erich Schmidt Verlag, Charfaoui Emilia: Deutsch für Nichtphilologen. Nemecký jazyk pre nefilológov. Vyd. Univerzita Komenského, Bratislava, 2024, 228 s.	

Charfaoui E.: Odborné lexikálne minimum z manažérskej a ekonomickej praxe. Vyd. Univerzita Komenského, Bratislava, 2014, 116 s.
Charfaoui, E. Komunikatívno-pragmatické a lingvokultúrne charakteristiky reklamného textu. Vyd. UK, Bratislava, 1.vyd. 2014, 141 s.

Languages necessary to complete the course:

Slovak, German

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 129							
A	ABS	B	C	D	E	FX	M
69,77	0,0	18,6	4,65	0,0	0,0	3,88	3,1
Lecturers: doc. Mgr. Emília Charfaoui, CSc.							
Last change: 09.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/027B/19	Course title: German IV
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in seminars (80%), continuous control of assignments (20%). To obtain an A rating, it is necessary to obtain at least 91 points, to obtain an B rating at least 81 points, to obtain a C rating at least 73 points, to obtain a D rating at least 66 points and to obtain an E rating at least 60 points. Scale of assessment (preliminary/final): 100 %	
Learning outcomes: The aim of the course is to acquaint students with vocabulary in the field of management, acquiring the skills to communicate fluently about services provided in banking, reading and translating texts with banking issues.	
Class syllabus: Introduction to the issue Money functions, types of deposits, loans, savings Currency, exchange rates, accounts, checks, credit cards Stocks, stock exchange Analysis of banking texts Student presentations on currently selected topics	
Recommended literature: Krafft Dietmar, Mittelstädt Ewald, Wiepcke Claudia: Markt Lexikon Wirtschaft, Fachbegriffe von A-Z, W.Bertelsmann Verlag, Bielefeld, 2005, 381 s. Charfaoui Emilia: Professional lexical minimum of managerial and economical praxis. Odborné lexikálne minimum z manažérskej a ekonomickej praxe. Vyd. Univerzita Komenského, Bratislava, 2014, 116 s. Charfaoui, E. Komunikatívno-pragmatické a lingvokultúrne charakteristiky reklamného textu. Vyd. UK, Bratislava, 1.vyd. 2014, 141 s. Kovalevskij R., Maier G., Mityagina V.: Deutsch aktuell: Geschäftskontakte. Rostov na Donu, Vyd. Feniks, 2009, 669 s. Actual additional texts form magazines, newspapers and the Internet.	

Languages necessary to complete the course:

English and German language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 123

A	ABS	B	C	D	E	FX	M
78,05	0,0	11,38	4,07	0,81	0,0	1,63	4,07

Lecturers: doc. Mgr. Emília Charfaoui, CSc.

Last change: 04.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/170B/21	Course title: Informatics for Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution							
Total number of evaluated students: 41							
A	ABS	B	C	D	E	FX	M
63,41	0,0	21,95	2,44	2,44	0,0	4,88	4,88
Lecturers: doc. Ing. Jaroslava Kniežová, PhD.							
Last change: 22.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/014B/00	Course title: Information Systems and Application Software
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution							
Total number of evaluated students: 5557							
A	ABS	B	C	D	E	FX	M
30,0	0,0	29,42	18,75	8,87	7,41	5,52	0,02
Lecturers: RNDr. Zuzana Kovačičová, PhD., Ing. Pavol Gono, Mgr. Eleonóra Beňová, PhD., RNDr. Eva Kostrecová, PhD., Mgr. Július Selecký, PhD., Mgr. Martin Krajčík, PhD., Mgr. Ema Majerovičová							
Last change: 23.05.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/076B/00	Course title: International Economic Relations
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester students will be asked to work on several different tasks (e.g. team work, individual work, reading and questionnaire), for which they can gain up to 40% of the total evaluation. The needed minimum for admission to final exam to be obtained during the semester is 24 points (60% of the evaluation obtained during the semester). The course finish by the final written exam, which has the value of 60% of the total evaluation (the needed minimum for passing the exam is 36 points, meaning 60% of the final exam evaluation). Retake exam will have oral form. Scale of assessment (preliminary/final): 40 % / 60 %	
Learning outcomes: Students should acquire the overview and knowledge from the area of international trade, international organizations and economic relations including also international movement of capital and workers (migration).	
Class syllabus: <ul style="list-style-type: none"> - Basic terms of „international economic relations“ - International organizations – international economic organizations (OECD, WTO, EU) and international financial organizations (EBRD, EIB, IMF, The World Bank Group) - International movement of capital with the goal of profit - International movement of capital with the goal of aid - Development aid - International movement of labour - Migration 	
Recommended literature: [1] STACHOVÁ, P. – KOTTULOVÁ, J. – PAŠKRTOVÁ, L. 2019. Medzinárodné ekonomické vzťahy. Bratislava: Wolters Kluwer, 2019. ISBN 978-80-571-0012-6 [2] SCHMIDPETER, R. – CAPALDI, N. – IDOWU, S. O. - STÜRENBERG HERRERA, A. 2019. International Dimensions of Sustainable Management - Latest Perspectives from Corporate Governance, Responsible Finance and CSR. Cham : Springer, 2019. Available at: https://link.springer.com/content/pdf/10.1007%2F978-3-030-04819-8.pdf [3] KRUGMAN, P. – OBSTFELD, M. 2012/2015. International Economics: Theory and Policy.	

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

Languages necessary to complete the course:

Slovak, English

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 1378

A	ABS	B	C	D	E	FX	M
19,59	0,0	28,66	19,45	15,17	13,57	1,74	1,81

Lecturers: doc. PhDr. Paulína Mihaľová, PhD., Mgr. Valeriia Maljar, PhD., Mgr. PhDr. Lívia Bott Domonkos, PhD., Mgr. Janka Kottulová, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., Mgr. Bojan Jorgič, PhD., Mgr. Nikola Žureková

Last change: 17.09.2023

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/271B/21	Course title: International Financial Reporting Standards
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Principles of Financial Accounting I. and II.	
Course requirements: cases, midterm exam and final exam Scale of assessment (preliminary/final): 10% a 30% /60%	
Learning outcomes: Upon successful completion of this course, students will be able to: 1. apply the conceptual framework of IFRS accounting in the process of business accounting, 2. classify basic accounting elements in IFRS, 3. analyse and record explicit and implicit accounting operations according to IFRS with analysis of their impact on financial statements, 4. know measurement of assets and liabilities in accounting and apply this knowledge in the analysis of financial statements and in managerial decision-making. 5. be able to prepare financial statements in accordance with IFRS, interpret and evaluate individual financial statements and their significance. 6. study selected IAS and IFRS in details and apply them in the accounting process and point out their importance in the financial management of the company, 7. identify the basic standards of financial reporting - IFRS and IAS.	
Class syllabus: In this course, the attention is paid to the financial statements, their preparation according to IFRS and its analysis and interpretation, which is especially emphasized. It is essential to learn to evaluate the impact of information obtained in the analysis of financial statements while making managers' decisions. The content of individual lessons covers the following topics: 1. The conceptual framework of IFRS. 2. Basic accounting elements of the balance sheet- their characteristics and classification, 3. Basic accounting elements of the Profit & Loss account - their characteristics and classification, 4.-5. Accrual basis of accounting, Explicit and implicit accounting transactions and their treatment in the IFRS system, 6. Financial statements according to IFRS - Profit and Loss/ Income statement, Comprehensive income, 7. Financial statements according to IFRS - Statement of Financial Position and Statement of Changes in equity, 8. Cash Flows statement, 9. Accounting analysis and interpretation of financial statements and correction of accounting errors according to	

IAS 8, 10. Measurement of assets according to IAS 16, 37 and 36, 11. IFRS 15 - Contract with customers, revenue recognition principle, 12. Measurement of liabilities - IFRS 16-Leases, 13. First application of IFRS according to IFRS 1.

Recommended literature:

- [1] SAXUNOVÁ, D. 2019. Financial Statements for the Needs of Managers -Global Accounting Standards : US GAAP and IFRS. Prague : Wolters Kluwer, 2019.
- [2] Šuranová Z. 2016, Finančné účtovníctvo a riadenie s aplikáciou IFRS Praktikum: Wolters Kluwer, e-kniha,
- [3] Internetové zdroje na webových sídlach: <https://www.ifrs.org>; www.iasplus.com/en; <https://www.youtube.com/watch?v=pRQ868kPZkI>; <https://www.youtube.com/watch?v=Ylns92QNHio>
- [4] WILEY IFRS 2020: Interpretation and Application of IFRS Standards. Hoboken : JohnWiley and Sons.

Languages necessary to complete the course:

anglický

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 100

A	ABS	B	C	D	E	FX	M
39,0	0,0	17,0	26,0	10,0	7,0	0,0	1,0

Lecturers: prof. RNDr. Darina Saxunová, PhD., Mgr. Alexandra Sviteková

Last change: 25.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/260B/21	Course title: Introduction Taxation
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: -	
Course requirements: -	
Learning outcomes: The student is able to explain the evolution of tax theories and taxation systems, to describe current system of taxation in the Slovak Republic (with focus on the direct taxes)	
Class syllabus: Class syllabus: 1. Introduction into theory of taxation 2. Evolution of tax theories 3. Tax as an economic category and an instrument. - functions and principles of taxes - tax techniques' elements - tax determination 4. Criteria for tax division 5. System of taxation in Slovak republic 6. Tax policy of state and its basic goals 7. Direct taxes – income tax, local taxes and fees 8. Indirect taxes – excise tax, value added tax (VAT) 9. Chosen problems of system of taxation 10. Tax optimization 11. The impact of taxes on economic behaviour 12. Tax harmonization in EU	
Recommended literature: 1. Schultzová A. a kol.: Daňovníctvo - daňová teória a politika, Iura Edition 2011 2. Schultzová A. a kol.: Daňovníctvo - daňová teória a politika I., Iura Edition 2012 3. Zákon č. 595/2003 Z. z. o dani z príjmov v znení neskorších predpisov	

4. Zákon č. 582/2004 Z. z. o miestnych daniach a miestnom poplatku za komunálne odpady a drobné stavebné odpady v znení neskorších predpisov

Languages necessary to complete the course:

slovak

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:

Past grade distribution

Total number of evaluated students: 70

A	ABS	B	C	D	E	FX	M
95,71	0,0	4,29	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. Ing. Jana Kajanová, PhD., PhDr. Peter Málach, PhD., MBA

Last change: 06.03.2023

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/300B/24	Course title: Introduction to Computer Statistics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, two tests will be written - each for a maximum score of 50 points, a total of 100 points. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The aim of the subject is to acquaint students with selected methods of statistical analysis, machine learning as well as methods of data visualization through the Python programming language, specifically in the Anaconda machine learning environment.	
Class syllabus: Creating a software environment for performing statistical analyses. Fundamental Python syntax. Explanation of Python libraries and demonstration of their use. Explanation of necessary statistical theory and machine learning theory. Mathematics in Python, basics of NumPy library and Pandas. Working with text data. Data cleaning and preparation for analysis. Use of libraries for working with data, data presentation, introduction to descriptive statistics. Introduction to Scikit Learn and how to use it. Modeling with Scikit Learn - regression and classification. Solving a complex modeling problem.	
Recommended literature: Bruce P., Bruce A., Gedeck P.: Practical Statistics for Data Scientists 2020 Haslwanter T.: Introduction to Statistics with Python 2018 Online: https://jupyter.org/ , https://ipython.org ,	
Languages necessary to complete the course: Slovak, English	
Ethics:	

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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.

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Notes:

MS Teams Code: rx54y6f

Past grade distribution

Total number of evaluated students: 13

A	ABS	B	C	D	E	FX	M
69,23	0,0	30,77	0,0	0,0	0,0	0,0	0,0

Lecturers: Mgr. Peter Pšenák, PhD., doc. RNDr. Mária Bohdalová, PhD.

Last change: 30.07.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/023B/15	Course title: Introduction to Entrepreneurship
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, a student can get up to 75 points. For the final exam, a student can earn up to 25 points. Evaluation of students' work during the semester is divided into five milestones: 10% - Milestone 1 – Idea creation / Identification 10% - Milestone 2 – Customers – Persona / Empathy map 15% - Milestone 3 – Lean canvas (Business model canvas) 15% - Milestone 4 – Creative output / Investor Pitch 25% - Milestone 5 – Business plan The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points. Scale of assessment (preliminary/final): 75/25	
Learning outcomes: To acquaint students with the nature of entrepreneurship, its importance and role. Develop an entrepreneurial mindset and characteristics, highlight their importance not only in the business context. Develop the ability to seek opportunities and ideas, refine them and formulate into business models. Learn the basic techniques of business planning and practice them with concrete examples. Understand the overall context of the operation and management of a company. Make familiar with the practicalities of starting a business.	
Class syllabus: Class syllabus (lectures): <ol style="list-style-type: none"> 1. Course introduction, Introduction to entrepreneurship 2. Entrepreneurial characteristics, creativity 3. Opportunities recognition and exploitation, ideas generation and development, innovation 4. Business model, business model canvas/lean canvas 5. Start-ups and their support 6. Business model innovation, testing and validation 7. Business planning and business plan 8. Legal aspects of business in Slovakia 9. Financial aspects 	

10. Guest lecture
11. Marketing
12. SME management and its specifics

Class syllabus (seminars):

1. Course introduction, creation of teams, explaining milestone 1 (Idea creation / Identification - street combing)
2. Milestone 1 – Consultations, presentation of the identified problem and a business idea
3. Milestone 1 – Presentations
4. Milestone 2 – Persona and empathy map (work on class)
5. Milestone 2 – Empathy map videos presentations
6. Milestone 3 – Explaining the milestone 1 work on class (Lean canvas (Business model canvas)
7. Milestone 3 – Presentations I
8. Milestone 3 – Presentations II
9. Milestone 4 – Explaining the milestone 4 and consultations (Creative output / Investor Pitch)
10. Milestone 4 – Consultations
11. Milestone 4 – Submission of final versions
12. Milestone 5 – Explaining the milestone 5 and consultations
13. Milestone 5 – Business plans submission

Recommended literature:

All required literature is located in the library with free access for students. The authored literature is also freely accessible electronically on the Internet. The required reading also includes publications using the results of in-house research, namely the Global Entrepreneurship Monitor project.

[1] STOKES, D., WILSON, N. Small Business Management and Entrepreneurship.

CengageLearning EMEA, 2010. ISBN 978-1-4080-1799-9.

[2] BLANK, S. The Startup Owner's Manual. K & S Ranch, 2012. ISBN 9780984999309.

[3] KAPLAN, J. Startup: A Silicon Valley Adventure. Penguin, 1995. ISBN 9780140257311.

[4] RIES, E. The Lean Startup. Crown Business, 2011. ISBN 9780307887894.

[5] OSTERWALDER, A., PIGNEUR, Y. Business Model Generation. John Wiley & Sons, 2010. ISBN 978-0470-87641-1.

[6] PILKOVÁ, A. a kol. Podnikanie na Slovensku: aktivita, prostredie a vybrané druhy podnikania. Bratislava: Kartprint, 2019. ISBN 978-80-223-4746-4. Available online: www.gemconsortium.org.

Further articles/studies as supplementary materials to the study will be distributed to the students during the semester on individual problem areas, preferably via e-learning.

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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.

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Notes:

Past grade distribution

Total number of evaluated students: 3731

A	ABS	B	C	D	E	FX	M
12,09	0,0	39,02	28,57	11,98	6,54	0,91	0,88

Lecturers: doc. PhDr. Marian Holienka, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., Ing. Lenka Bednárová, PhD.

Last change: 18.09.2023

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/134B/00	Course title: Introduction to Financial Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: The conditions for completing the course are: - attendance of lectures, - active participation during seminars, - self and continuous preparation for the seminars, - successful passing of interim assessment, - successful passing of final exam. The subject assessment consists of 2 parts: 1. 50% (50 points) interim assessment from the overall grade 2. 50% (50 points) final assessment from the overall grade. The interim assessment includes active participation in seminars and processing of a case study during seminars (20 points = 20%), completion of homework assignments (10 points = 10%), and interim tasks and tests during the semester (20 points = 20%). The final exam (50 points = 50%) consists of a written test. The requirement to pass the subject is to achieve a minimum of 60% in the exam. The requirement to pass the seminars is to achieve a minimum of 60% in the seminar assessments. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 50% seminar / 50% exam (written, retake exam is oral)	
Learning outcomes: The course represents an introduction into financial management and corporate finance. It emphasizes the understanding of tools used in the financial analysis, functioning of financial markets, pricing models of securities and the time value of money concept and its use in practice.	
Class syllabus: 1. Introduction to financial management 2. Analysis of financial statements 3. Financial environment 4. Risk and yield 5. Time value of money 6. Pricing models	

7. Weighted average cost of capital
8. Evaluation of capital investments

Recommended literature:

- [1] KOMORNÍK, J. – MAJERČÁKOVÁ, D. (2015) Úvod do finančného manažmentu. Bratislava: Kartprint 2015, 166 s. ISBN 978-80-89553-35-8
[2] KOMORNÍK J., MAJERČÁKOVÁ D., HUSOVSKÁ M.(2011) Finančný manažment, Kartprint 2011. ISBN 978-80-88870-97-5
[3] BRIGHAM, E. F., EHRHARDT, M. C., FOX, R. Financial management theory & practice, 2nd Edition, Cengage Learning EMEA, 2019. 978-1-4737-6021-9
[4] BRIGHAM, E. F., EHRHARDT, M. C. Financial Management, 17th – 13th Edition, Thomson, South Western, 2023 - 2005.
[5] BREALEY, R. A., MYERS, S. C.: Principles of Corporate Finance, 7th Edition, McGraw Hill, 2003.
[6] VLACHYNSKÝ, K. - KRÁĽOVIČ, J. (2011) Finančný manažment, Bratislava: Iura Edition, 2011. ISBN978-80-8078-356-3

Languages necessary to complete the course:

Slovak

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 4609

A	ABS	B	C	D	E	FX	M
16,27	0,0	24,26	19,53	12,8	12,0	12,19	2,95

Lecturers: Mgr. Katarína Rentková, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., prof. RNDr. Ing. Ľudomír Šlahor, CSc., Mgr. Vladimír Mariak, PhD., Mgr. Rita Szalai, PhD., Ing. Ondrej Ivančo

Last change: 27.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/200B/10	Course title: Introduction to SAP
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution

Total number of evaluated students: 173

A	ABS	B	C	D	E	FX	M
90,17	0,0	3,47	1,16	0,0	0,58	4,62	0,0

Lecturers: RNDr. Zuzana Kovačičová, PhD.**Last change:** 02.06.2015**Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/350B/21	Course title: Labour Law
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Antirequisites: (FM.KIS/302B/16)	
Course requirements: - active participation in seminars - continuous evaluation of the student – a project consisting of two assignments (30%), written verification of knowledge (70%) Scale of assessment (preliminary/final): 30% / 70%	
Learning outcomes: After completing the course, the student will gain the necessary knowledge in the field of labor law. First of all, the student gets acquainted with pre-contractual relationships, which are the gateway to employment. In connection with the employment relationship, the student will learn what the employment contract should contain, what are the rights and obligations of the parties, what is the employment law and social protection of the employee, how the employee and the employer can terminate the employment. The student will also gain an overview of employment relationships established by agreements on work performed outside of employment. The student will use the acquired knowledge about the legal (illegal) performance of dependent work in everyday practice. The aim of the course is to complete the profile of the graduate and prepare him for the possibility of performing work in the position of a manager with legal knowledge in the field of labor law.	
Class syllabus: The concept of labor law and its subject; sources and scope of labor law; dependent work; types of employment relationships; the status of the employee and the employer and their employment personality; pre-contractual relations and the establishment of an employment relationship; creation, duration and termination of employment; types of employment; working hours and leave of the employee; barriers to work on the part of the employee and the employer; maternity and parental leave; responsibility in labor relations; agreements on work performed outside the employment relationship	
Recommended literature:	

- [1] TRELOVÁ, S. Základy pracovného práva pre manažérov. Aktualizované a doplnené vydanie. - Brno : Tribun EU, 2020. - 104 s. ISBN 978-80-263-1564-3.
- [2] TRELOVÁ, S. - MATLÁK, J. Skončenie pracovnoprávneho vzťahu a jeho sociálno-ekonomický dopad. - 1. vyd. - Brno : Tribun EU, 2019. - 119 s. ISBN 978-80-263-1474-5.
- [3] TRELOVÁ, S. Rovnaké zaobchádzanie so ženami a mužmi : osobitné pracovné podmienky tehotných žien a matiek v pracovnom pomere. - 1. vyd. - Praha : Nakladatelství Leges, 2019. - 229 s. ISBN 978-80-7502-389-6.
- [4] TRELOVÁ, S. Digitalizácia pracovného prostredia – bezpečnosť, riziká a vplyv na zamestnanca. Týn nad Vltavou - Malá strana: Nová Forma, 2021, 85 s. ISBN 978-80-7612-342-7.
- [5] Zákon č. 311/2001 Z. z. Zákonník práce v znení neskorších predpisov
- [6] Zákon č. 5/2004 Z. z. o službách zamestnanosti a o zmene a doplnení niektorých zákonov v znení neskorších predpisov
- [7] Zákon č. 365/2004 Z. z. o rovnakom zaobchádzaní v niektorých oblastiach a o ochrane pred diskrimináciou a o zmene a doplnení niektorých zákonov (antidiskriminačný zákon) v znení neskorších predpisov
- [8] Zákon č. 663/2007 Z. z. o minimálnej mzde v znení neskorších predpisov
- [9] Zákon č. 82/2005 Z. z. o nelegálnej práci a nelegálnom zamestnávaní a o zmene a doplnení niektorých zákonov v znení neskorších predpisov

Languages necessary to complete the course:

Slovak language

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 742

A	ABS	B	C	D	E	FX	M
28,3	0,0	41,91	19,0	4,58	1,08	0,94	4,18

Lecturers: doc. JUDr. PhDr. Silvia Treľová, PhD., doc. JUDr. Ján Matlák, CSc.**Last change:** 22.09.2024**Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/146M/22	Course title: Legal Compliance
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Type, volume, methods and workload of the student - additional information 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.	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: 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.	
Course requirements: 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	
Learning outcomes: 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 Petrínek, PhD.

Consumer regulation: general rights and obligations

Lecturer: JUDr. Filip Petrínek, PhD.

Consumer regulation: e-shops

Lecturer: JUDr. Filip Petrínek, PhD.

Preventing the legalization of income from criminal activity

Lecturer: JUDr. Filip Petrínek, PhD.

GDPR (personal data and privacy protection)

Lecturer: JUDr. Filip Petrínek, PhD.

Payment and banking regulations

Lecturer: JUDr. Filip Petrínek, PhD.

Whistleblowing

Lecturer: JUDr. Filip Petrínek, PhD.

Licenses and Intellectual Property Law

Lecturer: JUDr. Filip Petrínek, PhD.

Labor regulations

Lecturer: JUDr. Filip Petrínek, PhD.

Cyber security

Lecturer: Ing. Ivan Makatura, CRISC, CDPSE

Recommended literature:

[1] PETRINEC, F. 2014. COMMENT ON THE LAW: Petrínek 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-spotrebiteľských-zákonov>

[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/hotelove-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

Languages necessary to complete the course:

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 45

A	ABS	B	C	D	E	FX	M
55,56	0,0	0,0	15,56	4,44	0,0	20,0	4,44

Lecturers: JUDr. Filip Petrínek, PhD.

Last change: 09.02.2023

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/275B/21	Course title: Macroeconomics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: Course requirements: Successful completion of the course requires active participation in lectures and seminars, passing a preliminary test and final exam, as well as individual work and continuous preparation for individual lessons. Scale of assessment (preliminary/final): 40%/60%	
Learning outcomes: The aim of the course is to understand the basic principles of the functioning of the economy as a whole and to be able to interpret the relationships between the most important macroeconomic variables – GDP, GNP, inflation, unemployment, exchange rate. After completing the course, the student is able to understand and explain how macroeconomic equilibrium is created and what is the cause and consequence of macroeconomic imbalance. The student acquires a theoretical and methodological basis for understanding the intentions and effects of economic policy, is able to use the acquired knowledge not only in further study, but also in the economic and social reality so that he or she is able to confront macroeconomic theory with economic practice.	
Class syllabus: 1. Macroeconomics as a science, the subject of macroeconomics research. 2. National economic aggregates for measuring the performance of the economy. 3. Consumption, savings and investments. 4. Cyclical development of the economy – short-term fluctuations of the market system. 5. Economic growth – the economy in the long run. 6. Money and the money market from a macroeconomic point of view. Macroeconomic equilibrium in the IS/LM model 7. Inflation 8. Unemployment 9. Fiscal policy 10. Monetary policy 11. Exchange rates and foreign exchange markets. Open economy. 12. Current challenges of the development of the Slovak economy	

Recommended literature:

- [1] ČAPLÁNOVÁ, A. a kol. 2022. Ekonómia. ISBN Wolters Kluwer. 978-80-7676-490-3
 [2] MUCHOVÁ, E. a kol. 2024. Makroekonómia 1. (dostupné aj ako e-kniha) Bratislava: Wolters Kluwer. ISBN 978-80-7676-871-0
 [3] MUCHOVÁ, E. a kol. 2024. Makroekonómia – praktikum. Bratislava: Wolters Kluwer. ISBN 9788057104186
 [4] Core Econ – CORE Econ - Economics for a changing world (core-econ.org)
 [5] CORE Econ – verzia dostupná v slovenskom jazyku: <https://www.core-econ.org/espp/book/sk/text/0-3-contents.html>
 [6] Papers and Journals according to the current themes
 [7] Websites of economic policy subjects and support institutions (statistical offices etc.)

Languages necessary to complete the course:

slovak

Ethics:

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Notes:**Past grade distribution**

Total number of evaluated students: 904

A	ABS	B	C	D	E	FX	M
8,52	0,0	17,37	18,69	16,15	17,15	15,49	6,64

Lecturers: Mgr. Katarína Rentková, PhD., doc. RNDr. Mária Bohdalová, PhD., doc. PhDr. Marian Šuplata, PhD., Mgr. Radoslava Šrútová, Mgr. Lukáš Veteška, PhD., Mgr. Kitty Klacsánová, PhD., doc. Mgr. Veronika Gežík, PhD., doc. PhDr. Paulína Mihaľová, PhD., Ing. Žaneta Lacová, PhD.

Last change: 30.03.2025**Approved by:** prof. Mgr. Anna Lašáková, PhD.

STATE EXAM DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/S07/15	Course title: Management
Number of credits: 1	
Recommended semester: 5., 6..	
Educational level: I.	
State exam syllabus:	
Last change: 16.09.2021	
Approved by: prof. Mgr. Anna Lašáková, PhD.	

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/075B/21	Course title: Management I
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Continuos evaluation (60%) - case studies, midterm test, final test. Exam (40%). Scale of assessment (preliminary/final): 60/40	
Learning outcomes: After completing the course, the student will gain comprehensive knowledge from selected areas of management theory and become familiar with the basic procedures for identifying and solving problems in managerial practice. The content of the course also focuses on developing the managerial skills and abilities of the students. Through discussions and solving case studies, the student improves the correct use of management terminology as a scientific discipline, expands his knowledge and improves the necessary skills for further study and managerial practice.	
Class syllabus: 1. Management and managers. 2. Management theory development - first half of the 20th century. 3. Management theory development - second half of the 20th century and the beginning of the 21st century. 4. Organizational environment. 5. Management in a global environment. 6. Organizational culture. 7. Managerial ethics and social responsibility. 8. Strategic management. 9. Planning in management. 10. Managerial decision-making.	
Recommended literature: [1] COPUŠ, L. a kol. Manažment. Bratislava: Univerzita Komenského v Bratislave, 2024. [online]. Dostupné na: https://stella.uniba.sk/texty/FM_LCakol_manazment_2ed.pdf [2] ROBBINS, P. R. – COULTER, M. Management. Harlow: Pearson, 2021.	

- [3] Collective of authors. 2020. Principles of Management. Minneapolis: University of Minnesota. [online]. Dostupné na: https://saylordotorg.github.io/text_principles-of-management-v1.1
- [4] STACHO, Z. – STACHOVÁ, K. Základy manažmentu. Trnava: Univerzita sv. Cyrila a Metoda v Trnave, 2020. [online]. Dostupné na: https://www.ucm.sk/files/sk/ine-pracoviska/centrum-informacnych-zdrojov-ucm-trnave/referat-informacnych-sluzieb/e-zdroje/ucebne-texty-k-stiahnutiu/zaklady_manazmentu.pdf
- [5] WOJČÁK, E. a kol. Manažment. Bratislava: Univerzita Komenského v Bratislave, 2017.
- [6] MAJTÁN, M. a kol. Manažment. Bratislava: Sprint dva, 2016.
- [7] SEDLÁK, M. – LIŠKOVÁ, C. Manažment. Bratislava: Wolters Kluwer, 2016.
- [8] Databases of the Academic library Comenius University, Center of science-technical information SR.

Languages necessary to complete the course:

Slovak, English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:

Past grade distribution

Total number of evaluated students: 1572

A	ABS	B	C	D	E	FX	M
19,27	0,0	24,87	19,4	11,77	10,81	13,74	0,13

Lecturers: doc. Ing. Mgr. Ľubomíra Strážovská, PhD., doc. PhDr. Lukáš Copuš, PhD., Mgr. Michaela Poláková, PhD., Ing. Ivan Skaloš, PhD., PhDr. Matúš Baráth, PhD., Zora Mária Frešová, MSc.

Last change: 18.08.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/076B/21	Course title: Management II
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Seminar paper (max. 10%), presentation of the seminar paper (max. 10%), mid-semester test (max. 40%), final oral exam (max. 40%), active participation in solving case studies is expected. Scale of assessment (preliminary/final): 60/40	
Learning outcomes: After completing the course the student obtains a comprehensive knowledge of selected areas of management theory and become familiar with the basic procedures for identifying and solving problems in management practice. Course content also focuses on developing managerial skills and abilities of listeners. Students through an individual elaboration of an essay, its presentation followed by discussion and case studies enhance the correct use of terminology of management as a science discipline, expanding their knowledge and improving the skills necessary for further study and management practice.	
Class syllabus: 1. Basics of organizing. 2. Job design. 3. Human resource management. 4. Individual and group behavior. 5. Motivation of employees. 6. Leadership theories. 7. Communication and interpersonal skills. 8. Controlling as a function of management. 9. Change management. 10. Time management Self management.	
Recommended literature: [1] ROBBINS, P. R. - COULTER, M.: Management, Harlow : Pearson education limited, 2018, 14th edition. p 751. ISBN 978-1-292-21583-9 [2] ROBBINS, P. R. - COULTER, M. with contributions by MARTOCCHIO, J. J., KONG,	

L. K.: Management, Harlow : Pearson education limited, 2016, 13th edition. p. 717 . ISBN 978-1-292-09020-7
[3] Journal of Human Resource Management. ISSN 2453 – 7683-[online] www.jhrm.eu

Languages necessary to complete the course:
english

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 1354

A	ABS	B	C	D	E	FX	M
26,81	0,0	28,58	20,61	11,23	6,43	6,35	0,0

Lecturers: doc. PhDr. Lukáš Copuš, PhD., Mgr. Michaela Poláková, PhD., doc. Ing. Mgr. Ľubomíra Strážovská, PhD., Ing. Marián Mikolášik, Zora Mária Frešová, MSc., PhDr. Matúš Baráth, PhD., Ing. Ivan Skaloš, PhD.

Last change: 16.01.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/080B/21	Course title: Management in Global Environment
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Assignments during the semester (In-class activities) - 55% Written exam in the exam period - 45% For successful completion of the course, students must achieve minimum 60 out of 100 possible points (%), qualifying for grade 'E'. Failure to achieve grade 'E' (as defined in study program) results in the transfer of the course to the following academic year. The final course grade reflects the work during seminars and final exam. It is therefore a sum of the individual activities with the following scale: Grade A: 100% - 91%; Grade B: 90% - 81%; Grade C: 80% - 73%; Grade D: 72% - 66%; Grade E: 65% - 60%; Grade F: 59% and less Scale of assessment (preliminary/final): 55/45	
Learning outcomes: The course supports students' ability to analyze and understand changes in the new business environment as a result of globalization processes and presents stories of its successful managers. Good understanding of global environment management specificities are among key competencies of graduates. Case studies develop students' analytical skills and allow them to know the concrete examples of successful global firms and understand key success factors for doing business in a global environment. Course develops analytical thinking, critical thinking, complexity of thinking, defining priorities, organizational skills, receiving feedback, orientation to acquire new knowledge and skills.	
Class syllabus: 1. Changes in the business environment as a result of processes of globalization. 2. The influence of global and regional organizations on creation of the business environment. 3. Selected topics from international trade. 4. Transnational corporation. 5. Strategic aspects of global management. 6. Planning in global management. 7. Organizing in global management.	

8. Strategic aspects of foreign markets entry.
9. Export and import. Industrial property and forms of contractual entry into the international market. Capital forms for entry into foreign markets.
10. Cultural and behavioral aspects of global management.
11. Leadership in global management.
12. Controlling in global management.

Recommended literature:

- [1] BAJZÍKOVÁ, Ľ., PIŠKANIN, A., LAŠÁKOVÁ, A. 2010. Manažment v globálnom prostredí, Ofprint, 2010, Bratislava.
- [2] PENG, M. 2021. Global Strategy, Cengage Learning: Boston.
- [3] KVINT, V. 2015 Strategy for the Global Market: Theory and Practical Applications. Routledge, 2015, New York.
- [4] GOODERHAM, P.M., GROGAARD, B., NORDHAUG, O. 2013. International Management. Edward Elgar: Massachusetts.
- [5] Selected Case studies.

Languages necessary to complete the course:

Slovak and English language

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 92

A	ABS	B	C	D	E	FX	M
28,26	0,0	48,91	16,3	2,17	0,0	1,09	3,26

Lecturers: Mgr. Juliet Horváthová Suleimanová, PhD.

Last change: 18.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/061B/16	Course title: Managerial Economics
Educational activities: Type of activities: lecture Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 2702							
A	ABS	B	C	D	E	FX	M
18,39	0,0	22,58	21,17	14,54	12,73	10,58	0,0
Lecturers: prof. Ing. Ján Papula, PhD., Mgr. Silvester Krčméry, PhD., Mgr. Andrea Gažová, PhD., Mgr. Nikola Salajová, PhD., Mgr. Ján Bajčan, PhDr. Dominik Šteffko, Ing. Diana Bednarčíková, PhD.							
Last change: 23.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/015/11	Course title: Managerial Ethics
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: 100% continuous assessment consists of completing assignments (tasks) throughout the semester, including quizzes (in class, announced in advance), assignments via MS Forms, short presentations, and group assignments completed in class. It is necessary to obtain at least 91 points to obtain an A grade, at least 81 points to obtain a B grade, at least 73 points to obtain a C grade, at least 66 points to obtain a D grade and at least 60 points to obtain an E grade. Less than 60 points equals to Fx (failed). Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will learn the main ethical principles connected with the performance of the managerial profession. They will gain the latest scientific knowledge related to managerial professional ethics and will acquire the ability to identify and address ethical dilemmas associated with managerial activities. The course is based on interactivity and dialogue. Teaching methods include solving ethical dilemmas and self-reflexive exercises. The ability of ethical self-reflection, sensitivity to ethical problems, recognition of various decision-making problems, ethical decision-making, ability to solve ethical dilemmas and conflicts in the workplace, critical thinking and moral imagination of students will improve.	
Class syllabus: 1. Ethics and morality. Elements of morality. The importance of ethics as a scientific discipline for today's society. 2. Schools of thought in ethical thinking, Aristotle's concept of "virtues" in the context of professional behavior of a manager. 3. Basic principles of managerial ethics as a professional ethics. Discussion about the characteristics of the profession of manager. Teleological and deontological perspective of manager's behavior assessment. 4. MBA Oath. Codes of ethics forming the behavior of managers in companies. 5. The problem of ethical decision-making. Factors influencing the ethical decision-making of a manager. Neutralization techniques. 6. Characteristics of ethical situations and ethical dilemmas. Solving ethical dilemmas. 7. What a manager can do to develop an ethical work environment.	

8. Ethical leadership and how to measure it in an organizational environment. Authentic leadership and other value-oriented leadership styles.
9. Unethical leadership. The dark triad / tetrad of personality traits of leaders.
10. Corporate psychopathy. D Factor. Corrective measures.
11. Values as a prerequisite for ethical behavior. Schwartz's concept of values, the method of portraying values and its application in managerial practice.
12. The concept of Ethics position of the subject, typology of the initial ethics position and its implications for managerial practice.
13. Manager's ethical development plan.

Recommended literature:

See the individual topics in the syllabus.

Further sources:

- [1] Lašáková, A., & Skaloš, I. (2024). Manažérska etika a spoločenská zodpovednosť podnikov. In Copuš, L. a kol. (2024). Manažment. Bratislava: Univerzita Komenského v Bratislave. 2. aktualizované vydanie, s. 141-165.
- [2] Remišová, A., Lašáková, A., Rudy, J., Sulíková, R., Kirchmayer, Z., & Fratričová, J. (2015). Etické vedenie ľudí v slovenskom podnikateľskom prostredí. Bratislava: Wolters Kluwer.
- [3] Lašáková, A. – Remišová, A. (2015). Unethical Leadership: Current Theoretical Trends and Conceptualization. In: Procedia Economics and Finance. - Amsterdam: Elsevier, 2015. - Vol. 34 , S. 319-328..
- [4] Kirchmayer, Z. – Remišová, A. – Lašáková, A. (2019). The perception of ethical leadership in the public and private sectors in Slovakia. In: Journal of East European Management Studies: Corporate social responsibility and Business Ethics in Central and Eastern Europe. - (2019), s. 10-27.
- [5] Lašáková, A. – Remišová, A. – Kirchmayer, Z. (2016). Key findings on unethical leadership in Slovakia. In: Proceedings of the 1st international conference: contemporary issues in theory and practice of management (CITPM 2016). Czestochowa: Wydawnictwo Wydziału Zarządzania Politechniki Częstochowskiej, 2016. - s. 252-260.
- [6] Anderson, M. – Escher, P. (2010). The MBA Oath: Setting a Higher Standard for Business Leaders. Portfolio, Penguin Books.
- [7] Crane, A. and Matten, D. (2010). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford: Oxford University Press.
- [8] Website of the Academic Library of Comenius University – external information resources accessible to Comenius University:
<http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externeinformacne zdroje/>.
- [9] Other resources will be continuously added and updated (as new and available resources become available).

Languages necessary to complete the course:

Slovak, English

Ethics:

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Notes:

Note: A detailed syllabus is prepared for the course, which specifies the requirements for passing the course. All thematic areas are enriched in the course syllabus with scientific articles related to individual topics and will be provided to students through MS Teams.

Past grade distribution

Total number of evaluated students: 190

A	ABS	B	C	D	E	FX	M
52,63	0,0	26,84	11,05	4,74	0,53	3,68	0,53

Lecturers: prof. Mgr. Anna Lašáková, PhD.

Last change: 27.01.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/013B/15	Course title: Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: 40 % interim evaluation: - active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%), - semester project – application of theoretical knowledge on selected issues – 40%, 60 % final evaluation: - exam – written, online test using the selected application (MS Forms) Electronic communication and method of distribution of study materials is carried out by MS Teams application. The overall student rating consists of the sum of the percentages for active attendance on seminars and of the percentage obtained from the exam. Exam is written resp. realized through using the selected application (MS Forms). System of interim evaluation is set on the beginning of semester. Exam dates will be determined based on the coordination of dates no later than 1 week before the start of the exam period. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: By completing the course, students will acquire basic knowledge and understanding of various areas of marketing theory. The course emphasizes the importance and contribution of basic marketing postulates in terms of interconnection of the organization and its customers. Emphasis is given on acquiring skills in marketing decision-making and implementation of individual marketing activities of the organization, especially in strategic and marketing planning, market segmentation and market positioning, marketing research, analysis of marketing environment and shopping behavior of consumers and the organization, designing marketing mix and use international marketing. In addition to gaining theoretical knowledge, the course is also aimed at stimulating students' ability to apply the marketing concept in their working lives.	
Class syllabus: 1. Position and importance of marketing in organization development. 2. The nature of the marketing concept. 3. Strategic planning and importance of marketing planning. 4. Marketing environment.	

5. Marketing information system and marketing research.
6. Shopping behavior of consumers in organizations.
7. Market segmentation, target group selection and creation of market position.
8. Product as a marketing mix tool.
9. Pricing and pricing strategy of the company.
10. Distribution channels and physical distribution.
11. Marketing communication and marketing communication mix.
12. International marketing.
13. Service marketing.

Recommended literature:

- [1] BARTÁKOVÁ, G. – CIBÁKOVÁ, V. – ŠTARCHOŇ, P. 2007. Základy marketingu. 2. ed. Bratislava: 228 s.r.o., 2007. ISBN 978-80-969834-4-5
- [2] KOTLER, P. – ARMSTRONG, G. 2007. Marketing. Praha: Grada, 2007. ISBN 80-247-0513-3
- [3] KOTLER, P. – ARMSTRONG, G. 2023. Marketing: An Introduction, 15th edition. Pearson Rental. 2023. ISBN 9780137476459
- [4] KOTLER, P. – WONG, V. – SAUNDERS, J. – ARMSTRONG, G. 2007. Moderní marketing. Praha: Grada Publishing, 2007. ISBN 8024715457
- [5] BAINES, P. – FILL, C. – PAGE, K. 2011. Marketing. Oxford: Oxford University Press, 2011. ISBN 978-0-19-957961-7
- [6] TUTEN, T. L. 2019. Principles of Marketing for a Digital Age. SAGE Publications Ltd, 2019. ISBN 1526423332 - selected chapters
- [7] Marketing Science and Inspirations a Marketing&Media 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

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Following the provisions of Internal Regulation 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.

Notes:							
Past grade distribution							
Total number of evaluated students: 2012							
A	ABS	B	C	D	E	FX	M
6,41	0,0	23,66	21,47	17,79	16,95	13,67	0,05
Lecturers: prof. Mgr. Peter Štarchoň, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., Mgr. František Olšavský, PhD., PhDr. Ján Ganobčík, MSc., Ing. Zuzana Mikulášová, MBA, Mgr. Juraj Kamenský, Ing. Monika Kuchtová, PhD., Mgr. Lujza Gunišová, Mgr. Tatyana Zlodeyeva, doc. JUDr. PhDr. Katarína Gubíniová, PhD.							
Last change: 21.08.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/103B/16	Course title: Marketing in Small and Medium Enterprises
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Marketing	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.

Notes:

Past grade distribution

Total number of evaluated students: 279

A	ABS	B	C	D	E	FX	M
65,59	0,0	19,0	3,58	4,3	2,51	2,51	2,51

Lecturers: doc. Ing. Mgr. Ľubomíra Strážovská, PhD.

Last change: 21.08.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/298B/24	Course title: Mathematical Modeling in Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 10							
A	ABS	B	C	D	E	FX	M
60,0	0,0	10,0	0,0	0,0	0,0	0,0	30,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Maroš Bobulský, PhD.							
Last change: 26.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/064B/24	Course title: Mathematics I
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: The course has no prerequisites.	
Course requirements: Course evaluation during the semester: 1.) 5 point for student activity on seminars 2.) 2 written works in the middle and at the end of the semester for 25 points (max. 50 points). The test can be taken in an alternate period during the semester, if the student proves his / her absence by a confirmation from a doctor. Assessment of the subject during the exam period: The final written examination at the exam lasts 80 minutes +15 min for putting results into system, consists of 5 examples (2 from linear algebra and 3 from mathematical analysis). (max. 50 points) Exam: a student can complete 1 regular and one reside term if he / she does not reach the required number of points to complete the course on the regular term, i.e. 60 points or more. 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.

Learning outcomes:

The course gives students the possibility to understand a basic mathematical principles of the linear algebra and calculus of the function of the 1 variable with emphasis to economy and management. All the topics are supported by applications.

In this lecture students will be introduced to the basic mathematical tools for solving economic models. Topics include matrices, solving systems of the linear equations, eigenvalues, eigenvectors, limits, continuity, intermediate value theorem, differentiability, convexity, Taylor approximation, inverse functions, unconstrained maximization/minimization, integrals

Class syllabus:

1. Linear algebra: vectors and matrices.

n-dimensional vectors and matrices: Vector and Matrices Operations, linear dependence and independence. Matrices: transposes and inverse matrix, singular, regular matrices, rank of matrices, determinants, their basic properties. Solution of the system linear equations (Gauss Elimination Method, Cramer's Rule). Matrices as Linear Transformations, Eigenvalue, Eigenvectors. Application to Market, Leontief Input-Output Models.

2. Calculus of the Function of One Variable.

Concept of Limit, Continuity and Differentiability of a Function of One Variable. Rules of Differentiation for a Function of One Variable. L'Hospital Rule. Differentials. Taylor Series. Extreme Values of a Function of One Variable.

Integral Calculus: Indefinite Integrals: Basic rules of Integration, Substitution method, Integration per partes. Definite Integrals.

Some economical applications.

Recommended literature:

[1] BAUER, L., Lipovská, H., Mikulík, M., Mikulík, V.: matematika v ekonomii a ekonomice. Praha, Grada, 2015

[2] BERGIN, J. 2015. Mathematics for Economists with Applications. London and New York : Routledge, Taylor and Francis Group, 2015. ISBN 978-04-156-3828-9

[3] CHIANG, A. C. 1984. Fundamentals Methods of Mathematical Economics. Singapore : McGraw-Hill, 1984. ISBN 00-706-6219-3

[4] RENSHAW, G. 2009. Maths for Economics. Oxford : Oxford University Press, 2009. ISBN 978-01-992-3681-7

[5] SYDSAETER, K. – HAMMOND, P. 2008. Essential Mathematics for Economic Analysis. Boston : Prentice Hall. 2008. ISBN 978-02-737-6068-9

[6] VINOGRADOV, V .V. 2010. Mathematics for Economists Made Simple. Praha : Karolinum Press, 2010. ISBN 978-80-246-1657-5

[7] WERNER, F. – SOTSKOV, Y. N. 2006. Mathematics of Economics and Business. New York : Routledge, Taylor and Francis Group, 2006. ISBN 978-04-153-3281-1

[8] BOHDALOVÁ, M.: Študijné materiály k prednáškam. Dostupné online na: [https://moodle.uniba.sk/predmet/2022/2023/Matematika 1- denní študenti](https://moodle.uniba.sk/predmet/2022/2023/Matematika%201-%20denn%C3%AD%20studenti)

[9] BOHDALOVÁ, M., BOHDAL, R. 2022. Matematika nielen pre manažérov. Univerzita Komenského v Bratislave. ISBN 978-80-223-5392-2. Dostupné na: https://stella.uniba.sk/texty/FM_MBRB_matematika_nielen_pre_manazerov.pdf

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution

Total number of evaluated students: 5662

A	ABS	B	C	D	E	FX	M
7,42	0,0	12,13	15,19	16,51	27,68	21,02	0,05

Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Peter Struk, PhD., Mgr. Dávid Kubek, PhD., Mgr. Filip Varhaník, Mgr. Marián Lukáč

Last change: 20.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/065B/24	Course title: Mathematics II
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution

Total number of evaluated students: 4763

A	ABS	B	C	D	E	FX	M
9,38	0,0	9,97	13,29	15,96	27,78	23,51	0,1

Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Peter Struk, PhD., Mgr. Dávid Kubek, PhD., Mgr. Kitty Klacsánová, PhD., Mgr. Veronika Bučková, PhD., Mgr. Katarína Vechter Močarníková, PhD., Mgr. Liubov Hodovanska, Peter Knížat, MSc.

Last change: 16.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/276B/21	Course title: Microeconomics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Mandatory attendance at seminars, passing a written final exam. The points distribution of midterm / final evaluation: 40% / 60%	
Learning outcomes: The course Microeconomics provides basic knowledge about the origin and development of economic science. It explains the importance of the subject and methodology of economic theory. It deals with the market and the market mechanism and its basic components such as demand, supply, equilibrium price and competition. Discusses the different market subjects. Analyses firm and consumer behavior. By mastering the basic laws of economics, the student will understand their application to practice.	
Class syllabus: Basic concepts: competition, present versus future value, economic versus accounting profit, marginal analysis. Market forces - supply and demand. Market equilibrium. Administrative intervention versus market equilibrium. Elasticity of demand. Maximizing turnover. Introduction to the theory of consumer behavior. The production process and costs. Production functions, isoquants, isocosts, firm's optimum. Short and long time horizon. Cost minimization. Market structure. Perfect competition, monopoly, monopolistic competition, oligopoly. Profit maximization and pricing in markets of different types. Price setting in an oligopolistic market. Monopolistic pricing strategies.	
Recommended literature: Stoličná, Z. - Černička, D. : Základy manažérskej ekonómie. - 2. dopl. vyd. Towarzystwo Slowaków w Polsce, 2022. 137 s. ISBN 978-83-8111-258-1 BAYE, M.R. - PRICE, J.T. - SQUALLI, J. 2013. Managerial economics and Business strategy. McGraw-Hill, 2013. 636 s. ISBN 978-0-0771-5450-9 LISÝ, J. a kolektív - 2016. Ekonómia. Praha: Wolters Kluwer. 2016. 621 s. ISBN 978-80-7552-275-7	
Languages necessary to complete the course: Slovak and English	

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:**Past grade distribution**

Total number of evaluated students: 1221

A	ABS	B	C	D	E	FX	M
7,94	0,0	16,71	20,64	15,48	12,45	26,29	0,49

Lecturers: doc. RNDr. Mária Bohdalová, PhD., doc. PhDr. Marian Šuplata, PhD., Mgr. Magdaléna Musilová, PhD., LL.M., Mgr. Katarína Rentková, PhD., doc. PhDr. Paulína Mihaľová, PhD., doc. Mgr. Veronika Gežík, PhD., Ing. Peter Sekáč, PhD., MBA, Mgr. Michal Páleník, PhD., PhDr. Mária Kmety Barteková, PhD., Ing. Sabina Janikovičová, prof. Ing. Vladimír Gazda, PhD.

Last change: 19.02.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/082B/21	Course title: Modern Marketing - New Trends
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Marketing	
Course requirements: Scale of assessment (preliminary/final): 40 % preliminary evaluation: Active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%), assignments or practically oriented case studies and their presentations – 20%, semester work on selected and approved topic – 20%, 60 % final evaluation – written exam. The evaluation of the course is in accordance with the Study Regulations of Comenius University and the individual levels of the classification scale are awarded on the basis of the applied point system, which reflects the degree of success of completing the course. A minimum of 91 percent is required to obtain an A rating, a minimum of 81 percent to obtain a B rating, a minimum of 73 percent to a C rating, a minimum of 66 percent to a D rating and a minimum of 60 percent to an E rating. Credits will not be awarded to a student who earns less than 60 percent. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: The aim of the course is to acquaint students with current trends in marketing, including through specific examples from domestic and foreign practice in relation to management and business. The graduate of the course is able to identify the most suitable ones for their implementation in marketing practice, while respecting the conditions of the Slovak market environment. At the same time, students will have an opportunity to apply them in practice through solving selected actual case studies and creating their own proposals.	
Class syllabus: 1. Evolution of marketing thinking, trends and approaches in marketing. Holistic marketing. 2. The impact of new approaches and technologies on partial functional marketing strategies. 3. The importance of information and marketing research in marketing management. Market segmentation and one-to-one marketing. 4. Changes in customer behaviour. Customer relationship management. 5. Franchising.	

6. Sponsorship, fundraising and crowdfunding.
7. Marketing communication and media planning.
8. Self-marketing.
9. Celebrity and influencer marketing.
10. Social media marketing.
11. Business and marketing within the online environment.
12. Proximity marketing, mobile marketing and m-commerce.
13. Product placement.

Recommended literature:

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

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

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

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

Past grade distribution

Total number of evaluated students: 131

A	ABS	B	C	D	E	FX	M
25,19	0,0	32,06	22,14	10,69	4,58	5,34	0,0

Lecturers: prof. Mgr. Peter Štarchoň, PhD., Mgr. Juraj Kamenský

Last change: 15.02.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/299B/24	Course title: Modern Regression Methods
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution							
Total number of evaluated students: 10							
A	ABS	B	C	D	E	FX	M
80,0	0,0	20,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD., Mgr. Martin Pažický, PhD.							
Last change: 24.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/098B/15	Course title: Money and Banking
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 1466							
A	ABS	B	C	D	E	FX	M
26,47	0,0	34,38	20,6	8,19	6,28	0,55	3,55
Lecturers: Mgr. Lucia Paškrtová, PhD., Mgr. Lukáš Veteška, PhD.							
Last change: 13.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/022B/15	Course title: Operations Management and Logistics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: The evaluation consists of four parts: (1) active participation 10%, (2) short tests 15%, (3) seminar assignments 25%, (4) final exam 50%. 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. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The course provides students of the bachelor's level of study with knowledge in the field of production system management and material flow management, both in manufacturing companies and in service organizations. After successful completion of the course student will be able to: <ul style="list-style-type: none"> • Understand the importance and functions of operations management and logistics and explain the basic managerial terms and processes as well as the essence of an efficient production system, also in the context of the current Industry 4.0 concept. • Apply a systematic and professional approach to improving productivity. • Understand the functionality and roles of software systems for production and logistics planning and control. • Understand the core concepts of digital manufacturing and digital twin. • Apply principles of sustainable manufacturing in the production system. • Understand the principles of sourcing, procurement and purchasing in logistics. • Analyse, plan, and manage inventory and warehouse systems. • Know the different freight transportation systems and their fields of application. • Assess the possibilities of using information and communication technologies in logistics. 	
Class syllabus: <ol style="list-style-type: none"> 1. Characteristics of operations management and production system 2. Productivity management 3. Production planning and control with the use of software support 4. Digital production system and digital twin 5. Sustainable production system and circular supply chain 6. Logistics and supply chain management 	

7. Procurement and purchasing
8. Inventory management
9. Warehousing and warehouse management
10. Logistics transportation systems

Recommended literature:

Basic literature:

- [1] FEKETE, Milan and HULVEJ, Jaroslav. Operačný manažment a logistika. Bratislava: Kartprint, 2018. ISBN 978-80-89553-59-4.
- [2] BURGHART, Stephanie and FEKETE, Milan. Risk management of procurement of the German medium-sized industrial companies with the focus on security of supply. In: KRYVINSKA, Natalia and PONISZEWSKA-MARAŇDA, Aneta (eds.). Developments in information and knowledge management for business applications. Cham: Springer, 2022, pp. 321-359. ISBN 978-3-030-77915-3. Available from: https://doi.org/10.1007/978-3-030-77916-0_13.
- [3] COLLIER, David A. and EVANS, James R. Operations and supply chain management. 2nd ed. Boston, MA: Cengage Learning, 2021. ISBN 978-0-357-13169-5.
- [4] BASU, Ron. Managing global supply chains: contemporary global challenges in supply chain management. 3rd. ed. London: Routledge, 2023. ISBN 978-1-003-34135-2. Available from: <https://doi.org/10.4324/9781003341352>.
- [5] CHRISTOPHER, Martin. Logistics and supply chain management. 6th ed. Harlow: Pearson, 2023. ISBN 978-1-292-41619-9.
- [6] Teaching materials distributed during the semester in MS Teams.

Additional literature:

- [7] NUNES, Breno; BATISTA, Luciano; MASI, Donato and BENNETT, David. Sustainable operations management: key practices and cases. London: Routledge, 2023. ISBN 978-1-003-00937-5. Available from: <https://doi.org/10.4324/9781003009375>.
- [8] SULLIVAN, Mac and KERN, Johannes (eds.). The digital transformation of logistics: demystifying impacts of the fourth industrial revolution: demystifying impacts of the fourth industrial revolution. Hoboken, NJ: Wiley, 2021. ISBN 978-1-119-64645-7.
- [9] PYO, Dong-Jin; HWANG, Jaejin and YOON, Youngjin. Tech trends of the 4th industrial revolution. Dulles, VA: Mercury Learning and Information, 2021. ISBN 978-1-68392-688-7.
- [10] The homepage of the FMCU library is: <https://www.fm.uniba.sk/pracoviska/kniznica-fm-uk/>. On this address students can find various bibliography sources. Students can also use other relevant websites like Google Scholar <https://scholar.google.com/> which is also recommended.

Languages necessary to complete the course:

Slovak, English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

The course is provided only in the summer semester. Code of the course in MS Teams: pnfidpi.

Past grade distribution

Total number of evaluated students: 3881

A	ABS	B	C	D	E	FX	M
41,1	0,0	33,57	19,56	4,69	0,44	0,52	0,13

Lecturers: doc. Ing. Milan Fekete, PhD., Ing. Jaroslav Hul'vej, PhD.

Last change: 26.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/077B/21	Course title: Personnel Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Assignments during the semester: Case study (team assignment) - 15% Midterm test - 15% Final test – 15% In-class activities - 15% Oral exam (in the exam period): 40% For successful completion of the course, students must achieve minimum 60 out of 100 possible points (%), qualifying for grade ‘E’. Failure to achieve grade ‘E’ (as defined in study program) results in the transfer of the course to the following academic year. The final course grade reflects the work during seminars and final oral exam. It will therefore be a sum of the individual activities with the following scale: Grade A: 100% - 91%; Grade B: 90% - 81%; Grade C: 80% - 73%; Grade D: 72% - 66%; Grade E: 65% - 60%; Grade F: 59% and less. Scale of assessment (preliminary/final): 60/40	
Learning outcomes: The aim of this course is to familiarize students with basic HR activities such as job analysis, employee recruitment and selection, employee training & development, career management and compensation. Students will develop basic understanding on implementation of individual HR functions from both employer and employee points of view. The course develops conceptual thinking, systematic thinking in application of selected personnel management policy, analytical thinking, organizational skills, interpersonal skills and the ability to work in a team.	
Class syllabus: 1. The role of HR management in the organization. 2. Job analysis. 3. HR planning. 4. Employee recruitment.	

5. Employee selection.
6. Performance management and performance appraisal.
7. Employee training.
8. Employee development, career and talent management.
9. Employee motivation.
10. Employee compensation.
11. Downsizing and Outplacement
12. Absences and fluctuation.
13. Employee and labor relations.

Recommended literature:

- [1] BAJZÍKOVÁ, Ľ. – KIRCHMAYER, Z. – FRATRIČOVÁ, J. 2019. Základy personálneho manažmentu: akademicko-praktický sprievodca k analýze pracovných pozícií, personálnemu plánovaniu, náboru a výberu zamestnancov. Bratislava: Univerzita Komenského v Bratislave, 2019. Dostupné na:
<https://alis.uniba.sk:8443/lib/item?id=chamo:692808&fromLocationLink=false&theme=Katalog>
- [2] BAJZÍKOVÁ, Ľ. – HORVÁTHOVÁ SULEIMANOVÁ, J. 2019. Základy personálneho manažmentu: akademicko-praktický sprievodca vzdelávaním, rozvojom, kariérou, fluktuáciou a zamestnaneckými vzťahmi. Bratislava : Univerzita Komenského v Bratislave, 2019. Dostupné na: <https://alis.uniba.sk:8443/lib/item?id=chamo:692442&fromLocationLink=false&theme=Katalog>
- [3] BAJZÍKOVÁ, Ľ. – FRATRIČOVÁ, J. 2019. Akademicko-praktický sprievodca v oblastiach manažmentu pracovných výkonov, pracovnej motivácie a odmeňovania. Bratislava : Univerzita Komenského v Bratislave, 2019. Dostupné na:
<https://alis.uniba.sk:8443/lib/item?id=chamo:694002&fromLocationLink=false&theme=Katalog>
- [4] FRATRIČOVÁ, J. 2020. Praktické cvičenia zo základov personálneho manažmentu. Bratislava: Univerzita Komenského v Bratislave, 2019. Dostupné na:
<https://alis.uniba.sk:8443/lib/item?id=chamo:699976&fromLocationLink=false&theme=Katalog>
(dostupná aj pdf anglická verzia)
- [5] PILKOVÁ, A. – STACHOVÁ, P. – KIRCHMAYER, Z. et. al. 2012. Manažment v praxi: Prípadové štúdie zo slovenského podnikateľského prostredia, Bratislava : Ofprint JH, 2012. ISBN 978-80-89037-30-8
- [6] CARBERY, R. – CROSS, C. 2013. Human Resource Management – A Concise Introduction. Houndmills: Palgrave Macmillan. ISBN 978-1-137-00939-5
- [7] BRATTON, J. – GOLD, J. 2017. Human Resource Management: Theory and Practice. 6th Edition. Londýn: Palgrave Macmillan, ISBN 978-1-137-57259-2.
- [8] NOE, R. – HOLLENBECK, J. – WRIGHT, P. 2020. Human Resource Management. McGraw Hill, Boston: Irwin.
- [9] Selected case studies Harvard Business School
- [10] Journal of Human Resource Management. ISSN 2453-7683. Comenius University in Bratislava.

Languages necessary to complete the course:

Slovak and English language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 1107

A	ABS	B	C	D	E	FX	M
12,92	0,0	15,0	18,07	17,89	19,6	6,78	9,76

Lecturers: Mgr. Juliet Horváthová Suleimanová, PhD., Mgr. Michaela Poláková, PhD., Ing. Veronika Vojtilová, PhD.

Last change: 07.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/083B/21	Course title: Personnel Management in Small and Medium Organizations
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Requirements for passing the course: Continuous assessment for the semester (60 percent), exam in the examination period (40 percent) 60 % continuous evaluation: 1. active participation and case study in classes – 20 % (assessment of knowledge acquired through self-study and watching video/listening to lectures, reading articles in MS Teams, guest speakers presentations) 2. team presentation (semester project)– 40%, the structure of the project will be in MS Teams (the analysis of PM in real organization) 3. 40 % final evaluation- exam: regular term in written form. The evaluation of the course is in accordance with the Study Regulations of FM and the individual levels of the classification scale are awarded on the basis of the applied point system, which reflects the degree of success of completing the course. A minimum of 91 percent is required to obtain an A rating, a minimum of 81 percent to obtain a B rating, a minimum of 73 percent to a C rating, a minimum of 66 percent to a D rating and a minimum of 60 percent to an E rating. Credits will not be awarded to a student who earns less than 60 percent. Scale of assessment (preliminary/final): continuous assessment/ final exam: 60/40	
Learning outcomes: Student after completion the course personnel functions in practice. He will also acquire skills to analyze and compare different approaches that reflect changes in the content of labor, labour market, as well as in linking the goals of the organization to individual personnel activities. The course develops analytical and conceptual thinking, the ability to work in a team, the ability to think creatively, the ability to use theoretical knowledge and compare with the daily activities of SMEs.	
Class syllabus: 1. Introduction - the role of SMEs and family businesses, the peculiarities of development, importance and benefits. 2. Characteristics of the business environment of SMEs and family businesses 3. Personnel management and its connection to human resources management. 4. The importance of personnel management in SMEs and family businesses.	

5. Personnel work and its specifics in SMEs and family businesses.
6. Selected personnel management functions that are used in individual analyzed enterprises (examples from practice)
7. Recruitment, selection and training of employees.
8. Evaluation, remuneration and motivation of employees.
9. Ways of stabilizing workers (social program, employee benefits, work organization).
10. Presentation of semester projects according based on the structure.

Recommended literature:

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution

Total number of evaluated students: 80

A	ABS	B	C	D	E	FX	M
72,5	0,0	22,5	1,25	0,0	0,0	2,5	1,25

Lecturers: prof. Ing. Ľubica Bajžíková, PhD.

Last change: 03.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/062B/10	Course title: Physical Education (1)
Educational activities: Type of activities: lecture Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 2561							
A	ABS	B	C	D	E	FX	M
87,58	0,08	0,82	0,35	0,0	0,0	11,13	0,04
Lecturers: Mgr. Tomáš Kuchár, PhD., Mgr. Ladislav Mókus, Mgr. Jana Leginusová, PaedDr. Dana Mašlejová, Mgr. Martin Dovičák, PhD., Mgr. Júlia Raábová, PhD., Mgr. Branislav Nedbálek, PhD., Mgr. Tomáš Lovecký, PaedDr. Mikuláš Ortutay, Mgr. Eleonóra Beňová, PhD.							
Last change: 11.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/063B/10	Course title: Physical Education (2)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 2315							
A	ABS	B	C	D	E	FX	M
86,95	0,0	0,78	0,13	0,13	0,35	11,62	0,04
Lecturers: Mgr. Tomáš Kuchár, PhD., Mgr. Jana Leginusová, Mgr. Ladislav Mókus, PaedDr. Dana Mašlejová, Mgr. Martin Dovičák, PhD., Mgr. Júlia Raábová, PhD., Mgr. Branislav Nedbálek, PhD., Mgr. Tomáš Lovecký, PaedDr. Lucia Ondrušová, PaedDr. Mikuláš Ortutay, Mgr. Eleonóra Beňová, PhD.							
Last change: 11.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/064B/10	Course title: Physical Education (3)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution							
Total number of evaluated students: 1555							
A	ABS	B	C	D	E	FX	M
91,38	0,0	0,71	0,39	0,0	0,13	7,14	0,26
Lecturers: Mgr. Tomáš Kuchár, PhD., Mgr. Jana Leginusová, Mgr. Ladislav Mókus, PaedDr. Dana Mašlejová, Mgr. Martin Dovičák, PhD., Mgr. Júlia Raábová, PhD., Mgr. Branislav Nedbálek, PhD., Mgr. Tomáš Lovecký, PaedDr. Mikuláš Ortutay, PaedDr. Lucia Ondrušová, Mgr. Eleonóra Beňová, PhD.							
Last change: 11.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/065B/10	Course title: Physical Education (4)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies. Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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 of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.	
Notes:	

Past grade distribution							
Total number of evaluated students: 1407							
A	ABS	B	C	D	E	FX	M
88,98	0,0	0,78	0,28	0,14	0,07	9,31	0,43
Lecturers: Mgr. Tomáš Kuchár, PhD., Mgr. Jana Leginusová, Mgr. Ladislav Mokus, PaedDr. Dana Mašlejová, Mgr. Martin Dovičák, PhD., Mgr. Júlia Raábová, PhD., Mgr. Branislav Nedbálek, PhD., Mgr. Tomáš Lovecký, PaedDr. Lucia Ondrušová, PaedDr. Mikuláš Ortutay, Mgr. Eleonóra Beňová, PhD.							
Last change: 11.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/066B/10	Course title: Physical Education (5)
Educational activities: Type of activities: lecture Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 883							
A	ABS	B	C	D	E	FX	M
93,2	0,11	0,91	0,0	0,11	0,11	5,21	0,34
Lecturers: Mgr. Tomáš Kuchár, PhD., PaedDr. Dana Mašlejová, Mgr. Jana Leginusová, Mgr. Ladislav Mokus, Mgr. Martin Dovičák, PhD., Mgr. Júlia Raábová, PhD., Mgr. Branislav Nedbálek, PhD., Mgr. Tomáš Lovecký, PaedDr. Mikuláš Ortutay, PaedDr. Lucia Ondrušová, Mgr. Eleonóra Beňová, PhD.							
Last change: 11.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/067B/10	Course title: Physical Education (6)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 716							
A	ABS	B	C	D	E	FX	M
96,79	0,0	0,7	0,14	0,14	0,28	1,96	0,0
Lecturers: Mgr. Tomáš Kuchár, PhD., Mgr. Jana Leginusová, Mgr. Ladislav Mókus, PaedDr. Dana Mašlejová, Mgr. Martin Dovičák, PhD., Mgr. Júlia Raábová, PhD., Mgr. Branislav Nedbálek, PhD., Mgr. Tomáš Lovecký, PaedDr. Lucia Ondrušová, PaedDr. Mikuláš Ortutay, Mgr. Eleonóra Beňová, PhD.							
Last change: 11.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/303B/24	Course title: Portfolio Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in seminars: 20%. Mid-term test: 30%. Final test: 50%. 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 the Comenius University in Bratislava, issuing the Code of Ethics of the Comenius University in Bratislava, as amended no. 1, every student always achieves his study results in an honest way during his studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge. Cases of violation of the Code of Ethics of the UK can be assessed as a violation of obligations arising from legal regulations, (...). Such an assessment may be associated with the application of relevant legal consequences at the academic, (...) disciplinary level. In accordance with the provisions of internal regulation no. 13/2018 approved by the Academic Senate of the Comenius University in Bratislava Disciplinary regulations of the Comenius University in Bratislava for students, a student's disciplinary offense 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 offense: reprimand, conditional expulsion from studies or expulsion from studies.	
Learning outcomes: The subject is based on CFA Institute's CFA® level 1 curriculum and enables students to develop knowledge and skills in the field of investment management and management of portfolios of securities and alternative assets, including: <ul style="list-style-type: none"> • the portfolio creation process • calculation of expected rates of return • identification of the optimal portfolio • technical analysis 	

The aforementioned knowledge can be used in companies, banks, insurance companies, investment companies and other entities operating in the financial markets, for example in the positions of financial directors, traders, portfolio managers, heads of treasury, risk managers.

Class syllabus:

History of portfolio management theory.
Basic overview of portfolio management.
Risk and return.
Basics of planning and creating portfolios.
Behavioral aspects of investors.
Basics of risk management.
Technical analysis.
Fintech and investment management.

Recommended literature:

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

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: 13

A	ABS	B	C	D	E	FX	M
0,0	0,0	53,85	38,46	7,69	0,0	0,0	0,0

Lecturers: Ing. Vladimír Valach, PhD., CFA, MBA, doc. RNDr. Mária Bohdalová, PhD.

Last change: 06.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM/010B/23	Course title: Practice
Educational activities: Type of activities: practice Number of hours: per week: per level/semester: 4t Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution

Total number of evaluated students: 57

A	ABS	B	C	D	E	FX	M
56,14	0,0	29,82	14,04	0,0	0,0	0,0	0,0

Lecturers: doc. JUDr. PhDr. Katarína Gubíniová, PhD., prof. Mgr. Peter Štarchoň, PhD., doc. PhDr. René Pawera, PhD., prof. Ing. Natalia Kryvinska, PhD., doc. Frédéric Delaneuville, Dr., prof. JUDr. Daniela Nováčková, PhD., Ing. Jaroslav Hul'vej, PhD., doc. PhDr. Marian Šuplata, PhD., doc. RNDr. Michal Greguš, PhD., doc. RNDr. Mária Bohdalová, PhD., doc. PhDr. Lukáš Copuš, PhD., doc. PhDr. Paulína Mihaľová, PhD., doc. PhDr. Marian Holienka, PhD.

Last change:**Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/106B/16	Course title: Practice of Market Research
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: 40% research project The evaluation will be based on an assessment of the level and quality of the research project. The research project will include: <ul style="list-style-type: none"> - Research title page -Contents - Summary - Research objectives - Methodology - The results -Conclusions and recommendations - Attachments (containing a copy of the questionnaire) The analyzes that the project must contain are: frequency tables, word cloud, contingency tables including chi square tests, Wilcox tests, crunched wallis tests 60% final test The final test will be a combination of open and closed questions from lectures and seminars. Scale of assessment (preliminary/final): 40:60	
Learning outcomes: After completing the course, students will be able to develop a research project from the definition of a marketing problem to drawing conclusions from the analysis. They will be able to analyze and interpret data and design research to obtain the required information.	
Class syllabus: Research in the work of marketing management of an organization Definitions, main features and tasks of marketing research. Characteristics of the marketing research system. The main areas of focus in its practical use. Limitations of marketing research. ESOMAR. Process and project of research study The purpose of the research and the formulation of the objectives of the research task. Types of marketing research. The process of processing a research study. Data sources, primary data collection methods and secondary data sources	

Importance of using secondary data. Secondary data sources. Qualitative and quantitative market research. Primary data. Inquiry. Observation. Experiment.

Primary data collection tools

Degree of standardization of the questionnaire. Questionnaire construction, formulation of questions in the questionnaire. Scales in questionnaires. Record sheet and its construction.

Data processing

Activities aimed at transforming data into an output format suitable for control and analysis. Data coding and encoder. Data control.

Oriental analysis in marketing research

Data processing into tables and graphic outputs. Importance of frequency and cross tables in preliminary analysis.

Selected methods of data analysis

Data typology and decisions on data analysis methods. Hypothesis testing. Chi-square tests, analysis of variance, Kruskalov-Wallis test.

Selected methods of data analysis

Sign test, Wilcoxon sign test order. Possibilities of using methods of cluster data analysis.

Communicating the results of a research study

Factors and criteria for effective presentation of knowledge. Structure of the final report.

Visualization of data analysis results. Importance of oral presentation of results. Evaluation of the final report and research activities.

Market research studies

Comprehensive studies - market size, market development and market structure. Measurement of market shares. Demand structure. Competitive market structure.

Consumer surveys and shopping behavior

Getting information about knowing the shopping problem. Find out information about product selection and place of purchase. Survey of image and shopping behavior in the store. Consumer satisfaction surveys.

Market surveys of organizations

Factors of market research organizations. Data sources and survey implementation. Purchasing decision survey.

o Product and advertising research

Product development stages and marketing test. Research of advertising activity, testing the effect of advertising message.

Marketing research trends

New forms and methods of data collection and evaluation.

Recommended literature:

[1] VILČEKOVÁ Lucia, 2020. Praktikum marketingového výskumu, vydavateľstvo UK, 2020, ISBN 978-80-223-4925-3

[2] GUBÍNIOVÁ, K. et al: Trendy v spotrebiteľskom správaní – teória a prax, Zlín : Radim Bačuvčík - VeRBuM , 2022, ISBN 978-80-88356-12-7

[3] Vybrané témy: BRADLEY, N., 2013. Marketing Research tools and Techniques. Oxford: Oxford University Press, 2019. 359 p. ISBN 978-0-19-965509-0.

[4] CHURCHILL, A. G. – IACOBUCCI, D., 2018. Marketing Research. Methodological Foundations. Mason: Thomson/South-Western, 2018. 403 p. ISBN 0-324-22509-1.

[5] KUMAR, V., 2015. Marketing research. A global Outlook. New Dehli: Sage Publications, 2015. 412 p. ISBN 978-93-515-0248-7.

Languages necessary to complete the course:

English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Following the provisions of Internal Regulation 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.

Notes:**Past grade distribution**

Total number of evaluated students: 262

A	ABS	B	C	D	E	FX	M
56,87	0,0	14,89	11,07	6,11	8,4	0,38	2,29

Lecturers: Mgr. Lucia Vilčeková, PhD.

Last change: 21.08.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/220B/15	Course title: Principles of Financial Accounting I
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Continuous assessment for the term (50 percent), exam (50 percent). The condition for completing the course is to complete two control papers during the course (with a success rate of at least 50 percent). Present the knowledge outlined in the brief syllabus. The evaluation of the course is in accordance with the Study Regulations of Comenius University and the individual levels of the classification scale are awarded on the basis of the applied points system, which reflects the degree of success of completing the course. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The student is able to give a comprehensive picture of accounting with regard to its subject and understand the role of accounting in the company's information system, describe basic accounting concepts, balance sheet accounting theory, accounting documents, valuation issues, financial statement processes and international accounting harmonization, and taxes from the aspect of decision making process.	
Class syllabus: 1. The importance of accounting as part of a business information system 2. The objectives and functions of accounting 3. General accounting principles 4. Assets and liabilities 5. Balance sheet, its content and role. Impact of economic operations on a balance sheet. 6. Double-entry accounting (bookkeeping) system 7. Accounting documents, books of account 8. Valuation of assets and liabilities in the double entry accounting (bookkeeping). 9. Understanding the cycle of assets by the double entry accounting (bookkeeping) 10. The financial statements and its structure 11. Conceptual framework of IFRS and principles of IFRS conversion from Slovak financial statements to the financial statements according to the IAS / IFRS 12. Accounting, taxes and decision making process	

Recommended literature:

1. Saxunová, D.: Účtovníctvo I., cvičebnica A. Wolters Kluwer, Bratislava 2018
2. Zákon č. 431/2002 Z. z. o účtovníctve v znení neskorších predpisov
3. Zákon č. 595/2003 Z. z. o dani z príjmu v znení neskorších predpisov
4. Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso- Financial Accounting: Tools for Business Decision Making, WileyPLUS, 7th Edition, 2013
5. Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso- Financial and Managerial Accounting, WileyPLUS, 2nd Edition, 2015

Languages necessary to complete the course:

Slovak, English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:**Past grade distribution**

Total number of evaluated students: 5299

A	ABS	B	C	D	E	FX	M
23,91	0,0	19,85	17,64	14,44	15,44	8,68	0,04

Lecturers: doc. Ing. Jana Kajanová, PhD., Mgr. Lukáš Veteška, PhD., Mgr. Dániel Tóth, PhD., Mgr. Pavel Danihel, PhD., Mgr. Dana Chabová, Mgr. Rita Szalai, PhD., Mgr. Sabina Rýzková, Ing. Evelina Hushtan

Last change: 19.02.2024**Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/221B/15	Course title: Principles of Financial Accounting II
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Principles of Financial Accounting I	
Course requirements: Pass the control papers during the lessons (with a success rate of at least 50%). Present the knowledge outlined in the brief syllabus. The evaluation of the subject is in accordance with the study regulations of FM UK. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: After completing the course, the student will acquire basic skills in capturing and displaying economic operations in the accounting. Students will acquire basic correlations in accounting on synthetic accounts in double-entry accounting of entrepreneurs with the help of the general chart of accounts and valid accounting procedures. They are able to identify the necessary information from accounting for managerial management and decision making.	
Class syllabus: 1. Accounting and decision-making processes. Accounting methodology 2. Accounting for fixed assets. Acquisition and valuation of fixed assets 3. Accounting for fixed assets. Use and disposal of fixed assets 4. Inventory Accounting 5. Accounting for cash, short-term financial liabilities and short-term financial assets 6. Accounting for receivables and short-term liabilities 7. Accrual accounting for costs and revenues 8. Accounting for equity, funds formed from profit and long-term liabilities 9. Cost Accounting 10. Revenue recognition 11. Posting on closing accounts and off-balance sheet accounts 12. Complex example	
Recommended literature:	

1. Kajanová, J.: Podvojný účtovníctvo pre podnikateľov - z aspektu riadenia a rozhodovania. Wolters Kluwer (v tlači), Bratislava 2023
2. Kajanová, J. - Olvecká, V. - Saxunová, D.: Podvojný účtovníctvo. Zbierka úloh a príkladov. Wolters Kluwer, Bratislava, 2018
3. Zákon č. 431/2002 Z. z. o účtovníctve v znení neskorších predpisov
4. Zákon č. 595/2003 Z. z. o dani z príjmu v znení neskorších predpisov
5. Opatrenie MF SR č. 23054/2002-92 zo 16. 12. 2002, ktorým sa ustanovujú podrobnosti o postupoch účtovania a rámcovej účtovej osnove pre podnikateľov účtujúcich v systave podvojného účtovníctva v znení neskorších predpisov

Languages necessary to complete the course:

Slovak

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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.

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Notes:

Past grade distribution

Total number of evaluated students: 3906

A	ABS	B	C	D	E	FX	M
18,77	0,0	16,97	15,18	15,08	22,43	10,34	1,23

Lecturers: Mgr. Dana Chabová, Mgr. Pavel Danihel, PhD., Mgr. Sabina Rýzková, Mgr. Lukáš Veteška, PhD.

Last change: 17.09.2023

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/051B/16	Course title: Project Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 1992							
A	ABS	B	C	D	E	FX	M
16,16	0,0	25,05	21,99	14,81	9,39	5,87	6,73
Lecturers: prof. Ing. Ján Papula, PhD., Ing. Peter Balco, PhD., doc. Mgr. Lucia Kohnová, PhD., prof. Ing. Natalia Kryvinska, PhD., Mgr. Miriam Filipová, PhD., Mgr. Nikola Salajová, PhD., Ing. Diana Bednarčíková, PhD.							
Last change: 24.02.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/105B/18	Course title: Psychology - Development of Managerial Skills
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 111							
A	ABS	B	C	D	E	FX	M
24,32	0,0	23,42	17,12	20,72	0,9	12,61	0,9
Lecturers: doc. PhDr. Rozália Sulíková, PhD.							
Last change: 31.01.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/304B/24	Course title: Quantitative Methods in Financial Management
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 23							
A	ABS	B	C	D	E	FX	M
43,48	0,0	21,74	17,39	13,04	4,35	0,0	0,0
Lecturers: doc. RNDr. Mária Bohdalová, PhD.							
Last change: 30.07.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/001B/21	Course title: Spanish Language I
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 227							
A	ABS	B	C	D	E	FX	M
79,74	0,0	9,69	3,08	0,0	0,88	5,29	1,32
Lecturers: Mgr. Lucia Kočíšová							
Last change: 21.08.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/002B/21	Course title: Spanish Language II
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 170							
A	ABS	B	C	D	E	FX	M
69,41	0,0	15,88	2,35	3,53	0,59	7,65	0,59
Lecturers: Mgr. Lucia Kočíšová							
Last change: 21.08.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/307B/16	Course title: Special Topics in IT Projects
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester there will be a written test for 30 points (so-called midterm exam). Rating 70 points will be awarded for a semester project and its presentation. Scale of assessment (preliminary/final): Test 30%, Presentation of seminar project 30%, Seminar work (.docx) 40%	
Learning outcomes: The paradigm of digitization is radically changing the world's business and society. Related to this is the growing volume of IT projects, which places increasing demands on project managers. The aim of the course is to include bachelor's degree graduates among the excellently theoretically prepared graduates in the field of project management with a focus on ICT. To acquaint students with the specifics and modern-agile approaches in their management.	
Class syllabus: <ul style="list-style-type: none"> • Correctly estimate and control the scope of the IS / ICT project • Manage the time, cost and quality of the IS / ICT project • Work effectively with human resources • Use all available means of communication • Monitor and detect potential risks in a timely manner • Maximize the benefits of external collaboration • Combine the individual parts of the IS / ICT project into a functional whole Thematic plan: <ol style="list-style-type: none"> 1. Types of IT projects, Introduction to software development 2. Software development process, software development participants, software life cycle models 3. Architectural design 4. Requirements and specification of IT project 5. Estimation of scope in IT projects 6. Risk management 7. Implementation: classical procedures and agile procedures 8. Methodology Scrum, Kanban, Lean Development, Test Driven Development 9. Verification and validation - testing 	

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

Recommended literature:

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

Languages necessary to complete the course:

slovak, english

Ethics:

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Notes:

Past grade distribution

Total number of evaluated students: 72

A	ABS	B	C	D	E	FX	M
45,83	0,0	23,61	19,44	8,33	0,0	1,39	1,39

Lecturers: doc. RNDr. Michal Greguš, PhD.
Last change: 17.02.2025
Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/115B/24	Course title: Statistical Methods
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Requirements for completing the course: 50 % continuous evaluation <ul style="list-style-type: none"> • active participation in classes – maxim is 10 points. • 2 midterm exams (in 5./6. week and in 12/13. week of semester, each midterm exam has max. 15 points, together is 30 points • complex semester project – maxim is 10 points. 50 % final evaluation <ul style="list-style-type: none"> • exam – regular term written form, retake oral form Subject evaluation during the semester: 1.) First interim report in the first half of the semester (6th/7th week of the semester) for 15 points 2.) Second interim report in the second half of the semester (12th week of the semester) for 15 points It is also possible to write notes in an alternative date, if the student substantiates his absence with a doctor's certificate. 3.) Evaluation of the activity in the exercises max. 10 points. 4.) The semester project will be evaluated with a maximum of 10 points. The student can develop the project independently or in cooperation with other students. There can be a maximum of two students in the group. Students can find the data independently on the Internet. Data must be trusted. The minimum number of data will be 100 (n=100). Students will use at least 3 statistical methods in the project. The project will also include a methodology chapter, where students will describe their data sample and the methods they have chosen. The methodology will also define a hypothesis that students will confirm or reject using selected statistical methods. The project will be created in Microsoft Word, Microsoft Excel and SPSS. In the last three weeks, the projects will be presented orally during exercises, and the students will prepare their own presentations where they will present their project. The condition for admission to the final exam is to obtain at least 30 points from the interim assessment. Participation in exercises is mandatory. According to the University Act, a student can have a maximum of 2 absences. Further absences will be assessed with -1 point from the ongoing assessment. Long-term incapacity for work will be dealt with individually. This fact should be communicated to your trainer and lecturer, preferably in	

person and also by email. An exam: The final written exam will last 60 - 90 minutes. It will consist of several open questions. A student can take one regular term and one remedial term. The student will be admitted to the exam only if he has obtained at least 30 points from the exercises. The points from the interim assessment are then added to the points from the final exam. The student has completed the subject if 60 points have been achieved.

Individual levels of grading structure are awarded based on acquiring an overall number of percent/points, which mirrors the level of successful course accomplishment. The proportion of continuous and final assessment is 50:50.

Learning outcomes:

By completing the course, the student will gain an overview of the issues of data analysis using statistical methods for the needs of the manager. He will master statistical methods suitable for 2 and multidimensional analysis of quantitative and qualitative variables. He will gain an overview of the possibilities provided by the program SPSS and program Microsoft Excel for statistical data analysis and will also acquire the necessary skills to work in these softwares.

Class syllabus:

1. Introduction to the subject: The view of the methods of examining dependencies between statistical variables.
2. Analysis of dependence between qualitative variables - association (chi-square test).
3. Analysis of variance - ANOVA. Parametric and nonparametric ANOVA methods.
4. Correlation analysis. Covariance and correlation matrix.
5. Regression analysis: Linear and nonlinear models. Simple linear model. Least squares method (LSM).
6. Multiple linear model. Methods of selecting variables for a model. Multicollinearity.
7. Introduction to stochastic processes: types of stochastic processes, stationary process, autocorrelation function.
8. Application of time series in management. Indices.
9. Decomposition of time series into components (multiplier, additive): trend, cycle, seasonality and random component. Subjective trend in the time series.
10. Estimation of trend using mathematical curves (line, parabola, exponential trend, logistic trend).
11. Moving averages method in determining the trend. Exponential smoothing.
12. Seasonal component in time series.
13. Forecasting by time series analysis.
14. Summary of the course for the whole semester.

Recommended literature:

Literature:

- [1] Pacáková a kol.: Štatistické metódy pre ekonómov. Iura Edition 2009, resp. Wolters Kluwer (kniha tlačená+ zberka príkladov B, info na <https://www.wolterskluwer.sk/sk/statisticke-metody-pre-ekonomov.p570.html>)
- [2] Šoltés a kol.: Štatistické metódy pre ekonómov - zberka príkladov. Wolters Kluwer 2015. ISBN 978-80-8168-234-6 (aj elektronicky, info na <https://www.wolterskluwer.sk/sk/statisticke-metody-pre-ekonomov-zberka-prikladov.p2120.html>)
- [3] Pacáková a kol.: Štatistická indukcia pre ekonómov a manažérov. Wolters Kluwer 2015. (obsahuje riešené príklady v SASe, aj elektronicky, info na <https://www.wolterskluwer.sk/sk/statistica-indukcia-pre-ekonomov-a-manazerov.p2006.html>)
- [4] McClave J. T., Benson P. G., Sincich T.: Statistics for Business and Economics, Prentice-Hall, INC., 2001 <http://www.prenhall.com/mcclave/>
- [5] Pivovarníček P.: Štatistické vyhodnocovanie metódy vo vedách o športe pomocou softvéru SPSS. VEDA – Academia – PRAHA 2021

[6] Labudová a kol.: Štatistické metódy pre ekonómov a manažérov. Wolters Kluwer 2021.

Languages necessary to complete the course:

Ethics:

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Notes:

Code of MS Teams: zuksnfj

Past grade distribution

Total number of evaluated students: 210

A	ABS	B	C	D	E	FX	M
5,24	0,0	19,52	26,67	18,57	13,81	8,57	7,62

Lecturers: doc. RNDr. Mária Bohdalová, PhD., Ing. Martina Chrančoková, PhD., Mgr. Tomáš Smolárik, RNDr. Vladimír Kukliš

Last change: 06.02.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/116B/19	Course title: Statistics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: During the exercise during the semester, the student can get max. 50 points. 40 points can be obtained for 2 interim papers (each 20 points, total 40 points) and 10 points for active participation in classes. The exam is worth 50 points. Each student can take 1 regular and 1 remedial term. If, after the regular deadline, the student gets 60 points or more, he/she has successfully passed the exam. Together, a student can earn max. 100 points. Evaluation scale (preliminary/final): 50/50 Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The student will learn to do with the basic methods of descriptive statistics, probability theory and introductions' the methods of inferential statistics.	
Class syllabus: 1. Introduction into Descriptive Statistics. Frequency Table, Frequency Distribution, Basic statistical measures. 2. Introduction to probability theory. Bayes rules. Random variable. Discrete random variables. Discrete probability distributions. Continuous probability distributions Normal probability distribution. Approximating a Binomial Distribution by a Normal Distribution. 3. Introduction into inferential statistics. Sampling Methods and the Central Limit Theorem. Confidence interval estimation. One Sample Test of Hypothesis. Two Sample Tests of Hypothesis	
Recommended literature: [1] Bohdalová, M. Online study materials available on https://moodle.uniba.sk subject 2023/2024 Statistics ENP+ERA. [2] ANDERSON, D. R. – SWEENEY, D. J. – WILLIAMS, T. A. – CAMM, J. D. – COCHRAN, J. J. 2011. Statistics for Business and Economics. Cengage Learning, 2011. ISBN 978-11-332-7453-7	

- [3] FREEMAN, J. – SHOESMITH, E. 2010. Statistics for Business and Economics. Cengage Learning, 2010. ISBN 978-14-080-1810-1
- [4] MCCLAVE J. T. – BENSON, P. G. – SINCICH, T. 2009. Statistics for Business and Economics. 9th Edition. Prentice-Hall, 2009. http://wps.prenhall.com/esm_mcclave_statsbe_9/
- [5] WONNACOT, T. H. – WONNACOT, R. J. 1990. Introductory Statistics for Business and Economics. New Jersey: John Wiley and Sons, 1990. ISBN 04-716-1517-X
- [6] Douglas A., L., Marchal, W. G., Wathen, S.A. Basic Statistics for Business & Economics. McGraw Hill International Edition. 2008
- [7] Databases of the Academic Library Comenius University, Center of science-technical information SR.
- [8] JULIUS, J. 2022. Statistika jednoduše: průvodce světem statistiky. Grada Publishing as. Dostupné: <https://www.bookport.cz/kniha/statistika-jednoduse-11215/>
- [9] PACÁKOVÁ V. a kol. 2003. Štatistika pre ekonómov. Iura Edition.
- [10] ŠVÁBOVÁ, L., ĎURANA P., ĎURICA M. 2022. Deskriptívna a induktívna štatistika. Žilinská Univerzita v Žiline, EDIS – vydavateľstvo UNIZA.

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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 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.

Notes:

Past grade distribution

Total number of evaluated students: 834

A	ABS	B	C	D	E	FX	M
14,39	0,0	16,19	15,23	15,59	19,18	14,15	5,28

Lecturers: doc. RNDr. Mária Bohdalová, PhD., Ing. Martina Chrančoková, PhD., Ing. Peter Sekáč, PhD., MBA

Last change: 19.09.2024

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/232B/21	Course title: Sustainable Finance
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Assessment of the course: <ul style="list-style-type: none"> • 40 percent - continuous test/assignments • 60 percent - final test. The evaluation of the course is in accordance with the Study program of the Comenius University in Bratislava and the individual levels of the classification scale are awarded on the basis of the applied credit system, which reflects the degree of success of completing the course. A minimum of 91 percent must be obtained to obtain the grade A, a minimum of 81 percent to obtain a grade B, a minimum of 73 percent to obtain grade C, a minimum of 66 percent to obtain grade D and a minimum of 60 percent to obtain grade E. Credits will not be awarded to a student who earns less than 60 percent. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: The manager must be aware of the effects of his work on a personal level, but also at the level of the company, as well as reflecting social development with all the duties and obligations that this entails. Responsibility in the area of finance is irreplaceable in this context. It must start at the level of the individual, giving the preconditions for responsible capital management at the level of the company. The course Sustainable Finance aims to prepare students in this area.	
Class syllabus: <ol style="list-style-type: none"> 1. The importance of personal finance management. 2. Financial planning on the level of individual and managing of the personal financial capital. 3. Budgeting and cash flow management. 4. Management of income and household expenses. Use of loans, credit cards, planned loans. 5. Health insurance and accident insurance, life insurance. 6. Plan for a safe pension - pillars of pension funds. 7. Fundamentals of investing. 8. Selected topics in the area of investment. 9. Financial responsibility in a macroeconomic context. Public finance. 10. Responsible and sustainable finance. 	

Recommended literature:

- [[1] Finance Reconsidered : New Perspectives for a Responsible and Sustainable Finance Sun, WilliamParanque, Bernardand more, 2016, e-library UK
- [2] Website of Comenius University Academic Library – External electronic information resources: <https://uniba.sk/en/about/faculties-and-units/comenius-university-academic-library/external-electronic-information-resources/>
- [3] Michal Páleník: Učebnica mzdovej kalkulačky, 2021
- [4] kol: Politika zamestnanosti - budúcnosť pre Slovensko, 2014, ISBN 978-80-970204-6-0
- [5] Michal Páleník a kol: Sociálny systém - skutočnosť a vízia, 2014, ISBN: 978-80-970204-5-3

Languages necessary to complete the course:

Slovak/English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:**Past grade distribution**

Total number of evaluated students: 90

A	ABS	B	C	D	E	FX	M
22,22	0,0	41,11	23,33	8,89	3,33	0,0	1,11

Lecturers: prof. RNDr. Darina Saxunová, PhD., Mgr. Rita Szalai, PhD.**Last change:** 25.02.2025**Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KEF/013B/10	Course title: Tax Accounting
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Principles of Financial Accounting I, Principles of Financial Accounting II	
Course requirements:	
Learning outcomes: The student is able to explain the accounting and tax consequences of accounting the costs and revenues, to describe their impact on total profit of company, and to present their tax aspects.	
Class syllabus: 1. Tax accounting – introduction 2. Account classification’s construction in view of the calculation of profit from operating, financial and extraordinary activities 3. Accounting of taxes and specific examples of accounting in businesses 4. Accounting of costs, revenues and their influence on profit of a business 5. Items adjusting profits (or the difference among expenses and revenues) for the tax basis 6. Composition of balance sheet, profit and loss and annexes 7. Accounting methods in single-entry bookkeeping. Composition of other financial statements 8. Brief characteristic of taxes and relating regulations 9. Accounting and tax consequences for businesses from tax laws 10. The fundamentals for VAT evidence and composition of tax return for VAT 11. The documents for composition of income tax return for legal entities and income tax return for persons	
Recommended literature: 1. Zákon č. 431/2002 Z. z. o účtovníctve v znení neskorších predpisov 2. Zákon č. 595/2003 Z. z. o dani z príjmov v znení neskorších predpisov 3. Zákon č. 513/1991 Zb. Obchodný zákonník v znení neskorších predpisov 4. Zákon č. 455/1991 Zb. o živnostenskom podnikaní (živnostenský zákon) v znení neskorších predpisov 5. Opatrenie Ministerstva financií Slovenskej republiky z 13. decembra 2007 č. MF/27076/2007-74, ktorým sa ustanovujú podrobnosti o postupoch účtovania a podrobnosti	

o usporiadaní, označovaní a obsahovom vymedzení položiek účtovnej závierky pre účtovné jednotky účtujúce v sústave jednoduchého účtovníctva, ktoré podnikajú alebo vykonávajú inú samostatnú zárobkovú činnosť, ak preukazujú svoje výdavky vynaložené na dosiahnutie, zabezpečenie a udržanie príjmov na účely zistenia základu dane z príjmov v znení neskorších opatrení

6. Opatrenie Ministerstva financií SR č. 23054/2002-92 zo 16. decembra 2002, ktorým sa ustanovujú podrobnosti o postupoch účtovania a rámcovej účtovej osnove pre podnikateľov účtujúcich v sústave podvojného účtovníctva v znení neskorších opatrení

Languages necessary to complete the course:

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *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.

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Notes:

Past grade distribution

Total number of evaluated students: 219

A	ABS	B	C	D	E	FX	M
71,23	0,0	21,92	5,94	0,0	0,0	0,0	0,91

Lecturers: doc. Ing. Jana Kajanová, PhD.

Last change: 08.04.2022

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/078B/21	Course title: The Process of Building and Managing a Brand
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution

Total number of evaluated students: 102

A	ABS	B	C	D	E	FX	M
65,69	0,0	14,71	6,86	3,92	0,98	1,96	5,88

Lecturers: doc. Ing. Gabriela Pajtinková Bartáková, PhD., PhDr. Ján Ganobčík, MSc.**Last change:** 21.08.2025**Approved by:** prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/081B/21	Course title: Use of Psychology in Managerial Job
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 97							
A	ABS	B	C	D	E	FX	M
28,87	0,0	41,24	11,34	6,19	4,12	6,19	2,06
Lecturers: doc. PhDr. Rozália Sulíková, PhD.							
Last change: 13.09.2024							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/177B/21	Course title: Virtual Reality in Praxis
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 24							
A	ABS	B	C	D	E	FX	M
8,33	0,0	12,5	37,5	29,17	4,17	4,17	4,17
Lecturers: Ing. Peter Balco, PhD.							
Last change: 20.04.2022							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/079B/21	Course title: Visual Elements and Design of a Brand
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: The evaluation of the course is in accordance with the Study Regulations of Comenius University and the individual levels of classification. Scales are awarded on the basis of the points system applied, which reflects the degree. Success in completing the course. A minimum of 91 is required to obtain an A rating percent, to obtain a rating of B at least 81 percent, to a rating of C at least 73 percent, for a D rating of at least 66 percent and for an E rating of at least 60 percent. Credits are will not be awarded to a student who obtains less than 60 percent. Scale of assessment (preliminary/final): Continuous assessment for the semester (100 percent). 20 percent - solution of case studies. · 30 percent - control written test. · 50 percent - semester work and its presentation.	
Learning outcomes: By completing the course, the student will gain knowledge about the development and typology of brands in connection with communication and graphic design, will acquire the ability to analyze brands and logos in terms of their visual appearance in direct relation to the personality of the brand and its archetype, will have the ability to orient in the issue of visual presentation of the brand and its functional use within the current marketing practice, will gain an overview of the process of creating a logo and will be able to make independent decisions and manage the process.	
Class syllabus: 1. Communication design, graphic design and brand. 2. Origin of brands and their development. 3. Typology of brands. 4. Brand, logo, logotype, trademark. 5. Basic elements of the brand - name, brand name, slogan, bell, symbols. 6. Brand personality and brand archetypes. 7. Visual and graphic elements of the logo 8. The process of designing and creating a logo. 9. Brand identity and image. 10. Corporate design and design manual. 11. Brand in digital environment, responsive design.	

12. Rebranding, repositioning and brand redesign.

Recommended literature:

- [1] HESKOVÁ, M. – ŠTARCHOŇ, P. 2009. Marketingová komunikace a moderní trendy v marketingu. Praha : Oeconomica, 2009. 180 s. ISBN 978-80-245-1520-5
- [2] AIREY, D. 2010. Logo – nápad, návrh, realizace. Brno : Computer Press, 2010, 216 s. ISBN 978-80-251-3151-0
- [3] BANYÁR, M. 2017. Značka a logo. Vizuálne prvky značky a ich význam v procese brandingu. Zlín : Univerzita Tomáše Bati ve Zlíně, 2017, 300 s. ISBN 978-80-7457-681-5
- [4] WHEELER, A. 2006. Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands. Hoboken : John Wiley and Sons, 2006, 280 s. ISBN 978-0-471-74684-3
- [5] HEALEY, M. 2011. Design Loga. Analýza úspěchu 300+ mezinárodních značek. Brno : Computer Press, 2011, 233 s. ISBN 978-80-251-3608-9
- [6] WHEELER, A. 2013. Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands. Hoboken : John Wiley and Sons, 2013, 229 s. ISBN 04-712-1326-8
- [7] ÚRAD PRIEMYSELNÉHO VLASTNÍCTVA SLOVENSKEJ REPUBLIKY, 2011. Vytvoríme si ochrannú známku. Úvod do problematiky ochranných známok pre malé a stredné podniky. 36 s. ISBN 978-80-88994-72-5 [online]. https://www.indprop.gov.sk/swift_data/source/dokumenty_na_stiahnutie/informa_cne_brozury_letaky/brozura_znamka.pdf.
- [8] Webové sídlo Akademickkej knižnice UK – externé informačné zdroje prístupné pre UK: <http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/>.
- [9] Ďalšie zdroje budú priebežne dopĺňané a aktualizované (vzhľadom na nové a dostupné zdroje).

Languages necessary to complete the course:

Slovak language, English language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

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Notes:

Self-study is supported by an e-learning form.

Past grade distribution

Total number of evaluated students: 105

A	ABS	B	C	D	E	FX	M
31,43	0,0	42,86	14,29	1,9	2,86	0,95	5,71

Lecturers: Mgr. Petronela Klačanská, PhD., prof. Mgr. Peter Štarchoň, PhD.

Last change: 21.08.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/113B/23	Course title: Volunteering
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3., 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 25							
A	ABS	B	C	D	E	FX	M
88,0	0,0	0,0	0,0	0,0	0,0	12,0	0,0
Lecturers: Mgr. Silvester Krčméry, PhD.							
Last change:							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/114B/23	Course title: Volunteering
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4., 6.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 13							
A	ABS	B	C	D	E	FX	M
84,62	0,0	0,0	0,0	0,0	0,0	15,38	0,0
Lecturers: Mgr. Silvester Krčméry, PhD.							
Last change:							
Approved by: prof. Mgr. Anna Lašáková, PhD.							

COURSE DESCRIPTION

Academic year: 2024/2025	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMn/082B/21	Course title: Western and Japanese Approach to Personnel Management
Educational activities: Type of activities: lecture Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements:	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Ethics: <p>The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>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.</i> 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.</p> <p>Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>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.</i> 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.</p>	
Notes:	

Past grade distribution							
Total number of evaluated students: 67							
A	ABS	B	C	D	E	FX	M
25,37	0,0	41,79	28,36	0,0	0,0	2,99	1,49
Lecturers: prof. Ing. Ján Rudy, PhD.							
Last change: 23.11.2023							
Approved by: prof. Mgr. Anna Lašáková, PhD.							