

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21278/21	Title of course: Applied Informatics
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% continuous semester assessment 60% written exam	
Student workload: Workload: 156 hours Attendance at seminars: 52 hours Preparation for seminars: 13 hours Processing of continuous assignments: 13 hours Preparation for written verification of knowledge: 26 hours Preparation for the final exam: 52 hours	
Teaching results: The student will gain knowledge about the basic principles in the field of business data processing, information and knowledge, their storage and retrieval. They will be able to orient themselves in the available tools for collecting, storing business information. Graduates will learn in practical exercises to use advanced data formatting and linking as well as evaluate data using advanced tables and graphs, conditional calculations, will gain the ability to correctly interpret the results of business data processing. By completing the course, students will acquire competencies that will allow them to flexibly orient themselves in managerial, business or analytical positions in the available business data. To be able to use them correctly, to obtain and interpret from them the necessary information that is necessary to support decision-making.	
Indicative content: The course deals with the processing of business and economic data. Through standard available tools, the subject deals with the creation of formulas and functions, their correct setting, interconnection, data import, their analysis, graphical interpretation. Last but not least, attention is paid to the automation of computational processes and new trends in the use of available tools in the field of data processing to support decision-making.	
Support literature: 1. KOKLES, Mojmir – ROMANOVÁ, Anita. Informatika. 2. rozš. a preprac. vyd. Vydavateľstvo Bratislava Sprint 2. Economics. 2020. ISBN 978-80-89710-40-9.	

2. KLATOVSKÝ, Karel. Microsoft Excel 2021/365 nejen pro školy. Vydavatelství Proštějov Computer Media, 2023. ISBN 978-80-7402-451-1.
3. WINSTON, Wayne. et al. Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365), 7th Edition. Vydavatelství Microsoft Press 2022. 1168 s., ISBN 978-0-13-761366-3

Syllabus:

1. Introduction to the subject. IT tools for business and economic data processing
2. Data sharing, data protection and verification
3. Advanced work with tables in a big data environment
4. Formulas and functions - creating formulas and functions, testing and control, using standard formulas and functions
5. The use of logical and statistical functions in spreadsheets in the business agenda of the company
6. Use of database and text functions in spreadsheets in the business agenda of the company, conditional formatting
7. Analytical tool SOLVER - simulation and optimization of business models
8. Data import into spreadsheets, data editing
9. Database tables and their use for the analysis of economic data
10. Pivot tables and their use for data analysis
11. Creating graphic outputs, their use in processing of the results of analysis and evaluation in text and presentation formats
12. Use macros to set up automation of calculations
13. New trends, new tools in office software packages

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 405

A	B	C	D	E	FX
56.79	30.12	7.41	3.7	1.73	0.25

Lecturer: Ing. Peter Červenka, PhD., doc. Ing. Martin Kuchta, PhD., MBA, Ing. Lukáš Piatra, M.A.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KÚA FHI/OIE15010/21	Title of course: Business Accounting
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 26 hours of lectures 26 hours of seminars 26 hours of preparation for the seminars 54 hours of preparation for the interim concept check test (30 % of the overall grading) 54 hours of preparation for the exam, - out of which 24 hours of the preparation for the exercises (30 % of the overall grading) - out of which 30 hours of the preparation for the compilation and the analysis of the financial statements of a company (40 % of the overall grading) Total study load (in hours): 156	
Student workload:	
Teaching results: The main goal of the course is to teach the students to use the information from the financial statements, understand the economic factors which could affect them and the apply the accounting principles in the process of their preparation. The students will acquire skills and knowledge necessary for their compilation. In addition, the students acquire knowledge about the structure of the financial statements and the relation between its various parts, reflecting the requirements of the various frameworks for accounting, with a special focus on trading companies. The students will be able determine and present the financial position of an accounting entity, assess its financial stability, and use the acquired information for their economic decisions, including the use of accounting information for determination of taxes. Knowledge – acquire knowledge on accounting and its relation to economic decisions; skills – to keep accounting records necessary for the compilation of the financial statements – to use the accounting information for the economic decisions	
Indicative content: Financial statements and its use in practice by leading international companies and in the SR. Factors which contribute to the results presented in the financial statements. Legal framework of accounting and its impact on the comparability of the accounting data. Financial analysis and the elements of the financial statements (assets, liability, equity, expenses, income, cash flows). Measurement of assets and liabilities. Description of the financial statements and its compilation. Accounting for selected transactions, including the purchase and sale of the merchandise and the	

value added taxes. Interrelation between the accounting and tax systems.

Support literature:

Základná:

1. Šlosárová, A. - Blahušiaková, M. 2020. Analýza účtovnej závierky. Bratislava : Wolters Kluwer SR. ISBN 978-80-571-01666-6
2. Juhászová, Z. a kol. 2021. Účtovníctvo. Bratislava : Wolters Kluwer SR
3. Tumpach, M. - Gedeon, M. - Parajka, B. - Surovičová, A. 2023. Účtovníctvo pre manažérov a pre podnikateľov. Zbierka príkladov. Bratislava : SKCÚ

Odporúčaná (aktuálne právne normy pre oblasť účtovníctva v SR):

1. Zákon č. 431/2002 Z. z. o účtovníctve v znení neskorších predpisov.
2. Opatrenie Ministerstva financií č. 23054/2002 –92 ktorým sa ustanovujú podrobnosti o postupoch účtovania a rámcovej účtovej osnove pre podnikateľov účtujúcich v sústave podvojného účtovníctva v znení neskorších predpisov.
3. Opatrenie Ministerstva financií Slovenskej republiky z 3. decembra 2014 č. MF/23377/2014-74, ktorým sa ustanovujú podrobnosti o individuálnej účtovnej závierke a rozsahu údajov určených z individuálnej účtovnej závierky na zverejnenie pre veľké účtovné jednotky a subjekty verejného záujmu v znení neskorších predpisov

Syllabus:

Indicative content:

1. Accounting information for investors: financial statements of selected companies quoted at New York Stock Exchange and analysis of the scope of disclosed information. Register of the financial statements in the SR.
2. Economic and non-economic factors contributing to results presented in the financial statements (changes in the level of the production, provision of services and sales of goods and merchandise; changes of cost from operating and financing activities; fraudulent financial reporting).
3. Impact of the alternative ways of accounting for selected transactions, events and other conditions on the economic results of a company. Accounting regulation and its impact on comparability of accounting information. National and international (IFRS) legal framework of accounting.
4. Selected financial metrics and their relation to financial statements. Definitions and criteria for the recognition of the elements of the financial statements (assets, liabilities, expenses, income).
5. Measurement of assets and liabilities and its impact on the metrics of financial analysis. Historical costs, current value, and fair value.
6. Accounting records, accounting books and their use in the process of the preparation of financial statements.
7. Accounting for funding of entities from the contribution of the owners, credits and loans.
8. Accounting for acquisition of assets and its use in the process of manufacturing, sale and / or provision of services.
9. Accounting for merchandise, including its import and export.
10. Value added tax and its reflection in the accounting.
11. Preparation and presentation of the Balance-sheet.
12. Preparation and presentation of the Income statements and the cash flow statements.
13. Interrelation between the accounting and tax systems.

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 823

A	B	C	D	E	FX
4.74	11.66	21.39	25.15	26.73	10.33

Lecturer: Ing. Lea Jančíčková, Ing. Branislav Parajka, PhD., doc. Ing. Mgr. Zuzana Juhászová, PhD., Ing. Martina Ballová, PhD., Ing. Martina Podmanická, PhD., Ing. Anton Marci, PhD.

Date of the latest change: 17.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KAJ FAJ/OJA215290/21	Title of course: Business English for Advanced Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework -20 % The result of a final written test – 60 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Learning outcomes: Knowledge: - acquisition of theoretical knowledge of the characteristics and basic features of the English professional language. - the student can characterise and identify the basic features of professional language in a text and knows the principles of the production of professional economic texts in theoretical and practical terms. Competences: - know the basic principles of the functioning of professional language, - the student can use receptive and productive language skills at the required level, - understands longer speeches and conversations; understands longer professional texts with a complex structure; can express himself/herself adequately on general and professional topics and formulate ideas and attitudes clearly, - in writing, can produce clear, well-organized, and detailed text on complex professional economic topics, demonstrating mastery of compositional techniques, connective expressions, and means of cohesion, - use flexibly and effectively the acquired linguistic knowledge, which is essential for the student's successful application in practice, for professional purposes. Skills: - apply the acquired skills in working with professional texts, e.g. seminar papers, final thesis, case studies,	

- apply appropriate linguistic strategies related to the production of professional texts (use of appropriate lexical, stylistic, morphosyntactic devices) in the target language,
- acquiring the ability to consciously distinguish appropriate from inappropriate linguistic devices in professional economic communication (colloquial expressions, syntactically incomplete sentences, imprecise, ambivalent expressions, etc.).

Indicative content:

- how inventors think, first impressions, networking
- production and consumption, which includes sharing, renting, reusing, repairing, refurbishing, and recycling existing materials and products for as long as possible, product lifecycle, effective working meetings, decision making, problem-solving
- financial investment, negotiations, marketing, customer relationship
- communication skills, employment trends, conflict resolution
- disruptive factors in business, business ethics, and corporate social responsibility
- brainstorming, meeting management
- case study solving, business workshop

Support literature:

Základná literatúra:

1. Dubicka, I., Rosenberg, M., O'Keeffe, M., Dignen, B., Hogan, M. (2020) Business Partner C1. Your Employability Trainer. Harlow: Pearson Education Limited. ISBN 978-1-292-24862-2
2. Dubicka, I. O'Keeffe, M. Market Leader Advanced. Pearson Education Limited. 3rd edition. ISBN-13: 978-1408237038
3. Trappe, T., Tullis, G. (2016) Intelligent Business Advanced. Pearson Education Limited. 2016 ISBN 978-1-4082-5597-1
4. MacKenzie, I. (2010) English for Business Studies. A course for Business Studies and Economics students. Cambridge: Cambridge University Press, 2010. ISBN 978-0-521-74341-9

Doplňujúca literatúra:

1. Allison, J., Appleby, R., Chazal de, E. (2009) The Business Advanced. Oxford: Macmillan. ISBN 978-0-230-02151-8
2. Baade, K., Holloway, Ch., Hughes, J., Scrivener, J., Turner, R. (2018) Business Results. Advanced. Oxford: Oxford University Press. 2nd edition. ISBN 978-0-19-473906-1.
3. Financial Times,
4. The Economist

Syllabus:

1st week: Characteristics of a good communicator; decisive factors in communication; types and forms of communication.

2nd week: Pros and cons of e-mail communication; telephoning with business partners.

3rd week: Trends in development of current economy; business cycle in an economy.

4th week: International marketing; company marketing strategy.

5th week: Global brands and products.

6th week: Brainstorming and its importance for success of a company.

7th week: Company and building good relationships in an organization.

8th week: Specific features of business relationships with foreign partners (e .g. China).

9th week: Networking.

10th week: Indicators of successful business; innovation as one of important conditions of success in business.

11th week: Profile of a successful entrepreneur; language and basic strategies of negotiations; grammar (tenses).

12th week: Case study.

13th week: Revision and a final test.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 942

A	B	C	D	E	FX
6.26	15.61	22.82	22.19	19.43	13.69

Lecturer: Mgr. Ivana Kapráliková, PhD., PaedDr. Alexandra Mandáková, PhD., PhDr. Jarmila Rusiňáková, PhD., Mgr. Ján Strelinger, PhD., doc. PhDr. Helena Šajgalíková, PhD., PaedDr. Žaneta Pavlíková, PhD., PhDr. Zuzana Ondrejová, CSc., PhDr. Eva Maierová, PhD., Mgr. Michaela Grinaj, PhD., Mgr. Katarína Zamborová, PhD., PaedDr. Darina Halašová, PhD., Ing. Mgr. Sonia Krajčík Danišová, PhD., Mgr. Peter Majláth, PaedDr. Eva Stradiotová, PhD., Mgr. Linda Krajčovičová, PhD., Mgr. Natalia Shumeiko, PhD., Mgr. Richard Kravec

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KAJ FAJ/OJAJ213020/21	Title of course: Business English for Advanced Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Activity at seminars- 20 % Presentation of a project – 30 % The result of a written and oral exam -50 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Knowledge: - acquisition of theoretical knowledge of the characteristics and basic features of the English professional language. - the student can characterise and identify the basic features of professional language in a text and knows the principles of the production of professional economic texts in theoretical and practical terms. Competences: - know the basic principles of the functioning of professional language, - the student can use receptive and productive language skills at the required level, - understands longer speeches and conversations; understands longer professional texts with a complex structure; can express himself/herself adequately on general and professional topics and formulate ideas and attitudes clearly, - in writing, can produce clear, well-organized, and detailed text on complex professional economic topics, demonstrating mastery of compositional techniques, connective expressions, and means of cohesion, - use flexibly and effectively the acquired linguistic knowledge, which is essential for the student's successful application in practice, for professional purposes. Skills: - apply the acquired skills in working with professional texts, e.g. seminar papers, final thesis, case studies,	

- apply appropriate linguistic strategies related to the production of professional texts (use of appropriate lexical, stylistic, morphosyntactic devices) in the target language,
- acquiring the ability to consciously distinguish appropriate from inappropriate linguistic devices in professional economic communication (colloquial expressions, syntactically incomplete sentences, imprecise, ambivalent expressions, etc.).

Indicative content:

- marketing strategies, data presentation, relationship building, advertising
- presentation, networking, communication skills
- impact of tourism on the economy, operational consulting, strategy, goals and values
- conflicts in the workplace, conflict resolution
- entrepreneurs, online entrepreneurship, start-ups
- performance evaluation, self-assessment

Support literature:

Základná literatúra:

1. Dubicka, I., Rosenberg, M., O’Keeffe, M., Dignen, B., Hogan, M. (2020) Business Partner C1. Your Employability Trainer. Harlow: Pearson Education Limited. ISBN 978-1-292-24862-2
2. Dubicka, I. O’Keeffe, M. Market Leader Advanced. Pearson Education Limited. 3rd edition. ISBN-13: 978-1408237038
3. Trappe, T., Tullis, G. (2016) Intelligent Business Advanced. Pearson Education Limited. 2016 ISBN 978-1-4082-5597-1
4. MacKenzie, I. (2010) English for Business Studies. A course for Business Studies and Economics students. Cambridge: Cambridge University Press, 2010. ISBN 978-0-521-74341-9

Doplňujúca literatúra:

1. Allison, J., Appleby, R., Chazal de, E. (2009) The Business Advanced. Oxford: Macmillan. ISBN 978-0-230-02151-8
2. Baade, K., Holloway, Ch., Hughes, J., Scrivener, J., Turner, R. (2018) Business Results. Advanced. Oxford: Oxford University Press. 2nd edition. ISBN 978-0-19-473906-1.
3. Financial Times,
4. The Economist

Syllabus:

1st week: Job/work; the role of headhunters. Recruitment of workers. Job application. CV.

2nd week: Importance of work for a man; factors influencing job satisfaction.

3rd week: Trends in development of economy in English speaking countries; grammar (passive).

4th week: Successful entrepreneurship; sorts of risk; grammar (adverbs).

5th week: Insurance and international business.

6th week: Language of communication at meetings.

7th week: Management; management styles.

8th week: Characteristics of a successful manager.

9th week: Structure and language of a presentation. Presentation development (topic selected by teacher).

10th week: Advantages and disadvantages of team cooperation in an organisation; grammar (modal verbs).

11th week: Forming successful teams; dealing with conflicts.

12th week: Case study.

13th week: Revision and a final test.

Language whose command is required to complete the course:

English					
Notes:					
Assessment of courses					
Total number of evaluated students: 557					
A	B	C	D	E	FX
7.18	11.31	20.11	23.16	9.16	29.08
Lecturer: PhDr. Zuzana Ondrejová, CSc., PaedDr. Žaneta Pavlíková, PhD., Mgr. Ján Strelinger, PhD., PaedDr. Darina Halašová, PhD., Mgr. Ivana Kapráliková, PhD., Ing. Mgr. Sonia Krajčik Danišová, PhD., Mgr. Linda Krajčovičová, PhD., PhDr. Jarmila Rusiňáková, PhD., Mgr. Natalia Shumeiko, PhD., doc. Svitlana Goloshchuk, PhD., Mgr. Richard Kravec					
Date of the latest change: 11.12.2021					
Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KAJ FAJ/OJA215150/21	Title of course: Business English for Advanced Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars- 20 % Presentation of a project – 30 % The result of a written and oral exam -50 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Knowledge: - acquisition of theoretical knowledge of the characteristics and basic features of the English professional language. - the student can characterise and identify the basic features of professional language in a text and knows the principles of the production of professional economic texts in theoretical and practical terms. Competences: - know the basic principles of the functioning of professional language, - the student can use receptive and productive language skills at the required level, - understands longer speeches and conversations; understands longer professional texts with a complex structure; can express himself/herself adequately on general and professional topics and formulate ideas and attitudes clearly, - in writing, can produce clear, well-organized, and detailed text on complex professional economic topics, demonstrating mastery of compositional techniques, connective expressions, and means of cohesion, - use flexibly and effectively the acquired linguistic knowledge, which is essential for the student's successful application in practice, for professional purposes. Skills: - apply the acquired skills in working with professional texts, e.g. seminar papers, final thesis, case studies,	

- apply appropriate linguistic strategies related to the production of professional texts (use of appropriate lexical, stylistic, morphosyntactic devices) in the target language,
- acquiring the ability to consciously distinguish appropriate from inappropriate linguistic devices in professional economic communication (colloquial expressions, syntactically incomplete sentences, imprecise, ambivalent expressions, etc.).

Indicative content:

Support literature:

Walker, R., Harding, K. Tourism 3. Oxford: Oxford university press. 2011. ISBN 9780194551069
 Strutt, P. English for International Tourism Upper-Intermediate. Pearson. 2003. ISBN: 9781447903666
 Mol. H. English for Tourism and Hospitality. Reading: Garnet Publishing Ltd. 2008. ISBN 978 1 85954 942 8
 Allison, J., Appleby, R., Chazal de, E. (2009) The Business Advanced. Oxford: Macmillan. ISBN 978-0-230-02151-8
 Baade, K., Holloway, Ch., Hughes, J., Scrivener, J., Turner, R. (2018) Business Results. Advanced. Oxford: Oxford University Press. 2nd edition. ISBN 978-0-19-473906-1.

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 753

A	B	C	D	E	FX
7.84	16.07	26.69	27.22	9.16	13.01

Lecturer: Mgr. Michaela Grinaj, PhD., PaedDr. Darina Halašová, PhD., PaedDr. Zuzana Hrdličková, PhD., Mgr. Ivana Kapráliková, PhD., Ing. Mgr. Sonia Krajčík Danišová, PhD., Mgr. Linda Krajčovičová, PhD., PhDr. Eva Maierová, PhD., Mgr. Peter Majláth, PaedDr. Alexandra Mandáková, PhD., PhDr. Zuzana Ondrejová, CSc., PaedDr. Žaneta Pavlíková, PhD., PhDr. Jarmila Rusiňáková, PhD., PaedDr. Eva Stradiotová, PhD., Mgr. Ján Strelinger, PhD., Mgr. Katarína Zamborová, PhD.

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KAJ FAJ/OJAJ215001/21	Title of course: Business English for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars -20% Assessment of homework assignments -10% Results of a final written test and oral exam- 70%	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: To understand the main ideas of clear standard speech, understand texts, in spoken interaction to be able to react in different situations typical for private and professional life, to be able to write simple texts on familiar topics.	
Indicative content: <ul style="list-style-type: none">• Career plan, organisation, career path• Job interview, communication skills, work meeting• Company structure, brand, presentation• Company presentation, PEST analysis• Problem solving in the company• Negotiation, communication skills	
Support literature: Whitby, N.: Business Benchmark Pre-intermediate to intermediate. Cambridge University Press. 2013. ISBN 978-1-107-69399-9 Robbins, S.: First Insights into Business. Pearson Education Limited, 2000 Cotton, D., Falvey, D., Kent, S.: Market Leader Intermediate, Pearson Education Limited, Harlow, 2010, ISBN 978-1-4082-3707-6 Cotton, D., Falvey, D., Kent, S.: Market Leader Pre-Intermediate, Pearson Education Limited, Harlow, 2012, ISBN 978-1-408-23695-6 O’Keeffe, M., Lansford, L., Wright, R., Powell, M., Wright, L. Business Partner A2+. Harlow: Pearson Education Limited. 2019. ISBN 978-1-292-23353-6	

Dubicka, I., O'Keffee, M., Dignen, B. Hogan, M., Wright, L. Business Partner B1+. Harlow: Pearson Education Limited. 2018. ISBN 978-1-292-23355-0

Syllabus:

1. Products, characteristic features of products. Brand importance. Present simple and present continuous.
2. Luxury goods. Strategies of companies influencing brand loyalty of customers. Expressing agreement and disagreement.
3. Taking part in meetings. Market research and marketing strategies.
4. Business trip. International business meetings. Differences between British and American English.
5. Services of hotels and airlines provided to business travellers. Different language forms to express future.
6. Telephoning and arranging work appointments.
7. Implementation of changes in companies. Increasing company's performance.
8. Problem solving in the company. Past simple and present perfect.
9. Company profile. Socialising, introducing yourself, informal social talk.
10. Company structure. Company's departments and their activities.
11. Strategies of management of a successful company.
12. Case study (selection of topic in accordance with teaching material). Revision.
13. Final test

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 72

A	B	C	D	E	FX
4.17	25.0	23.61	22.22	23.61	1.39

Lecturer: PaedDr. Alexandra Mandáková, PhD., PaedDr. Eva Stradiotová, PhD., PaedDr. Darina Halašová, PhD., PaedDr. Žaneta Pavlíková, PhD.

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KAJ FAJ/ OJA2015310/21	Title of course: Business English for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars -20% Assessment of homework assignments -10% Results of a final written test and oral exam- 70%	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: To understand extended speech and lectures, to be able to read articles and reports and understand the main points in general and business texts, to be able to communicate on the adequate level, to be able to write texts on a wide range of subjects.	
Indicative content: <ul style="list-style-type: none"> • Stress in the workplace, negotiations, e-business • Presenting data and numbers, numerals • Non-committal social conversation, team building, collaboration • Welcoming guests, innovation, young entrepreneurs • Ecology, feedback, working abroad 	
Support literature: Whitby, N.: Business Benchmark Pre-intermediate to intermediate. Cambridge University Press. 2013. ISBN 978-1-107-69399-9 Robbins, S.: First Insights into Business. Pearson Education Limited, 2000 Cotton, D., Falvey, D., Kent, S.: Market Leader Intermediate, Pearson Education Limited, Harlow, 2010, ISBN 978-1-4082-3707-6 Cotton, D., Falvey, D., Kent, S.: Market Leader Pre-Intermediate, Pearson Education Limited, Harlow, 2012, ISBN 978-1-408-23695-6 O’Keeffe, M., Lansford, L., Wright, R., Powell, M., Wright, L. Business Partner A2+. Harlow: Pearson Education Limited. 2019. ISBN 978-1-292-23353-6	

Dubicka, I., O'Keffee, M., Dignen, B. Hogan, M., Wright, L. Business Partner B1+. Harlow: Pearson Education Limited. 2018. ISBN 978-1-292-23355-0

Syllabus:

1. Advertising and its importance at selling products. Different advertising media and methods of products presentation.
2. Advertising campaign. Using definite and indefinite articles, countable and uncountable nouns.
3. Preparing and structuring presentation.
4. Finance and financial terms. Investment management. Verbs and preposition to describe trends.
5. Present economic situation. Dealing with figures to describe years, decimals and fractions.
6. Successful business plan in competitive environment. Describing graphs.
7. Intercultural differences. The most important factors influencing culture.
8. Differences in etiquette at international business negotiations. Modal verbs.
9. Company culture at business and informal meetings. Expressions and phrases when making social contacts.
10. Human resources. Employees recruitment. Job interview. Getting information on the telephone.
11. Position of women at work. Using - ing forms and infinitives.
12. Case study (selection of topic in accordance with teaching material). Revision.
13. Final test

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 83

A	B	C	D	E	FX
8.43	21.69	22.89	20.48	14.46	12.05

Lecturer: PhDr. Eva Maierová, PhD., PaedDr. Alexandra Mandáková, PhD., Mgr. Michaela Grinaj, PhD., Mgr. Katarína Zamborová, PhD., Mgr. Linda Krajčovičová, PhD., Mgr. Peter Majláth, PaedDr. Darina Halašová, PhD., PaedDr. Žaneta Pavlíková, PhD.

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KAJ FAJ/OJA211020/21	Title of course: Business English for Intermediate Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: Activity at seminars -20% Assessment of homework assignments -10% Results of a final written test and oral exam- 70%	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: To understand extended speech and lectures, to be able to read articles and reports and understand the main points in general and business texts, to be able to communicate on the adequate level, to be able to write texts on a wide range of subjects.	
Indicative content: 1. Free trade 2. International markets 3. Ethics in business environment 4. Management 5. Effective managerial styles 6. Competition	
Support literature: Whitby, N.: Business Benchmark Pre-intermediate to intermediate. Cambridge University Press. 2013. ISBN 978-1-107-69399-9 Robbins, S.: First Insights into Business. Pearson Education Limited, 2000	
Syllabus: 1. Free trade. Trade barriers 2. Advantages and disadvantages of free trade for national economies. Conditional clauses. The first and second conditional 3. Negotiating. Strategies of negotiating with foreign partners 4. Ethics in business environment	

5. Ethics in writing. Adhering to ethical principles when writing CVs
6. Case study. Past and past perfect tense
7. Management. Inborn and acquired prerequisites for managerial work. Qualities of a successful manager
8. Different managerial styles. Relative pronouns
9. Presentation. Structuring presentation
10. Competition in business environment
11. Market structure. Passive verb forms.
12. Negotiating
13. Final test

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 47

A	B	C	D	E	FX
4.26	23.4	40.43	12.77	19.15	0.0

Lecturer: PaedDr. Alexandra Mandáková, PhD., Mgr. Katarína Zamborová, PhD., Ing. Mgr. Sonia Krajčík Danišová, PhD., Mgr. Peter Majláth, PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211205/21	Title of course: Business French for Advanced Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20% Homework assignments – 20% Results of the final written exam – 60%	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Basic types of French business companies 2. Business communication, business letter 3. Human resources 4. Labour market in France 5. Marketing, products and global brands 6. Trends in development of current economy.	
Support literature: Obligatory: Rizeková, I. a kol.: Le monde des affaires, Vydavateľstvo Ekonóm, Bratislava 2007 Miquel, C.: Grammaire en dialogues. Niveau avancé. B2-C1. CLE International 2013 Supplementary: Kozmová, J. – Brouland, P.: Francouzština v podnikové a obchodní praxi, Ekopress, Praha 2005	

Dahan, L. – Morel, P.: Maîtrisez le Français Commercial en 40 dossiers, Langues pour tous – Pocket, Paris 2004

Current study materials from magazines, newspapers, and the Internet.

Syllabus:

1. Basic types of French business companies
2. French companies in Slovakia
3. Business communication
4. Business letter
5. Human resources management
6. Recruitment process
7. Labour market, unemployment
8. Labour market in France and French-speaking countries
9. Marketing
10. Products and world brands
11. Market research
12. Internet sales
13. Final test

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Mag. (FH) Florence Gajdošová

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211305/21	Title of course: Business French for Advanced Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20% Homework assignments – 10% Results of the final exam – 70%	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches and conversations, understands a longer professional text with a complex structure, is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Trends in development of current economy 2. Company management 3. Company budget 4. Banks, taxes, stock exchange 5. Foreign trade 6. Logistics and transport	
Support literature: Obligatory: Rizeková, I. a kol.: Le monde des affaires, Vydavateľstvo Ekonóm, Bratislava 2007 Miquel, C.: Grammaire en dialogues. Niveau avancé. B2-C1. CLE International 2013 Supplementary: Kozmová, J. – Brouland, P.: Francouzština v podnikové a obchodní praxi, Ekopress, Praha 2005	

Dahan, L. – Morel, P.: Maîtrisez le Français Commercial en 40 dossiers, Langues pour tous – Pocket, Paris 2004

Current study materials from magazines, newspapers, and the Internet.

Syllabus:

1. Trends in the development of the current economy
2. Trends in the development of the economy in French-speaking countries
3. Company management
4. Company revenues and expenditures
5. Company budget
6. Subsidies for business development
7. Tax system
8. Banking system
9. Banking products
10. Foreign trade
11. Foreign investment
12. Logistics and transport
13. Final test

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Mag. (FH) Florence Gajdošová

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211705/21	Title of course: Business French for Advanced Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Marketing 2. Price policy 3. Distribution policy 4. Advertising, communication policy 5. Trade – its role and meaning 6. International trade 7. Capital and its concentration. Business mergers 8. Globalisation and globalisation tendencies	

Support literature:

Obligatory:

Rizeková, I. a kol.: Le monde des affaires, Vydavateľstvo Ekonóm, Bratislava 2007

Miquel, C.: Grammaire en dialogues. Niveau avancé. B2-C1. CLE International 2013

Supplementary:

Kozmová, J. – Brouland, P.: Francouzština v podnikové a obchodní praxi, Ekopress, Praha 2005

Dahan, L. – Morel, P.: Maîtrisez le Français Commercial en 40 dossiers, Langues pour tous – Pocket, Paris 2004

Current study materials from magazines, newspapers, and the Internet.

Syllabus:

1. Marketing I.
2. Price policy
3. Distribution policy
4. Advertising
5. Trade – its role and meaning
6. International Trade
7. Capital and its concentration
8. Business mergers
9. Globalisation Tendencies
10. Marketing II.
11. Communication policy
12. International trade II.
13. Final test

Language whose command is required to complete the course:

French

Notes:**Assessment of courses**

Total number of evaluated students: 1

A	B	C	D	E	FX
0.0	0.0	100.0	0.0	0.0	0.0

Lecturer: Mag. (FH) Florence Gajdošová

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE210905/21	Title of course: Business French for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 20 % Results of the final written exam – 60 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Recruiting. 2. Hiring new staff. 3. E-mails and Telephoning. 4. Advertising and Marketing. 5. Product and Brand.	
Support literature: Obligatory: Dubois, A.-L. – Tauzin, B.: Objectif Express 2. Hachette Livre Paris 2009 Miquel, C.: Grammaire en dialogues. Niveau intermédiaire. B1. CLE International 2018 Supplementary: Rizeková, I. a kol.: Le monde des affaires, Vydavateľstvo Ekonóm, Bratislava 2007 Kozmová, J. – Brouland, P.: Francouzština v podnikové a obchodní praxi, Ekopress, Praha 2005 Complementary articles from the current French press and the Internet.	
Syllabus:	

1. Curriculum vitae
2. Cover letter
3. Recruitment process
4. Job interview
5. Hiring a new employee
6. Work environment
7. Mail communication
8. Telephone communication
9. Advertising
10. Marketing
11. Product
12. Brand
13. Final test

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 18

A	B	C	D	E	FX
50.0	27.78	11.11	5.56	5.56	0.0

Lecturer: Mgr. Martin Růžička, Ph.D.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211005/21	Title of course: Business French for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Business Trip 2. Meeting 3. Claims 4. Congress arrangement 5. Corporate Culture	
Support literature: Obligatory: Dubois, A.-L. – Tauzin, B.: Objectif Express 2. Hachette Livre Paris 2009 Miquel, C.: Grammaire en dialogues. Niveau intermédiaire. B1. CLE International 2018 Supplementary: Rizeková, I. a kol.: Le monde des affaires, Vydavateľstvo Ekonóm, Bratislava 2007 Kozmová, J. – Brouland, P.: Francouzština v podnikové a obchodní praxi, Ekopress, Praha 2005 Complementary articles from the current French press and the Internet.	
Syllabus: 1. Workplace relations, work team	

2. Corporate culture
3. Work meeting
4. Preparing a business trip (transport, accommodation, meals)
5. Business trip
6. Company presentation
7. Product presentation
8. Negotiations with partners
9. Conclusion of a business contract
10. Withdrawal from a contract
11. Complaint and claim
12. Organizing a congress / a trade fair
13. Final test

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 34

A	B	C	D	E	FX
20.59	41.18	23.53	2.94	11.76	0.0

Lecturer: Mgr. Martin Růžička, Ph.D.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211105/21	Title of course: Business French for Intermediate Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Economy and ecology. 2. Logistics. 3. Exhibitions and trade fairs. 4. Business negotiations. 5. Management. 6. French–Slovak business cooperation.	
Support literature: Obligatory: Dubois, A.-L. – Tauzin, B.: Objectif Express 2. Hachette Livre Paris 2009 Miquel, C.: Grammaire en dialogues. Niveau intermédiaire. B1. CLE International 2018 Supplementary:	

Rizeková, I. a kol.: Le monde des affaires, Vydavateľstvo Ekonóm, Bratislava 2007
Kozmová, J. – Brouland, P.: Francouzština v podnikové a obchodní praxi, Ekopress, Praha 2005
Complementary articles from the current French press and the Internet.

Syllabus:

1. Economy and ecology I.
2. Economy and ecology II.
3. Logistics I.
4. Logistics II.
5. Exhibitions and trade fairs I.
6. Exhibitions and trade fairs II.
7. Business negotiations I.
8. Business negotiations II.
9. Management I.
10. Management II.
11. Business cooperation between France and Slovakia I.
12. Business cooperation between France and Slovakia II.
13. Final test

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 24

A	B	C	D	E	FX
29.17	37.5	16.67	12.5	4.17	0.0

Lecturer: Mgr. Martin Růžička, Ph.D.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KNJ FAJ/OJD215001/21	Title of course: Business German for Advanced Students I. (12)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % The result of a homework – 20 % The result of a final written test – 60 %	
Student workload: 78h (participation in seminars 26 h, preparation for seminars 26 h, preparation for the exam 26 h)	
Teaching results: Language knowledge: to know the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/ she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged, and detailed text on complex topics, demonstrating mastery of compositional techniques, conjunctions, and means of cohesion. Language competencies: to use flexibly and effectively acquired language skills, which are necessary for successful student's application in practice and for social, academic, or professional purposes.	
Indicative content: 1. Communication in the workplace 2. Marketing 3. Networking 4. Relationships in the workplace 5. Success 6. Case study	
Support literature: Müller, A., Schlüter, S.: Im Beruf Neu - Kursbuch, Sprachniveau B1+/B2, Hueber Verlag, ISBN 978-3-19-201190-0 Müller, A., Schlüter, S.: Im Beruf Neu – Arbeitsbuch, Sprachniveau B1+/B2, Hueber Verlag, ISBN 978-3-19-201190-7	
Syllabus:	

Week 1 Internal and external communication in business (e-mail)
 Week 2 Resolving communication failures
 Week 3 Trends in the development of the current economy
 Week 4 Marketing
 Week 5 International Marketing (compound noun)
 Week 6 World brands
 Week 7 Company
 Week 8 Brainstorming
 Week 9 Building workplace relationships (phrasal verbs)
 Week 10 Negotiations
 Week 11 Networking
 Week 12 Success (suffixes, past and present tense)
 Week 13 Case study solution

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 20

A	B	C	D	E	FX
15.0	30.0	30.0	10.0	10.0	5.0

Lecturer: Christina Hintersteiner, M.A., PhDr. Lucia Šukolová, PhD.

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KNJ FAJ/OJD215002/21	Title of course: Business German for Advanced Students II. (13)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % The result of a homework – 10 % The result of a final written and oral exam – 70 %	
Student workload: 78h (participation in seminars 26 h, preparation for seminars 26 h, preparation for the exam 26 h)	
Teaching results: Language knowledge: to know the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/ she understands longer speeches and conversations; understands a longer professional text with a complex structure; is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed text on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: to use flexibly, fluently and effectively acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Motivational factors 2. Risk 3. Management 4. Managerial types of business management 5. Team building 6. Case study	
Support literature: Müller, A., Schlüter, S.: Im Beruf Neu - Kursbuch, Sprachniveau B1+/B2, Hueber Verlag, ISBN 978-3-19-201190-0 Müller, A., Schlüter, S.: Im Beruf Neu – Arbeitsbuch, Sprachniveau B1+/B2, Hueber Verlag, ISBN 978-3-19-201190-7	
Syllabus:	

Week 1 Satisfaction in the workplace
 Week 2 Motivational factors
 Week 3 Cold calling
 Week 4 Risk
 Week 5 Risk management
 Week 6 Insurance
 Week 7 Management
 Week 8 Managerial types of business management
 Week 9 Presentation of a selected economic topic
 Week 10 Team building
 Week 11 Organizing activities to strengthen the team
 Week 12 Conflict resolution
 Week 13 Case study

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 15

A	B	C	D	E	FX
13.33	33.33	33.33	13.33	6.67	0.0

Lecturer: Christina Hintersteininger, M.A.

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KNJ FAJ/OJD215003/21	Title of course: Business German for Advanced Students III. (14)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % The result of a homework – 10 % The result of a final written and oral exam – 70 %	
Student workload: 78h (participation in seminars 26 h, preparation for seminars 26 h, preparation for the exam 26 h)	
Teaching results: Language knowledge: to know the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/ she understands longer speeches and conversations; understands a longer professional text with a complex structure; is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed text on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: to use flexibly, fluently and effectively acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Finance 2. Customer service 3. Crisis management 4. Merger 5. Acquisition 6. Presentation	
Support literature: KOČIŠOVÁ, Z., PATÉ, M.: Marketing und ausgewählte Themen der Weltwirtschaft. Bratislava, EKONÓM, 2018. ISBN 978-80-225-4510-5	
Syllabus: Week 1 Finance (financial terminology) Week 2 Raising funds	

Week 3 Negotiations
Week 4 Customer
Week 5 Customer service
Week 6 Complaints handling
Week 7 Crisis management
Week 8 Resolving the crisis
Week 9 Ethics and social responsibility
Week 10 Fusion
Week 11 Acquisition
Week 12 Joint Undertaking
Week 13 Presentation

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 20

A	B	C	D	E	FX
20.0	35.0	20.0	20.0	5.0	0.0

Lecturer: Mgr. Zuzana Kočíšová

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KNJ FAJ/OJD215004/21	Title of course: Business German for Intermediate Students I. (9)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % The result of a homework – 20 % The result of a final written test – 60 %	
Student workload: 78h (participation in seminars 26 h, preparation for seminars 26 h, preparation for the exam 26 h)	
Teaching results: Language knowledge: to know the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level, is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for the private and professional life. Language competencies: to use effectively acquired language skills, which are necessary for the successful student's application in practice and for social, academic or professional purposes	
Indicative content: 1. Career plan 2. Company structure 3. Negotiations 4. Sales 5. Communication in the workplace 6. Presentation 12. Meetings	
Support literature: ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Kursbuch mit Audio-CD, Klett, ISBN 978-3-12-675348-7 ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Übungsbuch, Klett, ISBN 978-3-12-675347-0 KUNOVSKÁ, Ingrid - MRÁZOVÁ, Mária - KUCHAROVÁ, Jana. Teória, cvičenia a texty k nemeckej gramatike. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2016. ISBN 978-80-225-4253-1	
Syllabus:	

Week 1: Career plan (what is a career plan, career growth, modal verbs, preparation of a career plan)
 Week 2: Job interview (what is a job interview, preparation of a job interview, present simple time)
 Week 3: Company structure (types of companies and their structure, description of the company, present running time)
 Week 4: Company presentation (presentation structure)
 Week 5: Problem solving in the company (types of problems, crisis management, modal verbs)
 Week 6: Company management (typology of managers, indirect speech)
 Week 7: Negotiation I. (conflict resolution, past simple)
 Week 8: Negotiations II. (reach an agreement)
 Week 9: Sales (shopping habits, marketing)
 Week 10: Telephoning (information exchange)
 Week 11: Brainstorming
 Week 12: Working meetings (memo, email)
 Week 13: Presentation (presentation of selected economic issues)

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 317

A	B	C	D	E	FX
13.56	17.67	20.82	21.45	17.98	8.52

Lecturer: Mgr. Jana Kucharová, PhD., Mgr. Ingrid Kunovská, PhD., Mgr. Ing. Terézia Ondrušová, PhD., Mgr. Filip Kalaš, PhD., Mgr. Jozef Štefčík, PhD.

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KNJ FAJ/OJD215005/21	Title of course: Business German for Intermediate Students II. (10)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % The result of a homework – 10 % The result of a final written and oral exam – 70 %	
Student workload: 78h (participation in seminars 26 h, preparation for seminars 26 h, preparation for the exam 26 h)	
Teaching results: Language knowledge: to know the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level, is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for the private and professional life. Language competencies: to use effectively acquired language skills, which are necessary for the successful student's application in practice and for social, academic or professional purposes	
Indicative content: 1. Workplace stress 2. Socialization 3. Finance 4. Marketing 5. Communication in the workplace 6. Case study	
Support literature: ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Kursbuch mit Audio-CD, Klett, ISBN 978-3-12-675348-7 ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Übungsbuch, Klett, ISBN 978-3-12-675347-0 KUNOVSKÁ, Ingrid - MRÁZOVÁ, Mária - KUCHAROVÁ, Jana. Teória, cvičenia a texty k nemeckej gramatike. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2016. ISBN 978-80-225-4253-1	
Syllabus:	

1. Stress in the workplace (stressful situations in the workplace, collocations, conflict resolution)
2. Socialization (conference organization, phrasal verbs)
3. Small talk (organization of meetings)
4. Reception of guests (welcome guests, intercultural differences)
5. Finance
6. Numerals (basic numerals, ordinal numbers, presentation of graphs)
7. Marketing (role of marketing manager, creation of questions)
8. Marketing campaign (importance of marketing campaign, future time)
9. Marketing mix (product, price, distribution, advertising)
10. Product (typology of products, passive voice)
11. Telephoning (phrases used in telephoning, telephone exchange of information)
12. Working meetings (memo, e-mail, presentation of economic topic)
13. Case study

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 444

A	B	C	D	E	FX
13.51	13.96	20.5	21.62	16.89	13.51

Lecturer: Mgr. Jana Kucharová, PhD., Ing. Mgr. Magdaléna Paté, PhD.

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KNJ FAJ/OJD215521/21	Title of course: Business German for Intermediate Students III. (11)
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % The result of a homework – 10 % The result of a final written and oral exam – 70 %	
Student workload: 78h (participation in seminars 26 h, preparation for seminars 26 h, preparation for the exam 26 h)	
Teaching results: Language knowledge: to know the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level, is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for the private and professional life. Language competencies: to use effectively acquired language skills, which are necessary for the successful student's application in practice and for social, academic or professional purposes	
Indicative content: 1. Trademark 2. Business trip 3. Advertising 4. International market 5. Organization 6. Case study	
Support literature: ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Kursbuch mit Audio-CD, Klett, ISBN 978-3-12-675348-7 ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Übungsbuch, Klett, ISBN 978-3-12-675347-0 KUNOVSKÁ, Ingrid - MRÁZOVÁ, Mária - KUCHAROVÁ, Jana. Teória, cvičenia a texty k nemeckej gramatike. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2016. ISBN 978-80-225-4253-1	
Syllabus:	

Week 1 Trademark (known brands)
 Week 2 Luxury brands (collocations with the words brand, product, market)
 Week 3 Brand protection (insurance, present tense)
 Week 4 Business trip (organization of the business trip, future time)
 Week 5 Travel (hotel booking, tickets)
 Week 6 Advertising (types of advertising, countable and uncountable nouns, indefinite members)
 Week 7 Advertising campaign (member)
 Week 8 International market (international market development, conditional sentences)
 Week 9 China-US trade (negotiations)
 Week 10 Free trade
 Week 11 Organization (positions within the organization)
 Week 12 Company structure
 Week 13 Case study

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 246

A	B	C	D	E	FX
26.02	21.54	21.14	16.67	8.13	6.5

Lecturer: Mgr. Zuzana Kočíšová, Ing. Mgr. Magdaléna Paté, PhD., PhDr. Lucia Šukolová, PhD.

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211202/21	Title of course: Business Italian for Advanced Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments -20 % Results of final written exam – 60 %	
Student workload: 78 hours 26 hours – Seminars participation 26 hours – Seminars preparation 26 hours – Exam preparation	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Trends in the development of the current economy 2. Company Management 3. Networking 4. Tax system 5. Bank system 6. Foreign Trade	
Support literature: Cherubini, N: Convergenze: Iperlibro di italiano per affari. Roma: Bonacci editore, 2012 Pelizza, G. – Mezzadri, M.: L'italiano in azienda. Perugia: Guerra Edizioni, 2002	

Complementary articles from the current Italian press and the Internet.

Syllabus:

Week 1 Trends in the development of the current Italian and Slovak economy
Week 2 Trends in the development of the world's current economy
Week 3 Management types from the geopolitical background
Week 4 Business income and expenses, Business budget
Week 5 Networking (Definition)
Week 6 Networking (Building a quality network of contacts, personal branding)
Week 7 Tax system (Definition, Tax system priority)
Week 8 Tax system (Supporting investments, job creation and employment)
Week 9 Bank system (Bank products, Types of Accounts and Payment cards)
Week 10 Bank system (Types of loans and credits)
Week 11 Foreign Trade (Foreign investments)
Week 12 Foreign Trade (Transports and Logistics)
Week 13 Case study solution

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 3

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211302/21	Title of course: Business Italian for Advanced Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 10 % Results of final exam (combined examination) – 70 %	
Student workload: 26 hours – Seminar participation 26 hours – Seminar preparation 26 hours – Exam preparation	
Teaching results: Language knowledge: mastering the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches and conversations, understands a longer professional text with a complex structure, is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Work and Employment 2. Business and dependent activities 3. Prerequisites of successful business 4. Team building 5. Insurance 6. Case study	
Support literature: Cherubini, N: Convergenze: Iperlibro di italiano per affari. Roma:Bonacci editore, 2012 Pelizza, G. – Mezzadri, M.: L'italiano in azienda. Perugia:Guerra Edizioni, 2002	

Complementary articles from the current Italian press and the Internet.

Syllabus:

Week 1 Current labor market development
Week 2 The most desirable professions
Week 3 Benefits and risk of business
Week 4 Types of businesses
Week 5 Traits of successful entrepreneur
Week 6 Marketing market research
Week 7 Business plan
Week 8 Team support
Week 9 Effective ways to motivate the team
Week 10 Conflict resolution
Week 11 Social insurance system
Week 12 Commercial insurance system
Week 13 Case study

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 2

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211702/21	Title of course: Business Italian for Advanced Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Finance 2. Accounting and Financial Statements 3. Advertising 4. Customer 5. Crisis management 6. Case study	
Support literature:	

Cherubini N.: Convergenze: Iperlibro di italiano per affari. Roma: Bonacci Editore, 2012, 347p. ISBN 978-88-7573-438-1
Pelizza G. – Mezzadri M.: L'italiano in azienda. Perugia: Guerra Edizioni, 2002, 207p, ISBN 978-88-7715-605-1

Complementary articles from the current Italian press and the Internet.

Syllabus:

Week 1 Finance (financial terminology)
Week 2 Raising funds
Week 3 Lobbying
Week 4 Profit and Loss Account
Week 5 Cash flow Statement
Week 6 Advertising tools
Week 7 Advertising creation
Week 8 Impact of advertising on the consumer
Week 9 Customer Service
Week 10 Complaints handling
Week 11 Role of crisis management
Week 12 Company in crisis
Week 13 Case study

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 2

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE210902/21	Title of course: Business Italian for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 20 % Results of the final written exam – 60 %	
Student workload: 78h participation in seminars 26 h preparation for seminars 26 h preparation for the exam 26 h	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Recruitment process 2. First working contact 3. Company structure 4. Presentation of product and services 5. International Work Session 6. Troubleshooting in Company	
Support literature: Cherubini, N: Convergenze: Iperlibro di italiano per affari. Roma: Bonacci editore, 2012 Pelizza, G. – Mezzadri, M.: L'italiano in azienda. Perugia: Guerra Edizioni, 2002 Complementary articles from the current Italian press and the Internet.	
Syllabus:	

Week 1 Recruitment process (what is recruitment process, curriculum vitae, cover letter)
 Week 2 Recruitment process II. (ways to find work)
 Week 3 Recruitment process III. (Job interview)
 Week 4 First working contact (First day on new workplace, interview with a superior)
 Week 5 Types of Company and their legal forms
 Week 6 Structure and description of the company
 Week 7 Presentation of product and services during the fair
 Week 8 Sale (Marketing, Shopping customs)
 Week 9 Telephoning, email, memo
 Week 10 Business trip
 Week 11 Expression of opinion, achieving agreement
 Week 12 Troubleshooting in Company (definition and analysis of the problem)
 Week 13 Presentation

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 2

A	B	C	D	E	FX
0.0	50.0	50.0	0.0	0.0	0.0

Lecturer: Mgr. Elena Smoleňová, PhD., PaedDr. Ján Keresty, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211002/21	Title of course: Business Italian for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 10 % Results of the final exam (written and oral) – 70 %	
Student workload: 78 hours 26 hours – Seminars participation 26 hours – Seminar preparation 26 hours – Exam preparation	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Workplace relationships 2. Corporate culture 3. Human resources 4. Business communication 5. Marketing 6. Business contract	
Support literature: Cherubini, N: Convergenze: Iperlibro di italiano per affari. Roma:Bonacci editore, 2012 Pelizza, G. – Mezzadri, M.: L'italiano in azienda. Perugia:Guerra Edizioni, 2002 Complementary articles from the current Italian press and the Internet.	
Syllabus:	

1. Working team, socialization, organizing events
2. Stress situations, Conflict resolution
3. Corporate values
4. Informal communication in the work environment
5. Gaining Human resources and Motivation tools
6. Working conditions
7. Business letter, email
8. Business Call Etiquette
9. Marketing Strategy
10. Marketing Campaign
11. Marketing mix
12. Business Contract
13. Case study

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 6

A	B	C	D	E	FX
50.0	33.33	16.67	0.0	0.0	0.0

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 05.05.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211102/21	Title of course: Business Italian for Intermediate Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Company Management 2. Business Negotiations 3. Products Brads "Made in Italy" 4. International Market 5. Italy-Slovak trade cooperation 6. Case study	
Support literature: Cherubini, N: Convergenze: Iperlibro di italiano per affari, Roma, Bonacci editore, 2012, 347 p. ISBN 978-88-7573-438-1 Pelizza, G. – Mezzadri, M.: L'italiano in azienda. Perugia: Guerra Edizioni, 2002, 207p. ISBN 978-88-7715-605-1	

Complementary articles from the current Italian press and the Internet.

Syllabus:

Week 1 Company management (definition, management functions)

Week 2 Leadership styles

Week 3 Company structure

Week 4 General principles of business negotiations

Week 5 Preparation and course of business negotiations

Week 6 Prestige of products "Made in Italy"

Week 7 "Made in Italy" brands protection

Week 8 International trade system, Italian economic background

Week 9 Italian political and cultural environment

Week 10 Italian capital in Slovakia

Week 11 Business negotiations etiquette

Week 12 Strategic Italian Businesses in Slovakia

Week 13 Case study

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 6

A	B	C	D	E	FX
16.67	33.33	50.0	0.0	0.0	0.0

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 05.05.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211203/21	Title of course: Business Russian for Advanced Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 20 % Results of a final written exam – 60 %	
Student workload: 26 h participation in seminars 26 h semester project 26 h written work	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Economy and economics. 2. Economy. 3. Market and market economy. 4. Business and marketing. 5. Culture and communication.	
Support literature: RECHTORÍKOVÁ, G. 2014. Ruština pre ekonómov I. Bratislava: Vydavateľstvo EKONÓM. STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM.	
Syllabus:	

1. Economic system – basic concepts.
2. Economic systems – general economic theory.
3. World economy.
4. Domestic economy.
5. Market.
6. Principles of market economy.
7. Marketing.
8. Enterprise and business.
9. Finance and costs of the company.
10. Personnel policy of the company.
11. Corporate culture.
12. Solution of a case study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 9

A	B	C	D	E	FX
11.11	66.67	11.11	11.11	0.0	0.0

Lecturer: doc. Marina Vazanová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211303/21	Title of course: Business Russian for Advanced Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Presentation of a project – 10 % The result of a written and oral exam – 70 %	
Student workload: 26 h participation in seminars 26 h semester project 26 h written work	
Teaching results: Language knowledge: mastering the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches and conversations, understands a longer professional text with a complex structure, is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Entrepreneurship. 2. Management. 3. Communication in the workplace. 4. Slovak and Russian economy - comparison. 5. Business negotiations.	
Support literature: RECHTORÍKOVÁ, G. 2014. Ruština pre ekonómov I. Bratislava: Vydavateľstvo EKONÓM. STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM.	

Syllabus:

1. Enterprise and business II.
2. License and Franchising.
3. Management.
4. Ethics and communication in business
5. Economy of the Slovak Republic - overview.
6. Economy of the Russian Federation - an overview.
7. Slovak-Russian joint ventures II.
8. Business negotiations in general.
9. Resolution of trade conflicts.
10. Business contract.
11. Russian business partner - characteristics, differences.
12. Case study solution
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Russian

Notes:**Assessment of courses**

Total number of evaluated students: 4

A	B	C	D	E	FX
25.0	25.0	0.0	25.0	25.0	0.0

Lecturer: doc. Marina Vazanová, PhD.**Date of the latest change:** 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211703/21	Title of course: Business Russian for Advanced Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Trade and trading. 2. Socio-cultural environment. 3. Written communication. 4. Taxes and insurance. 5. Banks and banking operations.	
Support literature: MROVĚCOVÁ, L. 2007. Obchodní ruština. Brno: Computer Press. ISBN 978-80-251-1738-5.	

STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM. ISBN 978-80-225-3153-5.

Syllabus:

1. Slovak-Russian business contacts.
2. Practical minimum of sociocultural adaptation.
3. Means of rapid communication in the business sphere.
4. Types of business correspondence and their examples.
5. Fairs, exhibitions, auctions.
6. Business negotiations.
7. International agreements.
8. Financial and banking operations.
9. Insurance and insurance agencies.
10. Tax returns and tax liability.
11. Filing a tax return.
12. Solution of a case study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 5

A	B	C	D	E	FX
60.0	20.0	0.0	20.0	0.0	0.0

Lecturer: doc. Marina Vazanová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE210903/21	Title of course: Business Russian for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 20 % Results of a final written exam – 60 %	
Student workload: 26 h participation in seminars 26 h semester project 26 h written work	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Employment and employment policy. 2. Profession and professional and professional opportunities. 3. Personal documents and written correspondence. 4. Establishment and foundation of the company. 5. Written and oral communication.	
Support literature: DZIVÁKOVÁ, M. 2020. Ruský jazyk pre mierne pokročilých I. Bratislava: Vydavateľstvo EKONÓM. STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM.	
Syllabus: 1. How to get a job?	

2. Work, job opportunities.
3. Profession.
4. Curriculum vitae and personal documents.
5. Curriculum vitae.
6. Cover letter.
7. Job interview.
8. Establishment of the company - name, logo, contact details.
9. Company history.
10. Vacancies in the company.
11. Employee requirements.
12. Solution of a case study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 78

A	B	C	D	E	FX
17.95	29.49	28.21	20.51	2.56	1.28

Lecturer: PhDr. Roman Kvapil, PhD., doc. Marina Vazanova, PhD., PaedDr. Ján Keresty, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211003/21	Title of course: Business Russian for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20% Assessment of homework assignments – 10% Results of a final written test and oral exam – 70%	
Student workload: 26 h participation in seminars 26 h semester project 26 h written work	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Philosophy and reason for founding a company. 2. Objectives and characteristics of the company. 3. Company activity. 4. Business plan. 5. Products and services.	
Support literature: DZIVÁKOVÁ, M. 2020. Ruský jazyk pre mierne pokročilých I. Bratislava: Vydavateľstvo EKONÓM. STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM.	
Syllabus: 1. Getting to know the company.	

2. Reason for founding a company.
3. Company goals.
4. Characteristics of the company.
5. Limited Liability Companies.
6. Joint stock companies.
7. Company activity.
8. Business plan.
9. Company structure.
10. Provided products and services of the company.
11. Slovak-Russian joint ventures.
12. Solution of a case study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 91

A	B	C	D	E	FX
19.78	27.47	29.67	17.58	5.49	0.0

Lecturer: PhDr. Roman Kvapil, PhD., doc. PhDr. Mgr. Tatjana Grigorjanová, CSc.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211103/21	Title of course: Business Russian for Intermediate Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Corporate culture. 2. Written correspondence. 3. Labor relations in the workplace. 4. Socio-cultural relations between foreign companies. 5. Company headquarters, history and culture.	
Support literature: STRELKOVÁ, K. 2010. Ruský jazyk pre mierne pokročilých II. Bratislava: Vydavateľstvo EKONÓM. ISBN 978-80-225-3083-5. STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM. ISBN 978-80-225-3153-5.	
Syllabus:	

1. Corporate culture in general.
2. Corporate culture of own company.
3. Company logo, company name, company communication.
4. The relationship of company management to employees.
5. Conflicts in the workplace and their resolution.
6. Negotiations in general.
7. Working meeting.
8. Invitation of a foreign partner. Jubilee of the company.
9. Program of stay of a foreign partner.
10. Excursion for a foreign partner.
11. History of the city and its sights.
12. Solution of a case study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 48

A	B	C	D	E	FX
25.0	27.08	16.67	20.83	10.42	0.0

Lecturer: PhDr. Roman Kvapil, PhD., doc. PhDr. Mgr. Tatjana Grigorjanová, CSc.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211201/21	Title of course: Business Slovak for Advanced Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 20 % Results of a final written test and oral exam – 60 %	
Student workload: 26 h participation in seminars 26 h semester project 26 h written work	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Communication in theory and practice. 2. Economy and economics. 3. Enterprise and business. 4. Marketing and management. 5. Business finance.	
Support literature: KVAPIL, R. 2016. Slovenčina pre ekonómov I. Bratislava: Vydavateľstvo EKONÓM. ISBN 978-80-225-4286-9	
Syllabus: 1. Internal communication.	

2. External communication.
3. Communication in the workplace.
4. Trends in economic development.
5. What exactly is economics?
6. Products and the world of the brand.
7. Enterprise and business.
8. Company costs and company finances.
9. Business plan.
10. Marketing.
11. Management.
12. Case study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 109

A	B	C	D	E	FX
22.02	20.18	25.69	20.18	11.93	0.0

Lecturer: Mgr. Martina Uličná, PhD., PhDr. Roman Kvapil, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211301/21	Title of course: Business Slovak for Advanced Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 10 % Results of a final written test and oral exam – 70 %	
Student workload: 26 h participation in seminars 26 h semester project 26 h written work	
Teaching results: Language knowledge: mastering the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches and conversations, understands a longer professional text with a complex structure, is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Profession, employment and employment policy. 2. Employers and job interview. 3. Written communication, business correspondence. 4. Communication in offices. 5. Culture and communication.	
Support literature: KVAPIL, R., ULIČNÁ, M. 2018. Slovenčina pre ekonómov II. Bratislava: Vydavateľstvo EKONÓM. ISBN 978-80-225-4487-0.	
Syllabus:	

1. How to get a job?
2. Profession and requirements for the performance of the profession.
3. Obligations of the employer and the employee.
4. Job interview.
5. Official letters and advertisements.
6. Application, CV and resignation.
7. Business correspondence.
8. STN standards for writing official letters.
9. Communication in the bank.
10. Communication at the post office.
11. Communication at the Foreign Police.
12. Case study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 58

A	B	C	D	E	FX
32.76	18.97	25.86	18.97	3.45	0.0

Lecturer: Mgr. Martina Uličná, PhD., PhDr. Roman Kvapil, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211701/21	Title of course: Business Slovak for Advanced Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Assessment of homework assignments – 10 % Results of a final written test and oral exam – 70 %	
Student workload: 26 h participation in seminars 26 h semester project 26 h written work	
Teaching results: Language knowledge: to know the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/ she understands longer speeches and conversations; understands a longer professional text with a complex structure; is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed text on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: to use flexibly, fluently and effectively acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. History of Slovakia - selection of historical events. 2. Slovak Republic at present - selected chapters from realities. 3. Country of foreigners in comparison with Slovakia. 4. Political and economic system of Slovakia and the country of foreigners. 5. Conjugation and declension system of language.	
Support literature: KVAPIL, R., ULIČNÁ, M. 2019. Slovenčina pre ekonómov III. Bratislava: Vydavateľstvo EKONÓM. ISBN 978-80-225-4487-0.	

KAČALA, J., PISARČÍKOVÁ, M. et al. 2003. Krátky slovník slovenského jazyka. Bratislava: Veda SAV. ISBN 80-224-0750-X.

PISARČÍKOVÁ, M. et al. 2004. Synonymický slovník slovenčiny. Bratislava: Veda SAV. ISBN 80-224-0801-8.

Pravidlá slovenského pravopisu. Bratislava: Veda SAV, 1993, 1998 etc.

Syllabus:

1. History in time context.
2. Enlightenment in the history of Slovakia.
3. The first Czechoslovak Republic.
4. World War II.
5. Slovak National Uprising.
6. Revolutionary events of 1989 and the Slovak Republic after the revolution.
7. Slovak Republic at present.
8. Cities and places in Slovakia.
9. Political system of the Slovak Republic.
10. Economic system of the Slovak Republic.
11. Comparison of Slovakia with the home-country of foreigners.
12. Case Study.
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 69

A	B	C	D	E	FX
34.78	36.23	20.29	4.35	4.35	0.0

Lecturer: Mgr. Martina Uličná, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211204/21	Title of course: Business Spanish for Advanced Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % Activity at seminars 20 % Homework assignments 60 % Results of the final written exam	
Student workload: 78h 26h participation in the seminars 26h preparation for the seminars 26h preparation for the exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Business companies 2. Business communication 3. Labour market 4. Marketing, products 5. Trends in development of current economy	
Support literature: de Prada, M., Bovet, M. & Marcé, P. Entorno empresarial. Edelsa, 2014 Spišiaková, M., Varela Cano, D.P., Tužinská, S. Pavliková, Ž. Španielsky jazyk pre ekonómov, diplomatov a mediátorov 2. Tribun EU s.r.o, 2020	

Etapas plus. C1. VVAA (2019). Etapas Plus. C1. Edinumen
Kol. autorov Lingea, Lexicon 7 Španielsky ekonomický slovník. ISBN: 978-80-7508-576-4
Current study materials from magazines, newspapers, and the Internet.

Syllabus:

1. Basic types of Spanish business companies
2. Spanish companies in Slovakia
3. Business communication
4. Business letter
5. Human resources management
6. Recruitment process
7. Labour market, unemployment
8. Labour market in Spain and Spanish-speaking countries
9. Marketing
10. Products and world brands
11. Market research
12. Internet sales
13. Final test

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 4

A	B	C	D	E	FX
25.0	75.0	0.0	0.0	0.0	0.0

Lecturer: Mgr. María Carmen Sánchez Vizcaíno, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211304/21	Title of course: Business Spanish for Advanced Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % activity at seminars 10 % presentation of a project 70 % the result of a written and oral exam	
Student workload: 78h 26h participation in the seminars 26h preparation for the seminars 26h preparation for the exam	
Teaching results: Language knowledge: mastering the basic principles of professional language Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches and conversations, understands a longer professional text with a complex structure, is able to comment adequately on general and professional topics and clearly formulate ideas and attitudes. In written communication the student can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Current economy 2. Company management 3. Company budget 4. Banking system 5. Foreign trade 6. Logistics	
Support literature: de Prada, M., Bovet, M. & Marcé, P. Entorno empresarial. Edelsa, 2014	

Spišiaková, M., Varela Cano, D.P., Tužinská, S. Pavliková, Ž. Španielsky jazyk pre ekonómov, diplomatov a mediátorov 2. Tribun EU s.r.o, 2020
Etapas plus. C1. VVAA (2019). Etapas Plus. C1. Edinumen
Kol. autorov Lingea, Lexicon 7 Španielsky ekonomický slovník. ISBN: 978-80-7508-576-4
Current study materials from magazines, newspapers, and the Internet.

Syllabus:

1. Trends in the development of the current economy
2. Trends in the development of the economy in Spanish-speaking countries
3. Company management
4. Company revenues and expenditures
5. Company budget
6. Subsidies for business development
7. Tax system
8. Banking system
9. Banking products
10. Foreign trade
11. Foreign investment
12. Logistics and transport
13. Final test

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 3

A	B	C	D	E	FX
66.67	0.0	0.0	0.0	33.33	0.0

Lecturer: Mgr. Ángel Lozano Hernández

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211704/21	Title of course: Business Spanish for Advanced Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level. He/she understands longer speeches, conversations, a longer professional text with a complex structure. The student can adequately comment on general and professional topics and clearly formulate ideas and attitudes. In written communication he/she can create clear, well-arranged and detailed texts on complex topics, demonstrating mastery of compositional techniques, conjunctions and means of cohesion. Language competencies: flexible, fluent and effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Finance 2. Customer service 3. Crisis management 4. Merger 5. Acquisition 6. Presentation	
Support literature: Prada de, M., Marcé, P. Entorno empresarial. Edelsa 2014	

Spišiaková, M., Varela Cano, D.P., Tužinská, S. Pavliková, Ž. Španielsky jazyk pre ekonómov, diplomatov a mediátorov 2. Tribun EU s.r.o, 2020
Kol. autorov Lingea, Lexicon 7 Španielsky ekonomický slovník. ISBN: 978-80-7508-576-4

Syllabus:

1. Finance (financial terminology)
2. Raising funds
3. Negotiations
4. Customer
5. Customer service
6. Complaints handling
7. Crisis management
8. Resolving the crisis
9. Ethics and social responsibility
10. Fusion
11. Acquisition
12. Joint Undertaking
13. Presentation

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 4

A	B	C	D	E	FX
0.0	50.0	50.0	0.0	0.0	0.0

Lecturer: Mgr. Ángel Lozano Hernández

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE210904/21	Title of course: Business Spanish for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % activity at seminars 20 % assessment of homework assignments 60 % results of the final written exam	
Student workload: 78h 26h participation in the seminars 26h preparation for the seminars 26h preparation for the exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Recruiting. 2. Hiring new staff. 3. E-mails and Telephoning. 4. Advertising and Marketing. 5. Product and Brand.	
Support literature: Spišiaková, M., Varela Cano, D.P., Tužinská, S. Pavliková, Ž. Španielsky jazyk pre ekonómov, diplomatov a mediátorov 1. Tribun EU s.r.o, 2020 Prada de, M., Marcé, P. Entorno laboral. Edelsa 2017 Kol. autorov Lingea, Lexicon 7 Španielsky ekonomický slovník. ISBN: 978-80-7508-576-4 Current study materials from magazines, newspapers, and the Internet.	
Syllabus: 1. Curriculum vitae 2. Cover letter	

3. Recruitment process 4. Job interview 5. Hiring a new employee. 6. Work environment 7. Mail communication 8. Telephone communication 9. Advertising 10. Marketing 11. Product 12. Brand 13. Final test					
Language whose command is required to complete the course: Spanish					
Notes:					
Assessment of courses Total number of evaluated students: 72					
A	B	C	D	E	FX
20.83	16.67	19.44	19.44	16.67	6.94
Lecturer: Mgr. Diana Patricia Varela Cano, PhD., Ing. Allan Jose Sequeira Lopez, PhD., Mgr. Želmíra Pavliková, PhD., PaedDr. Ján Keresty, PhD.					
Date of the latest change: 01.03.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211004/21	Title of course: Business Spanish for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % activity at seminars 10 % presentation of a project 70 % the result of a written and oral exam	
Student workload: 78h 26h participation in the seminars 26h preparation for the seminars 26h preparation for the exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Business Trip 2. Meeting 3. Claims 4. Congress arrangement 5. Corporate Culture	
Support literature: Spišiaková, M., Varela Cano, D.P., Tužinská, S. Pavliková, Ž. Španielsky jazyk pre ekonómov, diplomatov a mediátorov 1. Tribun EU s.r.o, 2020 Prada de, M., Marcé, P. Entorno laboral. Edelsa 2017 Kol.autorov Lingea, Lexicon 7 Španielsky ekonomický slovník. ISBN: 978-80-7508-576-4 Current study materials from magazines, newspapers, and the Internet.	
Syllabus: 1. Workplace relations, work team 2. Corporate culture 3. Work meeting	

4. Preparing a business trip (transport, accommodation, meals)
5. Business trip
6. Company presentation
7. Product presentation
8. Negotiations with partners
9. Conclusion of a business contract
10. Withdrawal from a contract
11. Complaint and claim
12. Organizing a congress / a trade fair
13. Final test

Language whose command is required to complete the course:
Spanish

Notes:

Assessment of courses

Total number of evaluated students: 115

A	B	C	D	E	FX
33.04	17.39	25.22	12.17	11.3	0.87

Lecturer: Ing. Allan Jose Sequeira Lopez, PhD., Mgr. Diana Patricia Varela Cano, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KRASJ FAJ/ OJE211104/21	Title of course: Business Spanish for Intermediate Students III.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity at seminars – 20 % Homework assignments – 10 % Results of the final exam – 70 %	
Student workload: 78h: 26 h participation at seminars 26 h preparation for seminars 26 h preparation for exam	
Teaching results: Language knowledge: mastering the basic principles of professional language. Language skills: the student is able to use receptive and productive language skills at the required level and is able to create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, is able to react in various situations which are typical for private and professional life. Language competencies: effective use of acquired language skills which are necessary for student's successful application in practice and for social, academic or professional purposes.	
Indicative content: 1. Economy and ecology. 2. Logistics. 3. Exhibitions and trade fairs. 4. Business negotiations. 5. Management. 6. Spanish–Slovak business cooperation.	
Support literature: Spišiaková, M., Varela Cano, D.P., Tužinská, S. Pavliková, Ž. Španielsky jazyk pre ekonómov, diplomatov a mediátorov 2. Tribun EU s.r.o, 2020 Prada de, M., Marcé, P. Entorno laboral. Edelsa 2017 Kol. autorov Lingea, Lexicon 7 Španielsky ekonomický slovník. ISBN: 978-80-7508-576-4	

Syllabus:

1. Economy and ecology I.
2. Economy and ecology II.
3. Logistics I.
4. Logistics II.
5. Exhibitions and trade fairs I.
6. Exhibitions and trade fairs II.
7. Business negotiations I.
8. Business negotiations II.
9. Management I.
10. Management II.
11. Business cooperation between Spain and Slovakia I.
12. Business cooperation between Spain and Slovakia II.
13. Final test

Language whose command is required to complete the course:

Spanish

Notes:**Assessment of courses**

Total number of evaluated students: 74

A	B	C	D	E	FX
25.68	31.08	20.27	4.05	16.22	2.7

Lecturer: Ing. Allan Jose Sequeira Lopez, PhD., Mgr. Diana Patricia Varela Cano, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21350/21	Title of course: Business in the Practice 1 - FOTO LAB
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% final evaluation by a selected company 60% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Participation in the internship: 26 hours Preparation for the internship: 26 hours Processing of ongoing tasks assigned by the selected companies: 26 hours Preparation for the final presentation: 26 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
Indicative content:	

Getting familiar with a selected entity of economic operations, business and production company, service company, embassy of the Slovak Republic abroad, tourism company at the national and international level. Marketing environment. Analysis of market opportunities also in the international context in the segment of trade, marketing, international trade, international business, tourism and services.

Support literature:

1. Hanuláková, E. a kol. Marketing – ľudia, nástroje, trendy. Bratislava: Wolters Kluwer, 364s. ISBN: 978-80-571-0438-4.
2. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
3. TAHAL, Radek. Marketingový výzkum: postupy, metódy, trendy. 2. vydání. Praha: Grada Publishing, 2022. 293 s. ISBN 978-80-271-3535-6.
4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
5. HANULÁKOVÁ, Eva – ORESKÝ, Milan – KUKURA, Marek. Biznis modely – marketing, stratégie, poradenstvo. Bratislava: Vydavateľstvo Ekonóm, 2022. 250 s. ISBN 978-80-7552-275-7.
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11. Consultation on the course of the internship with the teacher / on the continuous processing of the semester work
12. Consultation of the conclusions of the semester work with the employees of the entity.
13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 15

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Peter Drábik, PhD., MSc., Ing. Samuel Chlpek

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21351/21	Title of course: Business in the Practice 1 - INTERSHIP
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% final evaluation by a selected company 60% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Participation in the internship: 26 hours Preparation for the internship: 26 hours Processing of ongoing tasks assigned by the selected companies: 26 hours Preparation for the final presentation: 26 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
Indicative content:	

Getting familiar with a selected entity of economic operations, business and production company, service company, embassy of the Slovak Republic abroad, tourism company at the national and international level. Marketing environment. Analysis of market opportunities also in the international context in the segment of trade, marketing, international trade, international business, tourism and services.

Support literature:

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16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

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4. – 13. Implementation of an internship at departments or workplaces of a selected entity
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11. Consultation on the course of the internship with the teacher / on the continuous processing of the semester work
12. Consultation of the conclusions of the semester work with the employees of the entity.
13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 53

A	B	C	D	E	FX
90.57	3.77	5.66	0.0	0.0	0.0

Lecturer: prof. Ing. Viera Kubičková, PhD., doc. Ing. Viera Ružeková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21353/21	Title of course: Business in the Practice 1 - MOBILITY
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% final evaluation by a selected company 60% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Participation in the internship: 26 hours Preparation for the internship: 26 hours Processing of ongoing tasks assigned by the selected companies: 26 hours Preparation for the final presentation: 26 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
Indicative content:	

Getting familiar with a selected entity of economic operations, business and production company, service company, embassy of the Slovak Republic abroad, tourism company at the national and international level. Marketing environment. Analysis of market opportunities also in the international context in the segment of trade, marketing, international trade, international business, tourism and services.

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12. Consultation of the conclusions of the semester work with the employees of the entity.
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Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 36

A	B	C	D	E	FX
94.44	5.56	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Paulína Krnáčová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21355/21	Title of course: Business in the Practice 1 - PRACTICE IN PROFESSIONAL ORGANIZATIONS
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% final evaluation by a selected company 60% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Participation in the internship: 26 hours Preparation for the internship: 26 hours Processing of ongoing tasks assigned by the selected companies: 26 hours Preparation for the final presentation: 26 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
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12. Consultation of the conclusions of the semester work with the employees of the entity.
13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 81

A	B	C	D	E	FX
96.3	2.47	0.0	1.23	0.0	0.0

Lecturer: doc. Ing. Viera Ružeková, PhD., RNDr. Janka Pásztorová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KOP OF/OOE21067/21	Title of course: Commercial and Economic Law
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% active form of teaching during the term 60% written exam	
Student workload: Total workload of the student: 130 Student's workload of individual educational activities: 130 Attendance of seminars: 26 Preparation for the seminar: 26 Preparation for the continuous test: 26 Preparation for the exam: 52	
Teaching results: The main educational goal of the course: Basic orientation in the field of commercial law and economic law, which is necessary for the practice of each graduate no. BUSINESS IN TRADE program. Main educational outcomes of the course: Knowledge: students will gain knowledge and understand the legal regulation of the position of entrepreneurs and the relationships that entrepreneurs enter into in their business activities, learn the relevant legal terminology and learn to use it correctly. Practical skills: students can orientate themselves in the sources of commercial law and economic law, work with the text of relevant legislation, are aware of the context, can use the acquired knowledge in practical situations, e.g. when declaring trades, establishing business companies, concluding business contracts or in the event of bankruptcy of an entrepreneur in the form of insolvency or extension. They know how to work with databases of legal regulations, with registers of entrepreneurs, with registers of debtors and bankrupts, as well as with the business journal. Competences: students can work with valid and effective subject legislation and can apply it to situations that entrepreneurs commonly encounter in practice. They can read legal norms with knowledge of basic concepts and institutes of commercial law and economic law.	
Indicative content:	
Support literature:	

1. VETERNÍKOVÁ, Mária a kol. Základy obchodného práva pre ekonómov. 2. prepracované a aktualizované vydanie. Bratislava: Wolters Kluwer, 2023. 256 s. ISBN: 978-80-571-0613-5.
2. HOLUB, Dušan a kol. Základy práva pre ekonómov. 2. vydanie. Bratislava: Wolters Kluwer, 2021. 332 s. ISBN: 978-80-571-0416-2.
3. MAMOJKA, Mojmir a kol. Obchodné právo I. Všeobecná časť, súťažné právo, právo obchodných spoločností a družstva. Bratislava: C. H. Beck, 2021. 832 s. ISBN: 978-80-8232-007-0.
4. MAMOJKA, Mojmir a kol. Obchodné právo II. Obchodné záväzkové vzťahy. Bratislava: C. H. Beck, 2023. 744 s. ISBN: 978-80-8232-025-4
5. PATAKYOVÁ, Mária a kol. Obchodný zákonník. Komentár. Bratislava: C. H. Beck, 2022. 1792 s. ISBN: 978-80-8232-018-6.
6. WINKLER, Martin a kol. Basics of Law. Bratislava: Vydavateľstvo Ekonóm, 2020. 290 s. ISBN 978-80-225-4781-9.

Syllabus:

1. Introduction to legal issues, theory of law.
2. Commercial law, concept, subject, system, sources. Business activities of foreign persons.
3. Trade license business.
4. General questions of business companies.
5. Partnerships. General Commercial Partnership. Limited Partnership.
6. Capital companies. Limited Liability Company.
7. Joint Stock Company. A Simple share Company.
8. Cooperative. Transnational legal forms of business companies.
9. Protection of competition.
10. Business obligations.
11. The most frequently concluded contracts in business practice.
12. Silent Partnership Contract. Industrial Property License contract. Contract of Sale of an Enterprise. Contractual obligations in international trade.
13. Bankruptcy, restructuring, debt relief, as ways to solve the unfavorable financial situation of the entrepreneur. Cross-border insolvency.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 703

A	B	C	D	E	FX
27.31	31.44	26.03	10.38	4.13	0.71

Lecturer: JUDr. Lenka Vačoková, PhD., JUDr. Andrea Slezáková, PhD., LL.M., JUDr. Mária Veterníková, PhD., JUDr. Lubomír Zlocha, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21166/21	Title of course: Competitiveness in International Business
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% - participation in seminars and assignments; 20% - semester coursework and its presentation; 60% - final exam	
Student workload: Total study load: 104 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Individual preparation for seminars: 13 hours Preparation of semester coursework: 13 hours Preparation for the final exam: 26 hours	
Teaching results: Students will possess following abilities: - Ability to address the systematic and structured approach to competitiveness in terms of the concept of competitiveness on the level of enterprises, industries, regions and countries as well as competitiveness on the EU level; - Knowledge of single-criterion and multi-criteria indicators of competitiveness; - Knowledge of state-of-the-art trends in terms of competitiveness and understanding of their perspective as a prerequisite for further development of qualification. Students will obtain following skills: - Use of open access as well as licensed sources of data and identification of the potential in terms of competitiveness; - Perception of the ethical, societal and economic context of competitiveness; - Effective participation in teamwork addressing practical issues of competitiveness in terms of the concept of competitiveness on the level of enterprises, industries, regions and countries as well as competitiveness on the EU level, and appropriate presentation of teamwork outcomes; Students will gain following competences: - Familiarity with statistical databases (Eurostat, ITC, World Bank, etc.) as well as relevant official documents of institutions on the national, European or international level; - Facts- and data-based argumentation skills, capability of creative and out-of-the-box thinking in terms of a contextual and interdisciplinary approach to competitiveness;	

- Critical assessment, synthesis of theoretical background and interpretation of analyses.

Indicative content:

Traditional and innovative approaches to the study and interpretation of competitiveness in international business; Porter effect; competitiveness pyramid. Single-criterion and multi-criteria indicators of competitiveness. Strategies and strategic documents on the corporate, national and international level.

Support literature:

1. BALÁŽ, P. – HAMARA, A. – SOPKOVÁ, G. (2017). Konkurencieschopnosť a jej význam v národnej ekonomike: (zmeny a výzvy v období globálnej finančnej krízy). 2. vyd. Bratislava : Sprint 2, 2017, Economics. 240 p.
2. BALÁŽ, P. – ZÁBOJNÍK, S. – HARVÁNEK, L. 2019. China's Expansion in International Business: The Geopolitical Impact on the World Economy. London: Palgrave Macmillan, 2019, 335 p.
3. BALÁŽ, P. (1996). Rast konkurenčnej výkonnosti: cesta rozvoja slovenskej ekonomiky. Bratislava: SprintVfra, 1996, 176 p. ISBN 80-88848-03-2.
4. FIFEK, E. – KRAJČÍK, D. – STEINHAUSER, D. – ZÁBOJNÍK, S. (2015). Hodnotenie konkurencieschopnosti ekonomiky v medzinárodnom porovnaní. Bratislava: Vydavateľstvo EKONÓM, 105 p.
5. KRUGMAN, P. (1994). Competitiveness: A Dangerous Obsession. Foreign Affairs, 73(2), 28-44.
6. OBADI, S. M. – CHMELOVÁ, M. – PUŠKÁROVÁ, P. – STANĚK, P. (2018). Konkurencieschopnosť a inovácie: teoretické skúmanie a komparatívne analýzy. Bratislava : EKONÓM, 2018, 127 p.
7. PORTER, M. (1994). Konkurenční výhoda: Jak vytvořit a udržet si nadprůměrný výkon. Praha : Victoria Publishing, 626 p.
8. PORTER, M. E. (1990). The Competitive Advantage of Nations. 1. ed. New York: The Free Press, 1990. 855 p.
9. GARELLI, S. (2006). Top Class Competitors: How Nations, Firms, and Individuals Succeed in the New World of Competitiveness. New Jersey: Wiley, 2006. 288 p.
10. ZÁBOJNÍK, S. - ČIDEROVÁ, D. - KRAJČÍK, D. (2020). #Competitiveness in International Business. Praha: Wolters Kluw
11. Online zdroje:
12. Európska únia, Eurostat
13. IMD. IMD World Competitiveness Rankings. [online]. IMD. Available online: <https://www.imd.org>
14. ITC (International Trade Centre). 2023. Databáza medzinárodného obchodu UNCTAD a WTO. Trade Map – Trade statistics for international business development. Available online: <http://www.intracen.org/>
15. UNITED NATIONS. Sustainable development goals. [online]. Available online: <https://www.un.org/sustainabledevelopment/>
16. WEF. (2020). Global Competitiveness Report 2020: How Countries are Performing on the Road to Reovery. [online]. Geneva: WEF, 15. 12. 2020. Available online: http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2020.
17. WEF. (2019). Global Competitiveness Report 2019: How to end a lost decade of productivity growth. 2019. Available online: <https://www.weforum.org/reports/global-competitiveness-report-2019>
18. WEF. (2018). The Global Competitiveness Report 2018. 2018. Available online: <https://www.weforum.org/reports/the-global-competitiveness-report-2018>

19. World Bank (WB). 2020. Measuring Export Competitiveness. Database. Available on: <https://mec.worldbank.org/>
20. Oficiálne dokumenty inštitúcií na národnej, európskej či medzinárodnej úrovni:
21. Lisbon European Council 23 and 24 March 2000 Presidency Conclusions.
22. EUROPEAN COMMISSION. (2010). Communication from the Commission EUROPE 2020: A strategy for smart, sustainable and inclusive growth. COM(2010) 2020.
23. EUROPEAN COMMISSION. (2014). Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Taking stock of the Europe 2020 strategy for smart, sustainable and inclusive growth. COM(2014) 130final /2. Brussels, 19.3.2014.
24. EUROPEAN COMMISSION. (2019). Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions: The European Green Deal. COM(2019) 640.
25. UNCTAD. World Investment Report. Geneva: United Nations Conference on Trade and Development.

Syllabus:

1. Introduction into competitiveness in international business and theoretical background
2. Competitiveness pyramid
3. Single-criterion indicators of competitiveness I.
4. Single-criterion indicators of competitiveness II.
5. The concept of competitiveness: the enterprise level versus the country level
6. B&B (Best & bad) practices applied
7. Application of export competitiveness and certain related indicators I.
8. Application of export competitiveness and certain related indicators II.
9. Multi-criteria indicators of competitiveness I.
10. Multi-criteria indicators of competitiveness II.
11. The concept of (strategic) competitiveness on the EU level
12. Interdisciplinary approach to competitiveness
13. Competitiveness and state-of-the-art trends (decarbonisation and carbon tariffs)

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 23

A	B	C	D	E	FX
86.96	13.04	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Denisa Čiderová, PhD., MA, Ing. Anabela Luptáková, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21163/21	Title of course: Corporate Identity
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% active participation in seminars 30% seminar paper and its presentation 60% final exam	
Student workload: Total: study load of 4 credits x 26 hours = 104 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 13 hours Preparation of the seminar paper: 25 hours Preparation for the final exam: 40 hours	
Teaching results: Students will possess following abilities: - Understand the important role that building a company's identity plays in creating a competitive advantage for companies at the international level - Identify key elements of Corporate Identity in the historical conditionality of their development and importance in consolidating the position of companies in international markets - Discuss the current positions of individual elements of Corporate Identity and differentiate their importance in creating the optimal business strategy of companies - Understand the flexibility and changes in strategies in building corporate identity in the context of the hectic development of the characteristics of the corporate international macro-environment and micro-environment. Students will obtain following skills: -Get an overview of the current problems of building a corporate identity and in connection with the unique challenges facing corporate management in a dynamic global environment. -Apply relevant knowledge of the global macro environment, as well as knowledge of how to use changes in the macro environment to make the right decisions to build a corporate identity with an emphasis on its individual elements and thus gain a competitive advantage. -Acquire the ability to orientate on important global social issues of the macro and micro environment, including environmental issues, ethics and corporate social responsibility. Transform	

the above knowledge into relevant decisions on changes in the strategy of building the corporate identity of individual phases of the international business strategy.

- To be able to apply and use new trends in building corporate identity or. current new approaches related to CI, evaluate their positives-negatives in the possibilities of application to the business strategy of the company.

Students will gain following competences:

- Carry out well-founded analyses of relevant variables of current, internationally recognized outputs, studies, materials and other databases of an interdisciplinary nature and apply them optimally in the creation of corporate identity building strategies

- Develop strategic thinking in the context of current complex problems and challenges in the context of knowledge acquisition how to know how to apply and use new trends in building corporate identity and transform them into a business strategy

- Factually present, clearly communicate, argue and critically evaluate the acquired database of knowledge in the optimal applications of creative changes in building Corporate Identity as well as related innovative approaches supporting the strengthening of the company's position in international markets.

Indicative content:

Clarification of the international dimensions of Corporate Identity in connection with practical examples of the use and construction of this phenomenon. Justification of the multidisciplinary of building corporate identity in the creativity of its individual elements based on theoretical approaches, but also practical skills (e.g. creating brands, logos, business documents) as well as providing a broad overview of the use of this strategic tool in companies of various sizes and industries economy. Emphasis on the topicality of the formation of an optimal corporate identity in the current ever-intensifying competitive environment of international markets.

Support literature:

1. DEVEREUX Luke , MELEWAR T.C. , DINNIE Keith , LANGE Thomas. (2020). Corporate identity orientation and disorientation: A complexity theory perspective , Journal of Business Research, Volume 109, March 2020,pp. 413-424. dostupné na: <https://translateyar.ir/wp-content/uploads/2020/09/Corporate-identity-orientation.pdf>
2. FLINT Daniel J., SIGNIRI Paola, GOLICIC Susan L.,(2018). Corporate Identity Congruence: A meanings-based analysis, Journal of Business Research, Volume 86, May 2018,pp. 68-82. Dostupné: na:<https://www.sciencedirect.com/science/article/abs/pii/S0148296318300523>
3. MELEWAR, T.C.- DENNIS Charles –FOROUNDI Pantea, (2021). Building Corporate Identity, Image and Reputation in the Digital Era . 1st Edition, Routledge, 2021, 600 pp.
4. MICHAELS Anne, GRUNING Michael. (2018). The impact of corporate identity on corporate social responsibility disclosure, International Journal of Corporate Social Responsibility 3, 3 (2018), <https://doi.org/10.1186/s40991-018-0028-1>, ISSN: 0148-2963. Dostupné: <https://jcsr.springeropen.com/articles/10.1186/s40991-018-0028-1#Ack1>
5. Journal of Business Research, vedecké state zamerané na problematiku CI, (2018-2023), https://scholar.google.sk/scholar?q=Journal+of+Business+Research,++Corporate+Identity&hl=sk&as_sdt=0&as_vis=1&oi=scholar

Syllabus:

1. Introduction to the issue - explanation of individual concepts in the context of building Corporate Identity
2. Historical development of the Corporate Identity phenomenon
3. Corporate Identity as a tool of corporate strategy
4. Elements of Corporate Identity, their interconnection and meaning
5. Corporate Design
6. Corporate Communication

7. Corporate Network
8. Corporate Culture
9. Corporate Behaviour
10. Corporate Image
11. Corporate Identity. Differentiations in terms of size, focus and operation of companies
12. Corporate Identity - Corporate IQ
13. Corporate Identity - Business Excellence

Language whose command is required to complete the course:

Slovak and English language

Notes:

Assessment of courses

Total number of evaluated students: 95

A	B	C	D	E	FX
41.05	33.68	9.47	7.37	7.37	1.05

Lecturer: RNDr. Janka Pásztorová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21160/21	Title of course: Digitalization and Transformation of Business Models
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% participation in seminars 10% individual and group assignments 10% project 60 % combined final exam	
Student workload: Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Active attendance at seminars: 26 hours Preparation for seminars: 26 hours Project: 12 hours Preparation for the final exam: 40 hours	
Teaching results: Students will possess following abilities: - understand current trends in digitization, the potential of digitization, assess the opportunities and risks arising from it, perceive digitization as a challenge for the growth of international societies, perceive the importance of the legislative environment for digital business, - study business models, realize the global framework of possibilities to create, capture and share value for the customer through digital technologies, artificial intelligence, understand digital transformation, understand the related processes in creating digital business model. Students will obtain following skills: - critically perceive trends in digitization, effectively evaluate opportunities and risks, understand the evolutionary nature of digitization, - the ability to assess the digital readiness and maturity of society, to decide to change the existing business model and to create an innovative digital business model in an international environment, - integrate digital tools and systems into the corporate culture and processes of international society in the context of digital transformation, - develop new digital products and services for the global market and be able to sell them locally and address their competitiveness. Students will gain following competences:	

- think in the dimensions of international business logic in creating digital business models and added value for customers and perceive the ethical, legal, economic, environmental and social impacts that come with the use of a wealth of data and sophisticated analysis,
- identify the problem, simply name it, propose a creative conceptual solution for the transformation of the business model based on a comprehensive case study case study,
- discuss, correctly and factually argue, defend and present their opinion in a discussion with the teacher and colleagues in the study group.

Indicative content:

Digitization as a challenge for international business. Digital technologies and changing the logic of creating value for the customer. Standard business models and their transformation into digital business models. A methodical approach to understanding what digitization can cause in the current business model of international society.

Support literature:

- HAGUE, Paul. The Business Models Handbook: Templates, Theory and Case Studies. London: Kogan Page, 2019. ISBN-13: 978-0749497521.
- LINZ Carsten et al. Radical Business Model Transformation: How Leading Organizations Have Successfully Adapted to Disruption. London: Kogan Page. 2020. ISBN-13: 978-1789661996.
- MATZLER, Kurt et al. Digitálna disrupcia. Bratislava: Slovenská inovačná a energetická agentúra, 2018. ISBN: 9788088823674, časť 2.
- VAZ, Nigel. Digital Business Transformation: How Established Companies Sustain Competitive Advantage From Now to Next. New York: John Wiley & Sons Inc, 2021. ISBN-13: 978-1119758679.
- VEBER, Jaromír a kol. Digitalizace ekonomiky a společnosti: Výhody, rizika, příležitosti. 1. Praha: Management Press, 2018. ISBN 9788072615544.

Syllabus:

1. Definition of the concept of digitization, technology, opportunities and risks for companies, new competition. Digital market: global digital products and services, growth, trends.
2. Digital and analytical maturity of companies. Data as business value.
3. Digitization and transformation: concept, levels, challenges for companies.
4. Concepts of traditional business models.
5. Tools for business model design.
6. Approaches to value creation: value chain, network, business.
7. Innovations in business models for international markets.
8. Digital business models: classification, characteristics.
9. Value Proposition transformation in digital business models.
10. Digitization and internationalization in business models.
11. Sustainability pillars in digital business models.
12. Case study: Tesla.
13. Case Study: Netflix.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 40

A	B	C	D	E	FX
52.5	37.5	10.0	0.0	0.0	0.0

Lecturer: RNDr. Janka Pásztorová, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21157/21	Title of course: Digitalization of International Business
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% participation in seminars 20% end-term exam 60% final exam	
Student workload: Total: study load 3 credits x 26 h = 78 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars: 20 hours Preparation for the final exam: 32 hours	
Teaching results: Students will possess following abilities: - about the impact of the industrial revolutions on the development of the world economy, - about the impact of digitalization on employment, - about the possibilities of blockchain usage in international business, - about digital currencies, - about importance of intellectual property in digital economy and possibilities of its protection. Students will obtain following skills: - analyze benefits and risks of digitalization of the international business, - orientate in regulations with impact on digital economy, - apply the knowledge gained throughout the course in practice Students will gain following competences: - orientation in regulations with impact on digital economy, - critical assessment of benefits and risks of digitalization, - identification of digitalization opportunities for companies doing business on the international level .	
Indicative content: The course is focused on basic aspects of digital economy, its impact on business, globalization and competitiveness of countries. The course will also deal with impact of industrial revolutions - predominantly the fourth industrial revolution (Industry 4.0) on the development of the world economy.	

Support literature:

HOŠOFF, Boris. Inštitucionálna pripravenosť na digitalizáciu a zmeny vonkajšieho prostredia. Bratislava: Ekonomický ústav SAV, 2018, 238 p. ISBN 978-80-7144-292-9.

OECD. Going Digital: Shaping Policies, Improving Lives. Paris : OECD, 2019. 167 p. Available at: <https://www.oecd-ilibrary.org/science-and-technology/going-digital-shaping-policies-improving-lives_9789264312012-en> ISBN 978-92-64-31200-5.

OECD. Measuring the Digital Transformation : A Roadmap for the Future. Paris : OECD, 2019. 257 p. Available at : <https://www.oecd-ilibrary.org/science-and-technology/measuring-the-digital-transformation_9789264311992-en> ISBN 978-92-64-31198-5.

Online sources:

Poznatkami k prosperite - Stratégia výskumu a inovácií pre inteligentnú špecializáciu Slovenskej republiky.

Syllabus:

1. Impact of industrial revolutions on the development of world economy (historical overview)
2. Industry 4.0 – concept setup, meaning, Internet of Things and Services, Smart Factory
3. New products in digital economy
4. Impact of digitalization on employment
5. Artificial intelligence (AI) and its impact on international business
6. Data as a commodity
7. Blockchain and its use in international business
8. Platforms as business forms in the digital economy
9. International business in the digital economy
10. Regulations in the digital economy
11. Digital currencies
12. Intellectual property, its importance and protection in the digital economy
13. Digitalization of international business and its impact on globalization and competitiveness of countries

Language whose command is required to complete the course:

Slovak language, English language

Notes:**Assessment of courses**

Total number of evaluated students: 18

A	B	C	D	E	FX
77.78	16.67	5.56	0.0	0.0	0.0

Lecturer: Ing. Matúš Žatko, PhD., Ing. Marek Petrovič

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21149/21	Title of course: Entrepreneurship in the Commerce
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 4 Per course: 26 / 52 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: individual work teamwork, written work, written exam Seminars 40%, of which: Active participation in teaching 10% Elaboration and presentation of a case study in the team 30% Final written exam. 60%	
Student workload: Total student workload: 208 hours, of this: Attendance at lectures: 26 hours Attendance at seminars: 52 hours Preparation for seminars: 39 hours Elaboration of a case study in the form of team cooperation: 39 hours Preparation for exam: 52 hours	
Teaching results: Knowledge Students will gain an overview of the theoretical and practical foundations of issues related to business economics and corporate finance. They are familiar with legal forms of business and have knowledge of their basic features. They will gain knowledge about different types of taxes. They understand the property, capital and financial structure of the company. They understand the specifics of the business environment, barriers to development and business support. Skills Students are able to establish their own business entity. They can evaluate the performance of employees, create and process business, marketing concepts and forecasts. They are able to manage the business activities of the company, evaluate and carry out the analysis of business activities according to the required criteria in specified time intervals, monitor and maintain the optimal state of stocks in the warehouse. They are familiar with tax issues and can communicate with tax administration entities. They can evaluate the effectiveness of investments within set budgets. They can perform an analysis of the financial statements and financial situation of the company, including the interpretation of economic performance indicators, preparation and processing of documents	

for financial analysis and planning. They are able to construct and present a business plan necessary for raising capital when starting a business before the evaluation committee.

Competencies

They know how to actively use economic concepts and control their context. They master the essence and principles of financial management. They can make a business plan and at the same time understand the importance of the construction of its individual parts. They can interpret and predict individual items of financial statements and evaluate the financial situation of the company. They have analytical and presentation skills, are able to work in a team, convincingly argue and defend the proposed business plan. They have communication and business skills that can be used in their own business and at the same time in further managerial education at the second level.

Indicative content:

The essential theoretical background of business, entrepreneurship, and business economics. Property, capital and financial structure of the company and sources of business financing. Analysis of business finance. Company workforce (wages, levies, labor productivity). Company costs and expenses. Company revenues and profit. Business plan, including the financial plan. Taxes for entrepreneurs. Business environment and barriers to business development, support programs for business.

Support literature:

Základná literatúra:

NAĎOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024. (v tlači)

Odporúčaná literatúra:

DEAKINS, David. Entrepreneurship: A Contemporary & Global Approach. Sage Publication. 2020, 296 s. ISBN 978-15-26461-14-8.

DWYER, Dana K. From Vision to Decision: A Self-Coaching Guide to Starting New Business [online]. Business Expert Press. 2019, 224 s. ISBN 978-19-49991-56-7. Dostupné na: [https://www.proquest.com/docview/2292176764/\\$N?accountid=49351&sourcetype=Books](https://www.proquest.com/docview/2292176764/$N?accountid=49351&sourcetype=Books)

ELIÁŠOVÁ, Darina a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2017, 207 s. ISBN 978-80-22544-61-0

FETISOVOVÁ, Elena a kol. Podnikové financie: praktické aplikácie a zbierka príkladov. Bratislava: Wolters Kluwer. 2020, 223 s. ISBN 978-80-57101-62-8.

MAJDÚCHOVÁ, Elena – RYBÁROVÁ, Daniela. Podnikové hospodárstvo pre manažérov. Bratislava: Wolters Kluwer. 2019, 272 s. ISBN 978-80-57100-35-5.

MAJDÚCHOVÁ, Helena a kol. Podnikové hospodárstvo. 2. aktualizované, prepracované a rozšírené vydanie. Bratislava: Wolters Kluwer. 2020, 424 s. ISBN 978-80-57102-71-7.

MURA, Ladislav – RAFAJOVÁ, Lucia. Podniková ekonomika [CD-ROM]. Bratislava: Paneurópska vysoká škola. 2018, 301 s. ISBN 978-80-89453-58-0

STRAKA, Marek. Podnikateľský plán [online]. 2024. Dostupné na: <https://marekstraka.com/ebooky/e-book/>

Syllabus:

1. Enterprise and business - basic economic categories and legal norms in the field of business, typology of companies, business risk, criteria for choosing the location of the company, business process.
2. Basic principles of business economics - corporate finance, financial policy, and financial goals of business activities.
3. Property, capital, and financial structure of the company. Sources of business financing (equity and foreign capital).
4. Non-current assets of the company (long-term tangible and intangible assets of the company, evaluation and selection of investment options, depreciation, financing).

5. Current assets of the company (supply and material management, inventory and receivables management, financing).
6. The workforce of the company (wages, levies, labor productivity).
7. Costs and expenses of the company (calculations and cost analysis).
8. Company revenues and profit.
9. The theoretical basis of the business plan - meaning, types, general requirements for the creation of BP, the procedure/steps of compiling a business master, the founding budget, the financial plan.
10. Types of taxes, tax system of Slovak Republic, tax registration, income tax, tax payers (individual and corporation).
11. Taxes -The Value Added Tax (VAT registration, VAT responsibilities, VAT cancel registration), VAT Rates, VAT system in the Slovak Republic, indirect taxes, local taxes, municipal taxes.
12. Financial analysis of the company - evaluation of the financial situation of the company, information base, analysis procedures, indicators
13. Business environment and barriers to business development, support programs for business (Act on SME support, financial and non-financial business support)

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 413

A	B	C	D	E	FX
18.16	33.17	31.23	15.01	1.21	1.21

Lecturer: doc. Ing. Monika Naďová Krošláková, PhD., Ing. Ladislav Bažó, PhD., Ing. Iveta Fodranová, PhD., doc. PhDr. et Mgr. Ing. Ladislav Mura, PhD., MSc., Ing. Anna Veszprémi Sirotková, PhD., Ing. Adrián Čakanišin, Ing. Samuel Chlpek

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21142/21	Title of course: European Union
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% - participation in seminars, assignments (including semester coursework) and quizzes; 60% - final exam in writing.	
Student workload: Total study load: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Individual preparation for seminars: 26 hours Team coordination and assignments: 52 hours Practical activities related to current developments (e.g. the Conference on the Future of Europe): 13 hours Preparation of semester coursework and its presentation: 13 hours Preparation for quizzes: 26 hours Preparation for the final exam: 13 hours	
Teaching results: Students will possess following abilities: - Knowledge of terminology and the idea of European integration; - Knowledge of the status, institutions and mechanisms of how the European Union works; - Knowledge of European Union enlargement and Brexit; Students will obtain following skills: - Understanding of the role of European integration in everyday life; - Use of open access sources of qualitative and quantitative data; - Enhanced argumentation skills based on understanding of European integration; Students will gain following competences: - Familiarity with relevant official documents of institutions on the national or international level; - Capability of creative and out-of-the-box thinking as well as perception of alternative scenarios of future developments in European integration; - Aptitude to pursue lifelong learning in terms of European integration as a prerequisite for further development of qualification.	
Indicative content:	

The course is oriented on mediating a primary insight into European integration to students in terms of its evolution, functioning, perspectives as well as related terminology, thus being a prerequisite for exploring this issue in a wider context.

Support literature:

1. BALDWIN, Richard - WYPLOSZ, Charles. The Economics of European Integration. 7th ed. McGraw-Hill Education, 2022. 504 s. ISBN 9781526849434.
2. EURÓPSKA KOMISIA. Európska únia: čím je a čo robí. Luxemburg: Úrad pre vydávanie publikácií Európskej únie, 2022. 68 s. ISBN 978-92-76-24635-0
3. EURÓPSKA KOMISIA. Európska únia: čím je a čo robí. Luxemburg: Úrad pre vydávanie publikácií Európskej únie, 2020. 62 s. ISBN 978-92-79-93621-0.
4. ČIDEROVÁ, Denisa a kol. Európska únia: slovensko-anglická mutácia. Bratislava: Vydavateľstvo EKONÓM (v procese prípravy, 2024).
5. Oficiálne pramene z#web sídla Európskej únie: <https://europa.eu/> Aktuálne online pramene z#problematiky európskej integrácie

Syllabus:

1. Introduction into terminology and the idea of European integration I. (theory)
2. Introduction into terminology and the idea of European integration II. (practice)
3. Status, institutions and mechanisms of the European Union I. (theory)
4. Status, institutions and mechanisms of the European Union II. (practice)
5. European integration as an economic project I. (Balassa, 1961, degrees 1 and 2)
6. European integration as an economic project II. (Balassa, 1961, degrees 3 and 4)
7. European integration in everyday life I. (theory)
8. European integration in everyday life II. (practice)
9. European integration as a political project
10. European Union enlargement I. (2004, 2007, 2013)
11. European Union enlargement II. (candidate and potential candidate countries)
12. Brexit
13. Alternative scenarios of future developments in European integration

Language whose command is required to complete the course:

Slovak language, English language

Notes:

Assessment of courses

Total number of evaluated students: 373

A	B	C	D	E	FX
38.07	30.03	20.38	8.04	2.41	1.07

Lecturer: doc. Ing. Denisa Čiderová, PhD., MA, Ing. Henrich Juhás, PhD., Ing. Viktória Peštová, Ing. Marek Petrovič

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21143/21	Title of course: European Union (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 1.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 40% - participation in seminars, assignments (including semester coursework) and quizzes; 60% - final exam in writing.	
Student workload: Total study load: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Individual preparation for seminars: 26 hours Team coordination and assignments: 52 hours Practical activities related to current developments (e.g. the Conference on the Future of Europe): 13 hours Preparation of semester coursework and its presentation: 13 hours Preparation for quizzes: 26 hours Preparation for the final exam: 13 hours	
Teaching results: Students will possess following abilities: - Knowledge of terminology and the idea of European integration; - Knowledge of the status, institutions and mechanisms of how the European Union works; - Knowledge of European Union enlargement and Brexit; Students will obtain following skills: - Understanding of the role of European integration in everyday life; - Use of open access sources of qualitative and quantitative data; - Enhanced argumentation skills based on understanding of European integration; Students will gain following competences: - Familiarity with relevant official documents of institutions on the national or international level; - Capability of creative and out-of-the-box thinking as well as perception of alternative scenarios of future developments in European integration; - Aptitude to pursue lifelong learning in terms of European integration as a prerequisite for further development of qualification.	
Indicative content:	

The course is oriented on mediating a primary insight into European integration to students in terms of its evolution, functioning, perspectives as well as related terminology, thus being a prerequisite for exploring this issue in a wider context.

Support literature:

1. BALDWIN, Richard - WYPLOSZ, Charles. The Economics of European Integration. 7th ed. McGraw-Hill Education, 2022. 504 s. ISBN 9781526849434.
2. EURÓPSKA KOMISIA. The European Union: what it is and what it does. Luxembourg: Publications Office of the European Union, 2022. 68 s. ISBN 978-92-76-24621-3.
3. EURÓPSKA KOMISIA. The European Union: what it is and what it does. Luxembourg: Publications Office of the European Union, 2020. 62 s. ISBN 978-92-79-93637-1.
4. ČIDEROVÁ, Denisa a kol. Európska únia: slovensko-anglická mutácia. Bratislava: Vydavateľstvo EKONÓM (in process, 2024).
5. Official sources from the European Union website <https://europa.eu/> Up-to-date online sources related to European integration

Syllabus:

1. Introduction into terminology and the idea of European integration I. (theory)
2. Introduction into terminology and the idea of European integration II. (practice)
3. Status, institutions and mechanisms of the European Union I. (theory)
4. Status, institutions and mechanisms of the European Union II. (practice)
5. European integration as an economic project I. (Balassa, 1961, degrees 1 and 2)
6. European integration as an economic project II. (Balassa, 1961, degrees 3 and 4)
7. European integration in everyday life I. (theory)
8. European integration in everyday life II. (practice)
9. European integration as a political project
10. European Union enlargement I. (2004, 2007, 2013)
11. European Union enlargement II. (candidate and potential candidate countries)
12. Brexit
13. Alternative scenarios of future developments in European integration

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 39

A	B	C	D	E	FX
46.15	25.64	23.08	2.56	0.0	2.56

Lecturer: doc. Ing. Denisa Čiderová, PhD., MA, Ing. Henrich Juhás, PhD., Ing. Viktória Peštová

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21148/21	Title of course: European and International Business Law
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% active participation and assignments in seminars 20% semester project, knowledge verification 60% final written exam	
Student workload: Total: study load 7 credits x 26 h = 182 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Preparing semester project, preparation for knowledge verification: 34 hours Preparation for the final exam: 70 hours	
Teaching results: Students will possess following abilities: - knowledge in the field of European and international business law, - understanding of legislation and legal text in the subject area, - knowledge of relevant sources of information about the relevant legislation. Students will obtain following skills: - independence as well as team cooperation in solving specific problems in the field of application of European and international business law, - responsible decision-making on the application of the relevant legislation in international business, - the ability to present appropriately and professionally one's own views on solving specific problems of European and international business law, - think creatively and critically when applying European and international business law. Students will gain following competences: - to propose solutions related to the application of European and international business law in international business and to effectively use the acquired knowledge in solving specific problems in the subject area, - to develop the acquired knowledge in the field of European and international business law and to adapt their professional decisions accordingly,	

- to apply the relevant rules of European and international business law when conducting international business.

Indicative content:

System of international law, the relationship between national and international law, the system of European Union law, European Union internal market law, European Union competition law, European Union consumer law, intellectual property rights, global trade law.

Support literature:

1. KITTOVÁ, Zuzana. Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 2022. 193 s. ISBN 978-80-225-5018-5.
2. CRAIG, Paul – DE BÚRCA, Grainne. EU Law, Texts, Cases and Materials. 7th edition. Oxford : Oxford University Press, 2020. 1344 s. ISBN 9780198856641.
3. FUNTA, Rastislav – JURÍŠ, Filip – GOLOVKO, Liudmyla. Európa a Európske právo. Vysoká škola Danubius - Fakulta práva Janka Jesenského (2. vydanie), 2020. 446 s. ISBN 9788073923341.
4. KITTOVÁ, Zuzana – HLUŠKOVÁ, Tatiana – HOLKA, Marek – MOŤOVSKÁ DOBOŠOVÁ, Zuzana – VETRÁK, Milan. Európske a medzinárodné obchodné právo. Bratislava: Vydavateľstvo EKONÓM, 2016. 337 s. ISBN 978-80-225-4290-6.
5. TOMÁŠEK, Michal a kol. Právo Evropské unie. Leges, 2021. 512 s. ISBN 978-80-7502-491-6.
6. WEVERS, Harm. A Basic Guide to International Business Law, Routledge, 2021. 224 s. ISBN 9781003194927.

Syllabus:

1. Introduction to European and international business law - public international law, private international law, international economic law, international trade law, European law / EU law.
2. The relationship between international and national law, the principles of application of European law in the Member States - the principle of direct applicability, the principle of direct and indirect effect, the principle of the primacy of European law, the principle of Member State liability for damage caused by infringements of European law.
3. System of EU law - nature and sources of EU law (primary law, secondary law, international agreements, general principles of law, agreements between Member States, legal custom) as factors influencing cross-border trade and business, system of legal protection.
4. EU internal market - importance, formation, legal regulation in primary law.
5. Movement of goods - customs union, prohibition of customs duties and charges having equivalent effect, prohibition of discriminatory and protective taxation.
6. Movement of goods - prohibition of quantitative restrictions on trade and measures having equivalent effect, legislative and unwritten exceptions to the prohibition, movement of goods and intellectual property rights.
7. Movement of workers - legislation, conditions of its application, workers' rights and their permissible restrictions.
8. Freedom of establishment - legislation, conditions for its application, rights of beneficiaries and their permissible restrictions.
9. Movement of services - legislation, conditions of its application, rights of persons providing and receiving services and their permissible restrictions.
10. Movement of capital and payments - legislation, conditions of its application, permissible restrictions.
11. EU competition law - subject matter, sources, bodies, agreements restricting competition, abuse of a dominant position, control of concentrations, state aid.
12. EU consumer law - subject, sources, principles used to protect consumers.

13. Global trade law - WTO, GATT, GATS, TRIPS, sectoral agreements, settlement of trade disputes.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 135

A	B	C	D	E	FX
8.89	21.48	29.63	28.15	8.89	2.96

Lecturer: prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Ing. Henrich Juhás, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: SS OF/OB21_ZP035/22		Title of course: Final Thesis and its Defense			
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present					
Number of credits: 10					
Recommended semester/trimester of study:					
Degree of study: I.					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 233					
A	B	C	D	E	FX
48.5	24.46	14.16	7.73	4.29	0.86
Lecturer:					
Date of the latest change: 03.10.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21162/21	Title of course: Financial Innovations in International Business
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% semester work 20% participation in seminars 60% final exam	
Student workload: Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for the seminars: 17 hours Elaboration of a semester project: 20 hours Preparation for written verification of knowledge: 17 hours Preparation for the final exam: 24 hours	
Teaching results: Students will possess following abilities: - Getting acquainted with the issue of financial innovations in international business and their impact on the development of international trade and the international financial market; - Ability to understand the importance of financial innovation for the advancement of international trade; - Ability to understand the advantages, disadvantages, benefits and risks of financial innovation in the context of current historical and current developments in international financial markets; - Getting acquainted with the perspectives of the use of financial innovations in the form of cryptocurrencies. Students will obtain following skills: - Orientation in the constantly advancing sector of financial innovation; - Carry out analyzes of innovative financial products, the ability to point out their advantages, disadvantages, benefits and risks at both microeconomic and macroeconomic levels; - Ability to apply financial innovations in practice, whether in the field of international trade management or financial management. Students will gain following competences: - In accordance with the graduate profile, the ability to make independent and responsible decisions in a changing international financial environment;	

- Perceive, anticipate the benefits and risks of financial innovation;
- Identify, assess and correctly interpret financial innovations related to international trade;
- Identify appropriate financial innovations related to the implementation of international trade and propose an appropriate strategy for their use.

Indicative content:

The position of financial innovations in the history of the development of financial markets and international trade. Pointing out the position of financial innovations in financial crises. The importance of ICT in the development of financial markets. Fintech boom. Characteristics of cryptocurrencies and the cryptocurrency market. Analysis of benefits and risks associated with the implementation of cryptocurrencies in financial markets and in international trade. Analysis of Bitcoin, Litecoin, Ethera and other altcoins. Aspects of cryptocurrency trading. Current trends in the use of cryptocurrencies. Cryptocurrency market in Slovakia. The future of financial markets and international trade using cryptocurrencies.

Support literature:

TKÁČOVÁ, Daniela, Jaroslav BELÁS, Eva HORVÁTOVÁ, Božena CHOVANCOVÁ a Viera MALACKÁ. Finančné trhy a bankovníctvo. Praha: Wolters Kluwer, 2017, 310 s. [20,1 AH]. ISBN 978-80-7552-528-4.

CHOVANCOVÁ, Božena, Viera MALACKÁ, Valér DEMJAN a Jana KOTLEBOVÁ. Finančné trhy: nástroje a transakcie. 2. preprac. a dopl. vyd. Bratislava: Wolters Kluwer, 2016, 664 s. [35,25 AH]. Ekonómia, 583. ISBN 978-80-8168-330-5.

HOSP, Julian. Kryptomeny. Tatran, 2018, 172 s. ISBN 9788-80-2220-945-8.

TANDA, Alessandra, SCHENA Cristiana-Maria, 2019, FinTech, BigTech and Banks: Digitalisation and Its Impact on Banking Business Models (Palgrave Macmillan Studies in Banking and Financial Institutions) 1st ed. 2019 Edition. Springer International Publishing, <https://www.amazon.com/FinTech-BigTech-Banks-Digitalisation-Institutions/dp/3030224287>

SIRONI, Paulo. 2016. FinTech Innovation: From Robo-Advisors to Goal Based Investing and Gamification (The Wiley Finance Series) 1st Edition. Chichester : Wiley. <https://www.amazon.com/FinTech-Innovation-Robo-Advisors-Investing-Gamification/dp/1119226988>

LEE, David Kuo Chuen, LOW, Linda. 2018. Inclusive Fintech: Blockchain, Cryptocurrency And Ico. Singapore : World Scientific Publishing Co Pte Ltd. <https://www.amazon.com/Inclusive-Fintech-Blockchain-Cryptocurrency-Ico/dp/9813272767>

Syllabus:

1. Introductory lecture, course requirements, introduction to financial innovations and theoretical background.
2. Financial innovations in the context of the historical development of financial markets and international trade. Specific examples of significant financial innovations that have contributed to the development of financial markets and international trade.
3. Financial innovations and their position in the context of financial crises.
4. Electronization of financial markets, position and importance of ICT, fintech innovation - alternative payment methods, algorithmic trading, robotization of the financial sector, artificial intelligence and big data, cloud solutions.
5. Cryptocurrencies, their characteristics and history. Characteristics of the potential of blockchain technology in international trade. Benefits and risks of cryptocurrencies.
6. Bitcoin as the world's major cryptocurrency, its characteristics and analysis. Analysis of bitcoin price development and analysis of factors influencing its price. The current position of bitcoin in international trade and the potential of its use.
7. Litecoin and Ethereum as the most important cryptocurrencies after Bitcoin. Their characteristics and contribution in the international financial environment, the development of the price and its determinants.

8. Altcoin markets. Characteristics of the most important Altcoins with a focus on those that can be used in international trade relations.
9. Trading with cryptocurrencies. An overview of the most important cryptocurrency exchanges. Aspects of cryptocurrency trading.
10. Current trends in the use of cryptocurrencies, ways of their practical use.
11. Cryptocurrency market in Slovakia.
12. Practical aspects of the use of cryptocurrencies. The use of cryptocurrencies from the perspective of a company operating in international trade, the position of cryptocurrencies in the company's accounting.
13. The future of international business using financial innovation. Possibilities of using cryptocurrencies, obstacles to their introduction. The position of the traditional financial sector and governments on the use of cryptocurrencies. Cryptocurrencies and legislation.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 49

A	B	C	D	E	FX
14.29	46.94	22.45	8.16	8.16	0.0

Lecturer: Ing. Matúš Žatko, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21159/21	Title of course: Flow of Goods and Persons in the European Union
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% active participation and assignments in seminars 20% semester project 60% final written exam	
Student workload: Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars: 13 hours Preparing semester project: 26 hours Preparation for the final exam: 39 hours	
Teaching results: Students will possess following abilities: - detailed knowledge of the conditions for the implementation of cross-border movement of goods and persons in the EU, - understanding of the legislation and legal text in the field of study, - knowledge of relevant sources of information in the relevant legislation. Students will obtain following skills: - independence as well as team cooperation in solving specific problems in the field of application of rules for cross-border movement of goods and persons in the EU, - responsible decision-making on the application of the relevant legislation in international business, - the ability to present appropriately and professionally one's own views on solving specific problems when implementing the cross-border movement of goods and persons in the EU, - think creatively and critically when applying the relevant rules in international business. Students will gain following competences: - to propose solutions related to the application of legislation governing the cross-border movement of goods and persons in the EU in specific cases and to effectively use the acquired knowledge in solving specific problems in the subject area, - to develop the acquired knowledge in the subject area and to adapt their professional decisions accordingly,	

- when conducting international business, to apply the relevant rules governing cross-border movement of goods and persons in the EU in practical situations.

Indicative content:

Prohibition of customs duties and charges having equivalent effect, quantitative restrictions on trade and measures having equivalent effect, discriminatory or protective taxation, rules on the movement of persons within the EU internal market, be they workers, persons providing or receiving services, persons established in the host country Member State in order to pursue an economic activity as well as other EU citizens.

Support literature:

1. KITTOVÁ, Zuzana (2022). Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 194 s.
2. ANDENAS, #Mads, #BEKKEDAL, #Tarjei, #PANTALEO, Luca (2017). #The Reach of Free Movement. Springer, 397 s.
3. CRAIG, Paul, DE BÚRCA, Grainne (2020). EU Law, Texts, Cases and Materials. 7th edition. Oxford : Oxford University Press.
4. FUNTA, Rastislav, Filip JURÍŠ, Liudmyla GOLOVKO (2020). Európa a Európske právo. Vysoká škola Danubius - Fakulta práva Janka Jesenského (2. vydanie). 446 s.
5. SCHMIDT, #Susanne, #BLAUBERGER, #Michael, #MARTINSEN, #Dorte (2019). #Free Movement and Non-discrimination in an Unequal Union. #Routledge, 164 s.
6. TOMÁŠEK, Michal a kol. (2021). Právo Evropské unie. Leges, 512 s.

Syllabus:

1. Introduction to the issue of movement of goods and persons as fundamental freedoms of the EU internal market.
2. Movement of goods - customs duties and charges having equivalent effect.
3. Movement of goods - quantitative restrictions and unwritten exceptions to their prohibitions.
4. Movement of goods - provisions regulating selling arrangements.
5. Movement of goods - legislative exceptions to the prohibition of restrictions.
6. Movement of goods - discriminatory and protective taxation.
7. Movement of goods and competition rules.
8. Movement of persons providing services.
9. Movement of persons receiving services.
10. Movement of workers.
11. Movement of persons established in the host Member State.
12. Movement of persons - EU citizenship.
13. Informal solution of problems of movement of goods and persons in the EU, evaluation of the course.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 35

A	B	C	D	E	FX
22.86	45.71	25.71	5.71	0.0	0.0

Lecturer: prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21164/21	Title of course: Foreign Trade Promotion
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 10 % active participation in seminars, • 30 % semestral work and its presentation, • 60 % final written exam. 	
Student workload: Total: study load 104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for the seminars: 8 hours Elaboration of semestral project: 23 hours Preparation for the final exam: 47 hours	
Teaching results: Students will possess following abilities: <ul style="list-style-type: none"> - ability to understand the issues of foreign trade support in the Slovak Republic, - to get an overview of the support of foreign trade and external economic relations in different countries of the world, - to use the basic forms of foreign trade support in the Slovak Republic for their purposes. Students will obtain following skills: <ul style="list-style-type: none"> - to propose solutions in the field of foreign trade support for the Slovak Republic, - to adopt solutions in the areas of support for small and medium-sized international business, - to use creatively various methods and knowledge gained in the field of foreign trade support from selected countries and apply them Students will gain following competences: <ul style="list-style-type: none"> - independence in solving specific problems connected with the support of foreign trade in the changing international environment, - responsibility in deciding on the use of export support and investment activities within the Slovak Republic, - the ability to present their position in an appropriate and professional manner in the area of the use of support for the internationalization of small and medium-sized enterprises and overall support for foreign trade activities in Slovakia. 	
Indicative content:	

Introduction to the issue of foreign trade support. Legislative provision of support for foreign trade and investment activities in the Slovak Republic. Institutional support of foreign trade in the Slovak Republic. Support of investment activities in Slovakia. Examples of good practice: support of foreign trade activities in selected EU countries, USA, Canada, Mexico, Brazil, Russia, Kazakhstan, Belarus, China, South Korea, Japan. Internationalization of small and medium enterprises in the Slovak Republic. Possibilities of internationalization and financing of small and medium-sized enterprises in selected EU countries.

Support literature:

KAŠŤÁKOVÁ, Elena - PÁSZTOROVÁ, Janka. Vybrané aspekty podpory zahraničného obchodu na Slovensku. Recenzenti: Viera Ružeková, Miloslav Rosenberg. 1. vydanie. Bratislava : Vydavateľstvo EKONÓM, 2020. [74 s.] [4,258 AH]. VEGA 1/0039/20, VEGA 1/0777/20. ISBN 978-80-225-4792-5.

KAŠŤÁKOVÁ, Elena - DRIENIKOVÁ, Kristína - ZUBALOVÁ, Ľubica. Impact of the Geopolitical Changes on the EU Foreign Trade Relations with Selected Territories : Implications for the Slovak Economy. Reviewers: T.M. Isachenko, Peter Baláž. 1st Edition. Saint Petersburg : Saint Petersburg University Press, 2019. 246 s. [15,5 AH]. VEGA 1/0546/17. ISBN 978-5-288-05988-9.

KHALIL, Soliman (2017). Export Promotion Strategies and Export Values. LAP LAMBERT Academic Publishing. ISBN-10 : 6202074604 <https://www.amazon.com/Export-Promotion-Strategies-Values/dp/6202074604>

PETERMANN, Jan-Henrik (2013). Between Export Promotion and Poverty Reduction. Springer VS; 2013th edition (December 12, 2013) ISBN 978-3-658-00048-6 <https://www.amazon.com/Between-Export-Promotion-Poverty-Reduction/dp/3658000473>

Syllabus:

1. Introduction to the issue of foreign trade support. Forms and models of support
2. Legislative provision of support of foreign trade and investment activities in the Slovak Republic
3. Institutional support of foreign trade on the example of the Slovak Republic
4. Forms and possibilities of export support on the example of the Slovak Republic
5. Support of investment activity in Slovakia. Investment aid and investment incentives in Slovakia
6. Examples of good practice: support of foreign trade activities in selected EU countries
7. Examples of good practice: support of foreign trade activities in the USA, Canada, Mexico, Brazil
8. Examples of good practice: support of foreign trade in the countries of the Eurasian Economic Union (Russia, Kazakhstan, Belarus)
9. Examples of good practice: support for foreign trade activities in selected Asian countries (China, South Korea, Japan)
10. Internationalization of small and medium-sized enterprises and their importance in foreign trade on the example of the Slovak Republic
11. Possibilities of internationalization of small and medium-sized enterprises in selected market-developed countries and the EU
12. Possibilities of internationalization of small and medium-sized enterprises in selected developing countries
13. Possibilities of financing the internationalization of small and medium-sized enterprises on the example of the Slovak Republic

Language whose command is required to complete the course:

Slovak language, English language

Notes:**Assessment of courses**

Total number of evaluated students: 35

A	B	C	D	E	FX
60.0	8.57	14.29	8.57	8.57	0.0

Lecturer: RNDr. Janka Pásztorová, PhD., doc. Mgr. Elena Kašťáková, PhD.**Date of the latest change:** 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21153/21	Title of course: History of International Trade
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% active participation in seminars 30% seminar paper and its presentation 60% final exam	
Student workload:	
Teaching results: Students will possess following abilities: - knowledge of the historical development of trade into its international dimension, - knowledge of the development of international trade on the example of the role of European countries and monopolies in the development of international trade, - understanding of the context, developments, events, and their impact on international trade, - basic knowledge of the functioning and main determinants in the development of international trade. Students will obtain following skills: - ability to use publicly available data in the field of international trade, - ability to compile a basic overview of the development of international trade or specific events affecting the development of international trade, - ability to prepare a presentation on the development of international trade or specific events affecting the development of international trade in specific stages of development. Students will gain following competences: - ability to prepare and present the assigned work, - ability to identify major events affecting international trade in different periods, - ability to describe the development of international trade based on facts and figures, - ability to critically evaluate the knowledge gained, - the ability to think creatively and critically evaluate the context in the development of international trade.	
Indicative content: The beginnings of the development of trade in the world to its international dimension. Development of international trade since the modern age - changes and transformation of trade. Major events and actors influencing the expansion in international trade until the end of the 19th	

century. International trade in the 20th century. Development of international trade at the beginning of the 21st century.

Support literature:

1. Balhar, V. - Balhar, V. (2011). Dejiny svetového hospodárstva. Bratislava: Vydavateľstvo EKONÓM.
2. Cameron, R. (1996). Stručné ekonomické dejiny sveta. Od doby kamenné do súčasnosti. Praha: Victoria Publishing.
3. Dorobat, E. C. (2015). A brief history of international trade thought: from pre-doctrinal contributions to the 21st century heterodox international economics. Journal of Philosophical Economics, 8(2):106-37. 10.46298/jpe.10677
4. Drieniková, K. - Zubaľová, L. (2013). Zahraničnoobchodná politika EÚ v meniacich sa podmienkach globálneho hospodárskeho prostredia. 1. vyd. Bratislava: Vydavateľstvo EKONÓM. (1. kapitola)
5. Eltis, D. – Richardson, D. (2015). Atlas of the Transatlantic Slave Trade (The Lewis Walpole Series in Eighteenth-Century Culture and History). Yale University Press
6. Holman, R. (2005). Dějiny ekonomického myšlení. 3. vyd. Praha : C.H. Beck.
7. Parker, P. (2021). History of World Trade in Maps. Collins.
8. Štěřbová, L. (2013). Mezinárodní obchod ve světové krizi 21. století. Praha : Grada Publishing.
9. U.S. Government Information. The History and Future of International Trade. Dostupné na: <https://www.govinfo.gov/content/pkg/ERP-2006/pdf/ERP-2006-chapter7.pdf>
10. World History Encyclopedia. Dostupné na: <https://www.worldhistory.org/>
11. Yiwei, W. (2021). Čína a Nová hodvábná cesta. Bratislava: PERFEKT.

Syllabus:

1. The beginnings of international trade (in the ancient world – Phoenicia, Hellenic culture).
2. The importance of the Silk Road and the spice routes, the importance and position of Central Asia.
3. The Venetian Republic and the essence of its trading system, the importance of the Mediterranean.
4. Transformation of international trade after the discovery of America, the period of colonialism.
5. The organization of international trade on the example of the so-called East India companies and Dutch West India Company.
6. The slave trade and its influence on the development of international trade.
7. Portugal, Spain, France, and the Netherlands as European trading powers.
8. Opium wars and their influence on the cooperation between Britain and China, the position of Hong Kong.
9. The expansion of Great Britain and its position in international trade.
10. International trade in the first half of the 20th century (Great Depression, Second World War).
11. International trade in the second half of the 20th century (oil crises/shocks and the Iranian religious revolution).
12. International trade in the second half of the 20th century - foreign trade reform and the opening-up process of the Chinese economy.
13. International trade at the beginning of the 21st century (global financial and economic crisis).

Language whose command is required to complete the course:

Slovak language, English language

Notes:

Assessment of courses

Total number of evaluated students: 94

A	B	C	D	E	FX
11.7	12.77	23.4	21.28	21.28	9.57

Lecturer: Ing. Kristína Drieniková, PhD., Ing. Ľubica Zubaľová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašľáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21152/21	Title of course: Import and Export Trade Operations
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none">• 20 % continuous written test,• 20 % semestral work and its presentation,• 60 % final written exam.	
Student workload: <p>Total: study load 182 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for the seminars: 13 hours Elaboration of a semestral project: 23 hours Preparation for written verification of knowledge: 24 hours Preparation for the final exam: 70 hours</p>	
Teaching results: <p>Students will possess following abilities:</p> <ul style="list-style-type: none">- ability to understand the issue of import and export trade operations at EU level,- regulation of intra-EU trade operations,- to provide contractually the basic forms of trade operations. <p>Students will obtain following skills:</p> <ul style="list-style-type: none">- to propose solutions in the area of basic import and export trade operations,- to carry out simple business operations and adopt solutions from the areas of international business,- to use creatively different methods in the field of trading principles at EU level and apply such trade operations. <p>Students will gain following competences:</p> <ul style="list-style-type: none">- autonomy in dealing with the specific problems of import and export operations in a changing international environment,- decision-making responsibility for the implementation of simple business operations within the EU,- the ability to present appropriately and professionally their views within the use of basic types of business operations.	
Indicative content:	

The position of foreign trade in the national economy. Quantification of foreign trade in the economy of state. Foreign trade of the Slovak Republic and its importance. The influence of individual industries on the development of Slovakia's foreign trade. Institutional support of foreign trade activities in Slovakia. Development of EU foreign trade. Regulation of trade operations within the EU. Principles of trade within the European Economic Area, with third countries based on preferential and non-preferential agreements. Basic models of business operations: export-import, licensing and investment (capital). Import, export, re-export and re-import trade operations. Methods of carrying out export and import trade operations.

Support literature:

1. KAŠŤÁKOVÁ, Elena a kol. Dovožné a vývozné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2022. 219 s. ISBN 978-80-225-5031-4.
2. KAŠŤÁKOVÁ, Elena – BARINKOVÁ, Natália. Potenciál Strednej Ázie v zahraničnom obchode Slovenskej republiky. Bratislava : Vydavateľstvo EKONÓM, 2021. 124 s. ISBN 978-80-225-4882-3.
3. KAŠŤÁKOVÁ, Elena – PÁSZTOROVÁ, Janka. Vybrané aspekty podpory zahraničného obchodu na Slovensku. Bratislava : Vydavateľstvo EKONÓM, 2020. - 72 s. ISBN 978-80-225-4792-5.
4. RUŽEKOVÁ, Viera – PAVELKA, Ľuboš. Manuál exportéra : základná príručka obchodovania so zahraničím. Bratislava : Vydavateľstvo EKONÓM, 2023. 121 s. ISBN 978-80-225-5049-9.
5. SEYOUM, Belay. Export–Import Theory, Practices, and Procedures (4th ed.). Publisher : Taylor and Francis, 2021. 670 s. ISBN 978-10-030-2050-9
6. The Staff of Entrepreneur Media - RICH, Jason R. Start Your Own Import/Export Business (Startup) Kindle Edition. Publisher : Entrepreneur Press, 2021. 272 s. ISBN 978-16-130-8429-8.

Syllabus:

1. The position of foreign trade and the national economy. Characteristics of basic terms.
2. Quantification of foreign trade in the economy of state. One-factor and multi-factor evaluation indicators. The role and importance of the WTO in the regulation of world trade.
3. Changes in the development of SR foreign trade after accession to the EU in the territorial and commodity structure. Factors influencing development prediction.
4. The influence of individual industries on the development of SR foreign trade.
5. Institutional support of foreign trade activities in Slovakia. Institutions supporting foreign trade activities in Slovakia and their importance.
6. Development of EU foreign trade. Territorial and commodity structure. Trade in services. Development of foreign direct investment in the EU.
7. Regulation of trade operations within the EU. INTASTAT statistical survey. RAPEX and RASFF rapid information exchange systems. Common commercial, agricultural and energy policies. Development prediction.
8. Principles of trade within the European Economic Area. EEA Agreement. The European Free Trade Association, its importance and the difference between the EFTA and the EU. The special position of Switzerland.
9. Principles of trade with third countries based on preferential agreements by way of example (South Korea, Canada, Ukraine, Japan, United Kingdom, Western Balkans).
10. Principles of trade with third countries based on non-preferential agreements (USA, Russia, other CIS countries, China, India, MERCOSUR, Philippines, Indonesia, Australia, New Zealand, etc.).
11. Individual types of business operations in international trade. Basic models of trade operations: export-import, licensing and investment (capital). Advantages and disadvantages of individual models.

12. Import, export, re-export and re-import trade operations. Their importance and use in international business.

13. Methods of realization of export and import trade operations. The course and provision of such business operations in international trade.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 125

A	B	C	D	E	FX
30.4	25.6	27.2	12.0	3.2	1.6

Lecturer: doc. Mgr. Elena Kašáková, PhD., RNDr. Janka Pásztorová, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21179/21	Title of course: Import and Export Trade Operations (in Russian)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none">• 20 % continuous written test,• 20 % semestral work and its presentation,• 60 % final written exam.	
Student workload: <p>Total: study load 182 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for the seminars: 13 hours Elaboration of a semestral project: 23 hours Preparation for written verification of knowledge: 24 hours Preparation for the final exam: 70 hours</p>	
Teaching results: <p>Students will possess following abilities:</p> <ul style="list-style-type: none">- ability to understand the issue of import and export trade operations at EU level,- regulation of intra-EU trade operations,- to provide contractually the basic forms of trade operations. <p>Students will obtain following skills:</p> <ul style="list-style-type: none">- to propose solutions in the area of basic import and export trade operations,- to carry out simple business operations and adopt solutions from the areas of international business,- to use creatively different methods in the field of trading principles at EU level and apply such trade operations. <p>Students will gain following competences:</p> <ul style="list-style-type: none">- autonomy in dealing with the specific problems of import and export operations in a changing international environment,- decision-making responsibility for the implementation of simple business operations within the EU,- the ability to present appropriately and professionally their views within the use of basic types of business operations.	
Indicative content:	

The position of foreign trade in the national economy. Quantification of foreign trade in the economy of state. Foreign trade of the Slovak Republic and its importance. The influence of individual industries on the development of Slovakia's foreign trade. Institutional support of foreign trade activities in Slovakia. Development of EU foreign trade. Regulation of trade operations within the EU. Principles of trade within the European Economic Area, with third countries based on preferential and non-preferential agreements. Basic models of business operations: export-import, licensing and investment (capital). Import, export, re-export and re-import trade operations. Methods of carrying out export and import trade operations.

Support literature:

1. КАШТЯКОВА, Елена – МАЙДЫРОВА Айгуль. Формирование национальной экономики в условиях цифровизации (на примере Казахстана, Российской Федерации и Европейского Союза). Братислава: Издательство ЭКОНОМ, 2020. 192 с. ISBN 978-80-225-4721-5.
2. ДЕГТЯРЕВА, Ольга – ВАСИЛЬЕВА, Татьяна – ГАВРИЛОВА, Людмила. Международное торговое дело : учебник /; под ред. О. И. Дегтяревой. Москва : Магистр : ИНФРА-М, 2021. 608 с. ISBN 978-5-9776-0211-2.
3. ХАСБУЛАТОВ, Руслан и др. Международная торговля : учебник для вузов / ; под общей редакцией Р. И. Хасбулатова. Москва : Издательство Юрайт, 2024. 405 с. ISBN 978-5-534-05486-6.
4. SEYOUM, Belay. Export–Import Theory, Practices, and Procedures (4th ed.). Publisher : Taylor and Francis, 2021. 670 s. ISBN 978-10-030-2050-9
5. The Staff of Entrepreneur Media - RICH, Jason R. Start Your Own Import/Export Business (Startup) Kindle Edition. Publisher : Entrepreneur Press, 2021. 272 s. ISBN 978-16-130-8429-8.

Syllabus:

1. The position of foreign trade and the national economy. Characteristics of basic terms.
2. Quantification of foreign trade in the economy of state. One-factor and multi-factor evaluation indicators. The role and importance of the WTO in the regulation of world trade.
3. Changes in the development of SR foreign trade after accession to the EU in the territorial and commodity structure. Factors influencing development prediction.
4. The influence of individual industries on the development of SR foreign trade.
5. Institutional support of foreign trade activities in Slovakia. Institutions supporting foreign trade activities in Slovakia and their importance.
6. Development of EU foreign trade. Territorial and commodity structure. Trade in services. Development of foreign direct investment in the EU.
7. Regulation of trade operations within the EU. INTASTAT statistical survey. RAPEX and RASFF rapid information exchange systems. Common commercial, agricultural and energy policies. Development prediction.
8. Principles of trade within the European Economic Area. EEA Agreement. The European Free Trade Association, its importance and the difference between the EFTA and the EU. The special position of Switzerland.
9. Principles of trade with third countries based on preferential agreements by way of example (South Korea, Canada, Ukraine, Japan, United Kingdom, Western Balkans).
10. Principles of trade with third countries based on non-preferential agreements (USA, Russia, other CIS countries, China, India, MERCOSUR, Philippines, Indonesia, Australia, New Zealand, etc.).
11. Individual types of business operations in international trade. Basic models of trade operations: export-import, licensing and investment (capital). Advantages and disadvantages of individual models.

12. Import, export, re-export and re-import trade operations. Their importance and use in international business.

13. Methods of realization of export and import trade operations. The course and provision of such business operations in international trade.

Language whose command is required to complete the course:

Russian language

Notes:

Assessment of courses

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Mgr. Elena Kašáková, PhD.

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21170/21	Title of course: Intercultural Communication (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 40% - participation in seminars and assignments 60% - final exam	
Student workload: Total study load: 104 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars, multicultural and multilingual team coordination, assignments: 39 hours Preparation for the final exam: 13 hours	
Teaching results: Students will possess following abilities: - Ability to address the multidimensional nature of cultural intelligence; - Knowledge of verbal and non-verbal communication; - Ability to follow trends in intercultural communication as a prerequisite for further development of qualification. Students will obtain following skills: - Holistic approach to the ethical, societal and economic context of cultural intelligence; - Effective participation in teamwork addressing practical issues of intercultural communication and appropriate presentation of teamwork outcomes; - Capability to present own positions in managerial positions as well as in individual pursuit of business activities in the international environment; Students will gain following competences: - Application of intercultural competence in practice; - Aptitude to adapt to the dynamic international environment; - Aptitude to pursue lifelong learning in terms of intercultural competence as a prerequisite for further development of qualification.	
Indicative content: Introduction to intercultural communication; verbal and non-verbal communication; survey/self-assessment.	
Support literature:	

Online sources and case studies

PETERSON, B. Cultural Intelligence: A Guide to Working with People from Other Cultures. (1st ed. 2004 - ISBN 2901931930009, 2nd ed. 2018 - ISBN 978-1717848406). Across Cultures.

AXTELL, R. Do's and Taboos around the World. New York: John Wiley & Sons, Inc., 1993. ISBN 0-471-59528-4.

AXTELL, R. Do's and Taboos of Hosting International Visitors. New York: John Wiley & Sons, Inc., 1990. ISBN 0-471-51570-1.

Syllabus:

A. Introduction to Intercultural Communication

1. Introduction, Making Initial Contacts Across Cultures & Impressions

2. Cultural Intelligence I.

3. Stereotypes Across Cultures

B. Verbal and Non-verbal Communication

4. Introduction into Verbal Communication and Non-Verbal Communication

5. Non-Verbal Communication: Values & Cultural Shock

6. Cultural Intelligence II. - The International Businessperson Across Cultures

7. Hospitality Across Cultures

8. Verbal Communication: International Misunderstandings

9. Verbal Communication: Use of Interpreters

10. Verbal Communication: Language in Business & Business Language

C. Survey/Self-assessment

11. Media in Business Across Cultures, IT in Business Across Cultures

12. Contracts Across Cultures, Laws Affecting International Business

13. Cultural Intelligence III.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 51

A	B	C	D	E	FX
96.08	1.96	0.0	0.0	0.0	1.96

Lecturer: doc. Ing. Denisa Čiderová, PhD., MA, Ing. Marcela Gocmanová, Ing. Anabela Luptáková, PhD., Ing. Viktória Peštová

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21144/21	Title of course: International Business
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 4 Per course: 26 / 52 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10 % aktívna účasť v rámci seminárov 30 % semestrálna práca a jej prezentácia 60 % písomná skúška	
Student workload: Total: study load 5 credits x 26 h = 130 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars and semester work: 26 hours Preparation for the final exam: 52 hours	
Teaching results: Students will possess following abilities: - understanding the genesis and nature of the key theoretical framework of international trade, - basic terminology and connections between concepts in the field of foreign trade, international trade and international business, - territorial and commodity (sectoral) structure of international trade, - definition and development trends in the field of foreign direct investment, international economic integration, foreign trade policy, payment instruments within international trade and the specifics of international transportation, - current state, structure and problematic aspects of foreign trade of the Slovak Republic. Students will obtain following skills: - identification of basic platforms, publicly available databases and different classifications for international trade and foreign direct investment reporting, - to orientate in the competencies, goals, mission and basic bodies of institutions operating in international trade, - orientation in possible barriers to import and forms of export subsidies of a Slovak entrepreneur. Students will gain following competences: - orientation in the basic databases of international trade statistics (Eurostat, UNCTAD, WTO, etc.) as well as basic analytical materials in the field,	

- the ability to independently name and design a suitable method of entry of companies into foreign markets, depending on the location of production and capital intensity,
- defining possible barriers to entry mode onto foreign markets and opportunities to support exporters,
- communication and presentation of own thematic analytical study in the field of international trade.

Indicative content:

Theoretical introduction and explanation of international trade, motivation of the companies for doing business in an international business environment. Territorial structure and current trends in the development of international trade. Trade creating and averting effects of regional economic integration. The impact of import restrictions and pro-export policy instruments on the company's competitiveness within international business. Foreign direct investment, transnational corporations and their effect on international trade. Forms of penetration into foreign markets from the point of view of the entrepreneur. Payment instruments, international transportation. Competitiveness of Slovak companies in international trade and incentives and measures to support exports of a Slovak entrepreneur.

Support literature:

1. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
2. HILL, Ch. International Business. Competing in the Global Marketplace. McGraw-Hill Education Ltd., 2020. ISBN 978-12-602-6258-2.
3. STEINHAUSER, Dušan – BOROS, Kamil. Kam tečú slovenské exporthy, pán Newton? Inštitút hospodárskych analýz Ministerstva hospodárstva SR, 2022.
4. STEINHAUSER, Dušan – KITTOVÁ, Zuzana – KHÚLOVÁ, Lucia. Relationship Between CO2 Emissions and Trade: The Case of the EU. Intereconomics, 2024. 59(1): 41-47 DOI: 10.2478/ie-2024-0009. ISSN 1613-964X.
5. STEINHAUSER, Dušan. Where Does Value-Added Flow in Gross Exports, Mr. Newton? Global Supply Chains and New Regionalization's Effects in the Asia-Pacific. Journal of Economic Integration. Seoul: Center for Economic Integration, 2023, 38(3), 335-359. ISSN 1225-651X.
6. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa – KRAJČÍK, Daniel. Competitiveness in International Business: Challenges for the EU Economies. Praha: Wolters Kluwer ČR, 2020. 272 s. ISBN 978-80-7676-006-6.
7. ZÁBOJNÍK, Stanislav – STEINHAUSER, Dušan – PEŠTOVÁ, Viktória. EU Decarbonisation: Do EU Electricity Costs Harm Export Competitiveness? Amfiteatru economic. Bucharest: Editura ASE, 2023. 25(63), 522-540. ISSN 1582-9146.

Syllabus:

1. Globalization of international business. International trade - theoretical background.
2. Motivation and possible modes of entering foreign markets for the companies.
3. International trade - territorial and commodity structure, contemporary development trends.
4. Institutional framework for international trade (GATT, WTO). Regulation of foreign trade at the state and company level.
5. Foreign trade policy. Definition, types, historical development.
6. Foreign trade policy. Instruments and their impact on the price competitiveness of the importer / exporter. TARIC.
7. Regional economic integration. Theoretical definition, forms and effects.
8. Payment instruments in international trade from the perspective of the entrepreneur.
9. Specifics of international transport and logistics.

10. International trade operations. Possibilities of entering foreign markets from the point of view of the entrepreneur.
11. Foreign trade of the Slovak Republic, export competitiveness of Slovak exporters. Status, specifics and role of pro-export policy.
12. Institutional export support in the Slovak Republic. Participation of Slovak companies within the global value chains and the place of foreign trade within the knowledge economy.
13. Simulation of import and export business case for a company.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 216

A	B	C	D	E	FX
14.35	18.52	24.54	27.78	9.72	5.09

Lecturer: doc. Ing. Stanislav Zábojník, PhD., Ing. Marcela Gocmanová, Ing. Anabela Luptáková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21145/21	Title of course: International Business (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 4 Per course: 26 / 52 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% - active participation within seminars • 15% - semester work and its presentation • 15% - seminar test • 60% - final exam	
Student workload: Total: study load 6 credits x 26 h = 156 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 52 hours Preparation for seminars: 52 hours Semester work (written): 26 hours Preparation for the final exam: 52 hours	
Teaching results: Students will possess following abilities: - understanding the genesis and nature of the key theoretical framework of international trade, - basic terminology and connections between concepts in the field of foreign trade, international trade and international business, - territorial and commodity (sectoral) structure of international trade, - definition and development trends in the field of foreign direct investment, international economic integration, foreign trade policy, payment instruments within international trade and the specifics of international transportation, - current state, structure and problematic aspects of foreign trade of the Slovak Republic and foreign market expansion modes for the Slovak entrepreneur. Students will obtain following skills: - identification of basic platforms, publicly available databases and different classifications for international trade and foreign direct investment reporting, - to orientate in the competencies, goals, mission and basic bodies of institutions operating in international trade, - critical evaluation of sources and studies (domestic and foreign), processing of comprehensive analytical material in the field of foreign trade and presentation of the results,	

- orientation in possible barriers to import and forms of export subsidies of a Slovak entrepreneur. Students will gain following competences:
- orientation in the basic databases of international trade statistics (Eurostat, UNCTAD, WTO, etc.) as well as basic analytical materials in the field,
- the ability to independently name and design a suitable method of entry of companies into foreign markets, depending on the location of production and capital intensity,
- defining possible barriers to entry mode onto foreign markets and opportunities to support exporters,
- communication and presentation of own thematic analytical study in the field of international trade.

Indicative content:

Theoretical introduction and explanation of basic framework and issues of international trade. Territorial structure and current trends in the development of international trade. Trade creating and averting effects of economic integration. The position of foreign trade policy in the economic policy of the state and its instruments. Forms of penetration into foreign markets from the point of view of the entrepreneur. Fundamentals of international financing and payment instruments. Logistics in international trade. Participation in foreign trade, institutional support of company exports. The company's competitiveness in foreign trade and its position within global value chains.

Support literature:

1. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa – KRAJČÍK, Daniel. Competitiveness in International Business: Challenges for the EU Economies. Praha: Wolters Kluwer ČR, 2020. 272 s. ISBN 978-80-7676-006-6.
2. HILL, Ch. International Business. Competing in the Global Marketplace. McGraw-Hill Education Ltd., 2020. ISBN 978-12-6026-258-2
3. KITTOVÁ, Zuzana – STEINHAUSER, Dušan – DRIENIKOVÁ Kristína. Determinants of Domestic Value Added in Exports of the EU Countries. Acta Oeconomica: Periodical of the Hungarian Academy of Sciences. Budapest: Akadémiai Kiadó, 2023. 73(2), 285-303. ISSN 0001-6373.
4. RUŽEKOVÁ, Viera – KITTOVÁ, Zuzana – STEINHAUSER, Dušan. Export Performance as a Measurement of Competitiveness. Journal of Competitiveness: Scientific Journal from the Field of Management and Economics. Zlín: Fakulta managementu a ekonomiky Univerzity Tomáše Bati ve Zlíně, 2020. (1), 145-160. ISSN 1804-1728.
5. STEINHAUSER, Dušan – KITTOVÁ, Zuzana – KHÚLOVÁ, Lucia. Relationship Between CO2 Emissions and Trade: The Case of the EU. Intereconomics, 2024. 59(1): 41-47 DOI: 10.2478/ie-2024-0009. ISSN 1613-964X.
6. STEINHAUSER, Dušan. Where Does Value-Added Flow in Gross Exports, Mr. Newton? Global Supply Chains and New Regionalization's Effects in the Asia-Pacific. Journal of Economic Integration. Seoul: Center for Economic Integration, 2023. 38(3), 335-359. ISSN 1225-651X.
7. ZÁBOJNÍK, Stanislav – STEINHAUSER, Dušan – PEŠTOVÁ, Viktória. EU Decarbonisation: Do EU Electricity Costs Harm Export Competitiveness? Amfiteatru economic. Bucharest: Editura ASE, 2023. 25(63), 522-540. ISSN 1582-9146.

Syllabus:

1. Globalization of international business. International trade - theoretical background.
2. Foreign trade functions. International trade - territorial and commodity structure, current development trends, position of European exporters.
3. The institutional framework for international trade (GATT, WTO), the relationship between openness of the economy and economic growth.
4. Foreign trade policy. Definition, types, historical development. EU instruments and common

- commercial policy. Consequences for a Slovak businessman.
5. Regional economic integration. Theoretical definition, forms and effects. Current developments and relationship to the competitiveness of economies and companies.
 6. Entry modes to foreign markets from the entrepreneur's point of view. International trade operations.
 7. Balance of payments and foreign trade. Payment instruments in international trade from the perspective of the entrepreneur.
 8. International transport and international logistics.
 9. Foreign trade of the Slovak Republic, export competitiveness of Slovak exporters. Status, specifics and role of export policy.
 10. Institutional export support in the Slovak Republic.
 11. Participation of Slovak companies in global value chains and the place of foreign trade in the knowledge economy.
 12. Competitiveness of the company in foreign trade and major determinants.
 13. Simulation of import and export business case for the entrepreneur.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 26

A	B	C	D	E	FX
26.92	30.77	34.62	3.85	0.0	3.85

Lecturer: doc. Ing. Stanislav Zábojník, PhD., Ing. Daniel Krajčík, PhD., Ing. Matúš Žatko, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21156/21	Title of course: International Business – Case Studies
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% - active participation in seminars; 20% - individual and team work (assignments) 60% - combined exam	
Student workload: Total: study load 4 credits x 26 h =104 h Attendance at seminars: 26 hours Individual preparation for seminars and semestral work: 28 hours Preparation for the final exam: 50 hours	
Teaching results: Students will possess following abilities: - Introduction to the method of the case study, - understanding the key trends of internationalization and globalization of the business environment and the principles of operation of international business on practical examples from the real world Students will obtain following skills: - the ability to apply the acquired knowledge and apply best practices in solving specific problems from international busines - assess specific situations, identify opportunities in foreign markets and respond effectively Students will gain following competences: - critical analytical thinking in the field of macroeconomic as well as microeconomic problems - critical evaluation of the arguments for and against the implementation of a measure or decision operating in the context of solving problems of international business, - the ability to generate student's own opinion in the context of sustainable development goals (SDGs) and to defend it through team interaction.	
Indicative content: - acquaint students with the methodology of case studies, their benefits and limitations, the need for a critical thinking - gain an overview of the spectrum of problematic aspects of real topics or company problems and respond with their own, fact-based attitudes. - to acquire the basics of interaction in analytical and decision-making processes in international business	

- to teach the student not automatically and randomly to find a single and correct result in a business situation, but to teach the basics of the critical thinking process

Support literature:

ZÁBOJNÍK, Stanislav, Denisa ČIDEROVÁ a Daniel KRAJČÍK. Competitiveness in International Business. Praha: Wolters Kluwer ČR, 2020, [298 s.]. ISBN 978-80-7676-006-6.
HILL, Ch. International Business. Competing in the Global Marketplace. McGraw-Hill Education Ltd. ISBN: 91805748121-29744088, 2020.
TJONG, Erick et al. 2020. Digitalization and the Use of Technology in the Electricity Sector. Online Doing Business Case Studies; no. 1 Washington, D.C. : World Bank Group. Dostupné na: <http://documents.worldbank.org/curated/en/585901592343461602/Digitalization-and-the-Use-of-Technology-in-the-Electricity-Sector>
KRUGMAN, R. Paul - OBSTFELD, Maurice - MELITZ, J. Marc. International trade: Theory and policy. Pearson Education Limited, 2018.
Assorted case studies from case studies bank of the authors

Syllabus:

1. Introduction to the course, methodology of case studies. Conditions and structure of the case studies being taught abroad
2. Case study: Effects of globalization.
3. Case study: Is the iPhone exported from China really Chinese? Importance of added value principle in exports.
4. Case study: Monetary dumping and the impact on firms' export performance
5. Case Study: Effectiveness of investment incentives (Samsung)
6. Case study: Telefonica's entry modes into foreign markets
7. Case study: Deregulation and liberalization of wholesale and retail trade in Indian market
8. Case study: Restrictions on foreign trade and their effect on domestic producers
9. Case study: Use of a game theory principles in economic policy and corporate strategy
10. Case Study: Morgan Stanley
11. Case study: Alibaba
12. Case Study: Nestlé in Central and Eastern Europe
13. Case study: Digitization and use of technologies in electrical engineering

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 31

A	B	C	D	E	FX
51.61	38.71	9.68	0.0	0.0	0.0

Lecturer: RNDr. Janka Pásztorová, PhD., Ing. Anabela Luptáková, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21165/21	Title of course: International Economic Organizations
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 10% - essay and its presentation • 30% - end-term exam • 60% - final exam 	
Student workload: Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars: 12 hours Essay: 28 hours Preparation for the final exam: 38 hours	
Teaching results: Students will possess following abilities: <ul style="list-style-type: none"> - Fundamentals and functioning of IEOs - Organizational structure of IEOs - Process of selection of the IEO leaders - Impact of IEOs on the world economy - Activities and projects of selected IEOs Students will obtain following skills: <ul style="list-style-type: none"> - Make use of publicly available analyses and databases of IEOs - Analyze benefits and deficiencies of IEO activities - Create and present a case study on activities and projects of specific IEO Students will gain following competences: <ul style="list-style-type: none"> - Take into account the specific features of selected IEOs and their impact on the world economy - Orientation in the analyses and databases of selected IEOs - Critical assessment of the activities of selected IEOs - Synthesis of theoretical knowledge and interpretation of analytical outputs - Presentation of outcomes of the selected IEO's activities 	
Indicative content:	

The course is focused on the analysis of activities and projects of selected international economic organizations (IEOs). Students will assess contributions of IEOs to development of the international trade based on specific activities and projects of selected IEOs.

Support literature:

BALÁŽ, Peter, Stanislav ZÁBOJNÍK, Simona ŠKORVAGOVÁ, et al. Medzinárodné podnikanie. Bratislava: Sprint 2, 2019, 304 p. [27,62 AH]. Economics. ISBN 978-80-89710-51-5.

HAAS, Ernst B. When knowledge is power: Three models of change in international organizations. Vol. 22. University of California Press, 2018. 267 p. ISBN 978-0-520-30110-8.

SINCLAIR, Guy Fiti. To reform the world: International organizations and the making of modern states. Oxford University Press, 2017. 349 p. ISBN 978-0-19-875796-2.

Online sources

World Bank. (2021). Doing Business. Available at: <https://www.doingbusiness.org/en/doingbusiness>

UNCTAD. (2020). World Investment Report. Available at: <https://unctad.org/webflyer/world-investment-report-2020>

Web pages of selected IEOs according to the course syllabus.

Syllabus:

Introduction and fundamentals of IEOs (theoretical background)

2. Structure of IEOs

3. Intergovernmental IEOs: UN

4. Intergovernmental IEOs: selected UN specialized agencies

5. World Bank

6. WTO (incl. trade measures)

7. OPEC

8. OECD

9. Regional IEOs: Europe

10. Regional IEOs: North and South America

11. Regional IEOs: Asia and Africa

12. International monetary and financial institutions

13. International security cooperation

Language whose command is required to complete the course:

Slovak language, English language

Notes:

Assessment of courses

Total number of evaluated students: 61

A	B	C	D	E	FX
44.26	19.67	16.39	13.11	6.56	0.0

Lecturer: doc. Mgr. Elena Kašáková, PhD., Ing. Marcela Gocmanová

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21150/21	Title of course: International Financial Markets
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% written test 20% seminar work/assignment 60% written final exam	
Student workload: Total: study load 8 credits x 26 h = 208 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 52 hours Preparation for written test: 39 hours Preparation for the final exam: 65 hours	
Teaching results: Students will possess following abilities and knowledge: <ul style="list-style-type: none"> - basic knowledge about the organisation and structure of financial markets, - about money, its history and money markets, - on the system of exchange rates, foreign exchange markets and basic operations on these markets, - on relations between fundamental macroeconomic quantities and their equilibrium conditions (interest rates, inflation and exchange rates, as well as spot and futures markets) - on the breakdown of capital markets and their instruments, - commodity markets, the insurance market and hedging. Students will obtain following skills: <ul style="list-style-type: none"> - the ability to utilize publicly available information from financial markets usable in international trade, - carry out basic analyses in relation to financial operations on international financial markets. Students will gain following competences: <ul style="list-style-type: none"> - identify, assess and correctly interpret the underlying aggregate macroeconomic variables linked to international trade (exchange rates, interest rates, forward rates), - identify appropriate instruments from financial markets related to the international trade and use them, - identify financial instruments suitable for hedging a position or a planned transaction. 	

Indicative content:

Financial markets, their structure and instruments: money and money market, currency and exchange rate, foreign exchange market and operations, international parity conditions, stock markets, portfolio theory, bonds, financial derivatives, commodity market. Hedging and hedging operations on financial markets, insurance market.

Support literature:

1. CHOVANCOVÁ, Božena - MALACKÁ, Viera - ÁRENDÁŠ, Peter - KOTLEBOVÁ, Jana. Investovanie na finančných trhoch. 1. vydanie. Bratislava : Sprint 2, 2021. ISBN 978-80-89710-53-1.
2. BODIE, Zvi - KANE, Alex - MARCUS, Alan. Investments. 13th edition. New York : McGraw-Hill, 2024. ISBN 978-1-266-83638-1.
3. MADURA, Jeff. International Financial Management. 14th Edition. Boston: CENGAGE, 2021. ISBN 978-0-357-13054-4.

Syllabus:

1. Financial market - definition, structure of financial markets and its instruments, aspects of trading on financial markets.
2. Money - a brief history and development of money, definition, functions of money, monetary aggregates, creation of money, money multiplier.
3. Money market - characteristics and money market instruments.
4. Currency and exchange rate - monetary policy and its instruments, exchangeability (convertibility) of currencies, currency systems and their development (Bretton Woods and Kingston monetary system), alternative currencies and cryptocurrencies, overview of the most widespread currencies in international trade.
5. Foreign exchange market (forex) - characteristics and principle of operation, historical developments, current trends, aspects of trading on the foreign exchange market, factors that influence developments in the foreign exchange market, developments of selected world currencies/currency pairs.
6. International parity conditions and relations between money and foreign exchange markets.
7. Stock markets – internal and market value, asset valuation models, international stock markets, stock indices, stock market operations, IPO.
8. Portfolio investment and diversification.
9. Bonds – government and corporate bonds, types and valuation of bonds.
10. Financial derivatives — basic breakdowns and characteristics.
11. Commodity market – basic negotiable commodities and trading organisation.
12. Hedging and hedging operations on financial markets — interest and currency exposure, simple derivative strategies.
13. Insurance market. Insurance market in Slovakia/EU, structure of insurance market, insurance supervision and regulation (Solvency II), role of reinsurance undertakings in insurance, consumer protection in the field of insurance products.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 126

A	B	C	D	E	FX
4.76	13.49	38.89	22.22	16.67	3.97

Lecturer: doc. Ing. Tomáš Výrost, PhD., Ing. Matúš Žatko, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaš'áková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21149/21	Title of course: International Transport and Logistics
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10 % aktívna účasť na seminároch a riešenie prípadových štúdií 15 % priebežné testy 15 % Projekt (PowerPoint prezentácia) prezentácia 60 % písomná skúška	
Student workload: Celkové: pracovná záťaž 5 kreditov x 26 h = 130 h. Samostatne zaťaženie pre jednotlivé vzdelávacie činnosti Účasť na prednáškach: 26 hodín Účasť na seminároch: 26 hodín Príprava na semináre a riešenie prípadových štúdií: 13 hodín Príprava a spracovanie prezentácie v Power Pointe: 10 hodín Príprava na priebežné testy (kontrolná práca): 15 hodín Príprava na záverečnú skúšku: 40 hodín	
Teaching results: Študenti nadobudnú najmä nasledovné vedomosti: - z oblasti medzinárodnej prepravy a logistiky v rámci podnikania na medzinárodných trhoch a vnútornom trhu Európskej únie, - o východiskových ekonomických teóriách, ktoré tvoria základ prepravných operácií s dôrazom na úspešnú realizáciu hlavných medzinárodných obchodných operácií ako je export, import a reexport, - o tvorbe cien pri preprave a logistike, vychádzajúc z manažérskeho uhla pohľadu, pričom tento pohľad prepája renomované teórie od Coaseho a Williamsona s podnikateľskou praxou, - o štruktúre medzinárodného prepravného a zasielateľského trhu, subjektoch a zmluvných vzťahoch, ktoré upravujú ich fungovanie, - o praktickej aplikácii sprievodných dokladov potrebných na uskutočnenie exportných, importných a reexportných operácií medzi hraničnými paritami EXW a DDP podľa INCOTERMS 2020, - o jednotlivých dopravných modalitách a ich možnom prepájaní a kombinovaní - o jednotlivých business modeloch v doprave a s tým súvisiacich pozitívnych aj negatívnych externalitách. Študenti nadobudnú v prípade úspešného zvládnutia predmetu najmä nasledovné zručnosti:	

- samostatnosť pri riešení špecifických problémov v oblasti medzinárodného podnikania a medzinárodnej prepravy a logistiky,
- zodpovednosť za riešenie krízových situácií v oblasti medzinárodných prepravných a zasielateľských trhov,
- v oblasti riadenia medzinárodnej prepravy a logistiky, medzinárodných prepravných a zasielateľských trhov,
- v oblasti praktickej aplikácie obchodných služieb v exportnom manažmente, t.j. v medzinárodných obchodných operáciách vychádzajúc z kúpnej zmluvy.

Študenti nadobudnú v prípade úspešného zvládnutia predmetu najmä nasledovné kompetencie:

- efektívneho riadenia medzinárodnej prepravy a logistiky,
- rokovania a rozhodovania o prepravných a zasielateľských podmienkach, uzatvárania prepravných a zasielateľských zmlúv, o exportných/importných cenách v medzinárodnej preprave, transakčnom mechanizme, o časovej osi dodania, financovania a prechode vlastníctva k tovaru,
- riadiť a kontrolovať plnenie zmlúv, vystavovať doklady a dávať ich do obehu,
- porozumieť filozofii, cieľom i nástrojom dopravnej politiky v kontexte zahraničnoobchodnej a proexportnej politiky, ako i ďalších komplementárnych politík tak, aby sa zvýraznila potreba adaptovať podnikateľské prostredie a sústrediť sa na udržateľný rast konkurencieschopnosti (aplikovaná zahraničnoobchodná politika).

Indicative content:

Obsahom predmetu je prehĺbenie vedomostí v oblasti medzinárodnej prepravy a logistiky a ich komerčnej časti venovanej preprave tovaru na zvolených prepravných reláciách. Študenti sa naučia uzatvárať zmluvy v doprave a zasielateľstve a pracovať s nimi pred, počas a po skončení realizácie obchodnej operácie a spôsobe riadenia vybraných obchodných operácií.

Support literature:

1. KHÚLOVÁ, Lucia. Medzinárodná preprava a logistika: vybrané obchodné prípady. Bratislava: Vydavateľstvo EKONÓM. 2022. 92 s. ISBN 978-80-225-5037-6.
2. KAŠŤÁKOVÁ, Elena a kolektív. Dovozné a vývozné obchodné operácie. Bratislava: Vydavateľstvo: EKONÓM. 2022. 220 s. ISBN 978-80-225-5031-4.
3. RODRIGUE, Jean-Paul. The Geography of Transport Systems, 5th edition. New York: Routledge, 2020. 456 s. ISBN 978-0-367-36463-2.
4. SOLER, David. Practical guide to the Incoterms 2020 rules. Barcelona: Marge Books, 2021. 132 s. ISBN 978-84-185-3284-9.

Syllabus:

1. Postavenie nákladnej dopravy vo vybraných teóriách a významných súčasných výskumoch: cenový klin podľa Kindlerberga, Coaseho a Williamsona, konkurencieschopnosť a pridaná hodnota podľa Portera, výskumné projekty Davida Hummelsa a iné.
2. Doprava a jej vplyv na exportnú a importnú cenu: vysvetliť štruktúru ceny, produkčné a transakčné náklady ako jej súčasť, doprava a zasielateľstvo ako transakčný náklad, dodanie v kúpnej zmluve podľa INCOTERMS.
3. Štruktúra medzinárodného prepravného trhu: špecifikovať dopyt, ponuku, cenu, kvantitatívne a kvalitatívne ukazovatele.
4. Jadrové kompetencie dopravcu a zasielateľa: vysvetliť ich postavenie na medzinárodnom prepravnom trhu, vymedziť funkcie a pozície sprostredkovateľov v medzinárodnej doprave.
5. Obchodné operácie v pravidelnej a nepravidelnej doprave: vysvetliť ich strategické a komerčné funkcie a rozdiel medzi nimi.
6. Doklady, informácie, komunikácie a etika v doprave a zasielateľstve: zamerať sa na charakter a funkcie dokladov v znalostnej ekonomike.
7. Prístavy, letiská, terminály kombinovanej dopravy ako subjekty medzinárodných obchodných operácií: vysvetliť charakter a funkcie obchodných operácií v oblasti dopravných infraštruktúr.

8. Medzikontinentálna nákladná doprava - námorná a letecká: vysvetliť ich globálny charakter a na základe SWOT analýzy analyzovať ich postavenie v medzinárodnej i globálnej doprave, zamerať sa na obchodné podmienky prepravných zmlúv.
9. Kontinentálna nákladná doprava - železničná, cestná, riečna: vysvetliť ich kontinentálny charakter a na základe SWOT analýzy vysvetliť ich postavenie v medzinárodnej a globálnej doprave, zamerať sa na obchodné podmienky prepravných zmlúv.
10. Iné druhy dopravy: vysvetliť špecifiká obchodných operácií v preprave nebezpečného tovaru a multimodálnej preprave.
11. Obchodné operácie na základe konosamentu a warrantu: vysvetliť reťazové obchody, špekulatívne obchody a komodity vhodné pre obchodovanie s tovarovými cennými papiermi ako i priebeh takýchto obchodných operácií.
12. Dopravná politika: charakterizovať dopravnú a liberalizačnú politiku Európskej únie a v Slovenskej republike.
13. Business modely v doprave a externality: kritická analýza najvýznamnejších business modelov používaných v dopravnej praxi.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 127

A	B	C	D	E	FX
12.6	18.9	15.75	33.86	17.32	1.57

Lecturer: Ing. Lucia Khúlová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM FPM/OMB21028/21	Title of course: Management
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • elaboration and presentation of the final project - 30% • case studies - 10% • final exam - 60% 	
Student workload: Student's workload (in hours): The student's workload: 156 h. (participation in lectures 26 h, participation in seminars 26 h, preparation for seminars 13 h, elaboration of a semester project 39 h, preparation for the exam 52 h)	
Teaching results: Knowledge Obtaining a systemic view of management issues with respect to current knowledge and trends in this area and with respect to the dynamics of the external and internal environment. Acquiring comprehensive basic knowledge of management theory in relation to the sustainable development of enterprises in terms of functional, decision-making and information. Understanding of key conceptual apparatus in relation to individual management functions. Acquisition of knowledge in terms of methods and tools used in the implementation of individual management functions. Understanding the interrelationships between the application of soft and hard management tools and the possibilities of their use in practice. Competence <ul style="list-style-type: none"> • to use a set of knowledge about the principles, methods, procedures, and techniques of business management in a market economy, • to identify, analyze and apply the acquired knowledge in solving problems related to managerial functions, • to direct the activities of business units, teams, and individuals through managerial functions to achieve set objectives, • to understand and suggest ways to rationally solve management problems, • to combine and integrate management knowledge with knowledge from related social science disciplines Skill <ul style="list-style-type: none"> • conceptually solve enterprise problems, identify the most important issues, tendencies, and probabilities of development, and understand things in relation to each other, 	

- apply specific methods and procedures in management practice,
- effectively guide business processes through techniques and methods of decision making, planning, organizing, human resource management, leading and controlling,
- motivate subordinates and communicate effectively with all company stakeholders,
- work effectively in a team and lead a team.

Indicative content:

Thematic definition of lectures:

1. Characteristics and basic background of management.
2. Main concepts of management.
3. Managerial decision-making.
4. Information and information system.
5. Strategy and its implementation.
6. Planning.
7. Organizing as a function of management.
8. Management control.
9. Human resources management.
10. The essence and content of the leadership function of people, leadership styles.
11. Communication in management.
12. Employee motivation.
13. Ethics in management.

Thematic definition of exercises:

1. Introduction to management issues.
2. Origin, development, and main approaches in management.
3. Decision-making processes in management.
4. Information and information system.
5. Strategic management.
7. The essence and content of the organization and organizational structure.
8. Management control.
9. Human resources management.
10. Leading of people.
11. Communication.
12. Motivation.
13. Ethics in management.

Support literature:

Basic literature:

1. ROBBINS, Stephen P. – COULTER, Mary A. Management. Pearson Education, 2021. 624 p. ISBN 9780136714491.

Supplementary literature:

1. BATEMAN, Thomas et al. Management: Leading & Collaborating in a Competitive World. 13th ed. McGraw-Hill Education, 672 p. ISBN 978-12-5992-764-5.
2. CERTO, Samuel C. – CERTO, Trevis S. Modern Management: Concepts and Skills. 15th ed. New York, NY : Pearson, 2019, 501 p. ISBN 978-01-3472-913-8.
3. DAFT, Richard L. Management. 12th ed. Cengage Learning, 2015, 800 p. ISBN 978-13-0548-071-1.
4. DRUCKER, Peter. Management. Routledge, 2012. 576 s. ISBN 978-11-3600-689-0.
5. KOONTZ, Harold – WEIHRICH, Heinz. Essentials of management. 10th ed. Chennai: Tata McGraw Hill Education, 2015, 540 pp., Rs. 647, ISBN: 978-9-3392-2286-4.
6. LUSSIER, Robert N. Management fundamentals : concepts, applications, and skill development. Thousand Oaks: SAGE Publications, 2019. 597 p. ISBN 9781506389394.

7. PLUNKETT, Warren R. Management. 10th ed. South-Western College Pub, 2012, 744 p. ISBN 978-11-1122-134-8.
8. SCHERMERHORN, John R Jr. – BACHRACH, Daniel G. Exploring Management. 6th ed. John Wiley & Sons, 2017, 348 p. ISBN: 978-1-119-53760-1
9. WILKINSON, Adrian et al. The Oxford Handbook of Management. Oxford University Press, 2017, 571 p. ISBN 978-01-9870-861-2.

Syllabus:

Thematic definition of lectures:

1. Characteristics and basic background of management. Nature, meaning and tasks of management. The content of management, including the individual functions. Descriptive and normative theory. A systems approach to management. Managerial roles and skills. Managerial competencies. Manager profile. Manager education.
2. Main concepts of management. Historical foundations of management. Modern approaches to management: classical, behavioral, modern, empirical school of management, situational approach. Territorial differences in management development. Management in a global environment. New management concepts. Specific management methods and concepts.
3. Managerial decision-making. The essence and place of decision-making in management. Elements of the decision-making process. Characteristics and types of decision-making processes and decisions. Stages of the decision-making process. Ways of preparing and taking a decision. Decision-making methods.
4. Information and information system. The essence and meanings of the term information. The importance of information for the work of a manager. Lack and excess of information. Classification, aspects, types, sources of information. Information activities and information system. Division of information system, essence, and role. Requirements for an effective information system.
5. Strategy and its implementation. Differences and common features of strategy and tactics, classification, and types of strategies. The personality of a strategic manager. Horizontal and vertical structure of strategic management. Corporate, entrepreneurial, functional, and competitive strategy. Strategic management process. Formulation of goals and strategies. Implementation and evaluation of the strategy.
6. Planning. The essence, content, and reasons for planning. Integrated business planning system. Types of plans, including a business plan. Functional components of plans. Algorithm for creating business plans. Qualitative and quantitative planning methods and techniques.
7. Organizing as a function of management. Organizational differentiation and organizational integration of activities. The process of organizing. Creation of organizational structures. Mechanistic and organic types of organizational structures. Centralization and decentralization. Formality and informality of relationships. Tendencies of development of organizational structures.
8. Management control. Stages of the control process, classification of control. Traditional and modern techniques, methods, and procedures of control. Requirements for an effective control system. Relationship among control, monitoring and controlling.
9. Human resources management. Content, tasks, theoretical basis of human resources management. Human resources planning and provision. Personnel functions in the company. Evaluation of work performance. Remuneration of employees, benefits. Personnel marketing and personnel audit. Personnel development, education, and career management. Current trends in changes in human resource development, including workplace diversity.
10. The essence and content of the leadership function of people, leadership styles. Contrast between manager and leader. Authority and power and its resources. Approaches to effective people management. Coaching and mentoring.

11. Communication in management. Structure, types, forms, means, types of managerial communication. Verbal and nonverbal communication. Communication competencies and communication skills. Principles of effective managerial communication. Teamwork.
12. Employee motivation. The meaning and content of motivation, stimulation. Behavior of people in the organization, individual and group motivation. The process of motivation. Content and process theories of motivation. Integrative approach in motivation. Motivational programs. Basis of application and approaches used in current motivation programs.
13. Ethics in management. Social responsibility and sustainability. Internal and external social environment of the organization. Ethical standards and codes of ethics. Institutionalizing and improving the effectiveness of standards.

Thematic definition of exercises:

1. Introduction to management issues. Content and management background. The essence, meaning and tasks of management. Management functions. Manager and his profile. Managerial roles. Managerial competencies.
2. Origin, development, and main approaches in management. Analysis of classical and contemporary management concepts in the world. Management in a global environment. New concepts and methods of management.
3. Decision-making processes in management. Types of decision-making situations. Decision-making methods.
4. Information and information system. Nature and classification of information. Division of information systems and their use in managerial practice.
5. Strategic management. Classification and types of strategies. Business environment analysis, formulation, implementation and evaluation and control of strategies.
6. Planning. Goals, resources, activities in the company. Nature and types of plans. Time and object criterion of division of plans. Information for the needs of the plan. Control techniques, methods, and procedures.
7. The essence and content of the organization and organizational structure. Creating the organizational structure of the company. The essence and dimensions of the organizational structure. Divisional structures. Matrix structures.
8. Management control. Types of control. Control techniques, methods, and procedures.
9. Human resources management. Job analysis, recruitment activities, selection of employees. Personnel development, remuneration of employees.
10. Leading of people. Content, leadership styles. Transformational and transactional leadership style. Visionary and team leadership. Coaching and mentoring.
11. Communication. Interpersonal and managerial communication. Intra-company communication. Communication skills - active listening, assertiveness, empathy. Teamwork.
12. Motivation. Content of motivation and stimulation. Motivational tools. Behavior of people in the organization. Theories of motivation.
13. Ethics in management. Social responsibility and sustainability. Analysis of participants as part of corporate social responsibility. Reporting and measuring social responsibility.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 431

A	B	C	D	E	FX
8.12	14.62	21.81	28.07	13.46	13.92

Lecturer: prof. Ing. Nadežda Jankelová, PhD., Ing. Lasha Abuladze, Ing. Richard Bednár, PhD., doc. Ing. Jana Blštáková, PhD., Ing. Andrea Čambalíková, PhD., Ing. Nina Dědečková, Mgr. Hana Gažová-Adamková, PhD., doc. Ing. Juraj Mišún, PhD., doc. Ing. Ivana Mišúnová Hudáková, PhD., Mgr. Oľga Nachtmannová, PhD., Mgr. Martin Novysesdlák, PhD., Ing. Diana Puhovichová, doc. Ing. Katarína Remeňová, PhD., MBA, Ing. Norbert Súkeník, doc. Ing. Marta Matulčíková, PhD., Ing. Vanda Čirčová, Ing. Branislav Zagoršek, PhD.

Date of the latest change: 02.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21277/21	Title of course: Marketing
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload: Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation of literary research: 19 hours Preparation for written verification of knowledge: 20 hours Preparation for the exam: 65 hours	
Teaching results: By completing the course, students will learn to understand the nature and importance of marketing for business and business management. They will gain knowledge about creating value for the customer and his position in the market. They understand the competition and the individual approach of business entities to it. They will get acquainted with marketing tools and main processes and their specifics. They will gain knowledge about the ways of organization in marketing within and outside the company. They will get acquainted with trends in marketing and its ethical aspects. Graduates of the course will be able to implement the necessary marketing activities, compile marketing programs and put them into practice. They understand the customer and the competition, which are the biggest source of risk and uncertainty in the business. They will learn to create and deliver value to the customer. They understand all product entities and their specific marketing concepts. They can coordinate individual marketing activities in accordance with the development of the marketing environment and competition. Upon successful completion of the course, students will acquire competencies that will enable them to apply for jobs in marketing, business and sales in all types of firms and business. They are able to interact with their customers and business partners in solving tasks and problems in business, trade and marketing. They will acquire a proactive approach to business, trade and marketing activities in a competitive environment.	

Indicative content:

Introduction to marketing. Marketing as a concept of management and business. Concept 4P and 4C. Marketing environment. Shopping behavior of consumers and organizations. Marketing information system and marketing research. Market segmentation, target market selection and market position creation. Marketing mix - product, price, distribution, marketing communication, people. Marketing management: analysis, planning and strategy, implementation, control and decision making. Marketing as a business function, marketing outsourcing. New (holistic) marketing. Sustainable marketing. Ethics in marketing. Trends in marketing.

Support literature:

1. Hanuláková, E. a kol. Marketing – ľudia, nástroje, trendy. Bratislava: Wolters Kluwer, 364s. ISBN: 978-80-571-0438-4
2. Blythe, J., Martin, J. Essentials of marketing. Harlow: Pearson Education, 2023, 384s. ISBN: 9781292429533
3. Green, M. C., Keegan, W. J. Global marketing. Harlow: Pearson Education, 2020, 632s. ISBN: 9781292304021
4. Wilson, A. Services Marketing: Integrating Customer Service Across the Firm. New York: McGraw Hill, 2020, ISBN: 9781526847805

Syllabus:

1. Marketing - concept, essence, main concepts. 4 P and 4C. Creating value for the customer. Origin and development of marketing. Criticism of marketing. Marketing and other business, enterprise and management disciplines.
2. Marketing environment. External environment. Internal environment. International and global environment.
3. The final consumer market and consumer behavior.
4. Market of organizations and consumer behavior of organizations.
5. Marketing information system. Marketing research.
6. Market segmentation. Selection of target groups. Creating a market position.
7. Product - concept and essence. Product levels. Product life cycle. New product development. Other product entities - services, people, places, ideas and organizations and their marketing concepts.
8. Price in marketing - concept and essence. Price modifications and strategies.
9. Distribution and logistics. Retail. Wholesale. Reverse distribution and logistics. Distribution strategies.
10. Integrated marketing communication. Communication mix tools. Modern tools of marketing communication.
11. Marketing management - analysis, planning, implementation and control. Organizing and making decisions. Modern marketing metrics.
12. Marketing as a corporate function and its organization in the company. People destined for marketing performance. Marketing outsourcing. Marketing in non-profit organizations.
13. Trends in marketing. New (holistic) marketing. Sustainable marketing and corporate social responsibility. Ethics in marketing.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 1001

A	B	C	D	E	FX
19.38	22.78	23.78	21.18	10.69	2.2
<p>Lecturer: doc. Ing. Peter Drábik, PhD., MSc., Ing. Mgr. Janka Kopaničová, PhD., Ing. Marína Korčoková, PhD., Ing. Dana Vokounová, PhD., doc. Ing. Zuzana Francová, PhD., Ing. Dagmar Klepochová, PhD., Ing. Michal Vávra, PhD., Ing. Dominika Škerlíková, PhD.</p>					
<p>Date of the latest change: 01.04.2022</p>					
<p>Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.</p>					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21146/21	Title of course: Marketing in the International Environment
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 4 Per course: 26 / 52 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% - participation in seminars; 30% - semester coursework and its presentation; 60% - final exam	
Student workload: Total: study load 8 credits x 26 h = 208 h Attendance at lectures: 26 hours Attendance at seminars: 52 hours Individual preparation for seminars: 40 hours Preparation of semester coursework: 40 hours Preparation for the final exam: 50 hours	
Teaching results: Students will possess following abilities: - Understanding of the key role that international marketing plays in creating a competitive advantage for companies on the international level. - Identify key economic, political, legal, socio-demographic and technological factors that influence the rapidly changing macroeconomic environment of companies, which must respond promptly and optimally to these changes. - Understand the significant influence of the cultural environment and other so-called soft factors for shaping of an international marketing strategy. - Understand flexibility of the HR policy and a corporate structure needed to apply a successful global strategy and identify the importance of HR management at various levels of an internationally operating company (growing importance of attributes in the microenvironment of businesses). Students will obtain following skills: - Gain insight into current global marketing challenges and specific challenges faced by marketing managers in a dynamic global environment. - Gain relevant knowledge of the global macroenvironment in its economic, cultural, social, political, legal and technological dimensions as well as knowledge of how to use changes in the macro environment to make the right marketing decisions. - Discuss the growing importance of individual elements of the marketing mix and their connection with new technologies in the field of the product, distribution and especially communication	

policy: Internet-related technologies and online social networks, their role in the global market and challenges of these phenomena.

- Familiarity with key global social issues of the macroenvironment and microenvironment, including environmental issues, ethics and the Corporate Social Responsibility, identification and ability to respond to technological change, to transform the knowledge into relevant decisions on changes in individual phases of an international marketing strategy.

Students will gain following competences:

- In the framework of the macroenvironment, perform analyses related to current internationally recognised studies as well as databases, and optimally respond to their impact in the process of creating and implementing international marketing strategies.

- Develop strategic thinking in terms of current complex issues and challenges in the context of learning how to develop leadership skills needed to address uncertainties and changes faced by today's global marketers.

- Develop understanding of analysing intercultural aspects, effects of sustainable development, application of ethical and moral principles in the management of businesses and an optimal response to their impact in the process of creation and application of an international marketing strategy.

- Present, clearly communicate, argue and critically evaluate acquired knowledge in terms of an optimal and creative application of an international marketing strategy.

Indicative content:

Importance of international marketing in increasing competitiveness of companies operating on international markets. Complex characteristics of the international environment, analyses and relevant identification of key macro and micro factors of international markets, followed by an assessment of their implications for optimisation-oriented changes in international marketing strategies of companies in terms of marketing programmes (marketing mix) in the dynamic global environment. Detailed focus on how to create an international marketing strategy, or key elements of the marketing mix also with respect to sustainable development - Corporate Social Responsibility, the impact of intercultural aspects, technological changes and other factors of the current international macroenvironment and microenvironment of businesses.

Support literature:

1. ZORKÓCIOVÁ, Otília a kolektív. Medzinárodný marketing v kontexte najnovších tendencií vývoja. Bratislava: Vydavateľstvo EKONÓM, 2023. 363 s. ISBN 978-80-225-5119-9.
2. MACHKOVÁ, Hana – MACHEK, Martin. Mezinárodní marketing. Strategické trendy a příklady z praxe. Grada, 2021. 208 s. ISBN 9788027130061.
3. CATEORA, Philip. International Marketing. New York: McGraw-Hill Education, 2023. 736 p. ISBN 9781266151637.
4. CZINKOTA Michael, R. International Marketing. Cengage Learning, 2022. 720 p. ISBN 9780357445129.
5. WEF. The Global Risks Report. Online. Geneva: World Economic Forum, 2024. ISBN: 978-2-940631-64-3. Available at: <https://www.weforum.org/publications/global-risks-report-2024/>

Syllabus:

1. Introduction into international marketing (IM), its definitions, role, fundamental concepts, forms and key theoretical approaches to internationalisation of business.
2. Variety of marketing concepts (E.P.R.G. concept)
3. Standardisation versus adaptation and selected IM strategies.
4. International marketing environment and its latest developments.
5. Microenvironment levels and methods of assessment.
6. Macroenvironment levels and methods of assessment.
7. Intercultural environment and methods of its assessment.

8. Sustainability-oriented marketing in terms of the Corporate Social Responsibility
9. Analysis identifying opportunities for application of a marketing strategy by companies on international markets: segmentation of international markets; SWOT analysis (strengths, weaknesses, opportunities and threats), marketing planning
10. Identification of the entry method for companies entering international markets and related forms of ownership
11. International marketing programme – international marketing mix
 - Product policy
 - Pricing policy
12. International marketing programme – international marketing mix
 - Communication policy
 - Distribution policy
13. HR policy – its role and specific features in companies operating internationally

Language whose command is required to complete the course:

Slovak language, English language, German language

Notes:

Assessment of courses

Total number of evaluated students: 127

A	B	C	D	E	FX
14.96	25.98	25.98	14.17	17.32	1.57

Lecturer: prof. Ing. Soňa Ferenčíková, PhD., doc. Ing. Oľívia Zorkóciová, PhD., Ing. Daniel Krajčík, PhD., RNDr. Janka Pásztorová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21147/21	Title of course: Marketing in the International Environment (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 4 Per course: 26 / 52 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 4.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 10% - participation in seminars; 30% - semester coursework and its presentation; 60% - final exam	
Student workload: Total: study load 8 credits x 26 h = 208 h Attendance at lectures: 26 hours Attendance at seminars: 52 hours Individual preparation for seminars: 40 hours Preparation of semester coursework: 40 hours Preparation for the final exam: 50 hours	
Teaching results: Students will possess following abilities: <ul style="list-style-type: none">- Understanding of the key role that international marketing plays in creating a competitive advantage for companies on the international level.- Identify key economic, political, legal, socio-demographic and technological factors that influence the rapidly changing macroeconomic environment of companies, which must respond promptly and optimally to these changes.- Understand the significant influence of the cultural environment and other so-called soft factors for shaping of an international marketing strategy.- Understand flexibility of the HR policy and a corporate structure needed to apply a successful global strategy and identify the importance of HR management at various levels of an internationally operating company (growing importance of attributes in the microenvironment of businesses). Students will obtain following skills: <ul style="list-style-type: none">- Gain insight into current global marketing challenges and specific challenges faced by marketing managers in a dynamic global environment.- Gain relevant knowledge of the global macroenvironment in its economic, cultural, social, political, legal and technological dimensions as well as knowledge of how to use changes in the macro environment to make the right marketing decisions.- Discuss the growing importance of individual elements of the marketing mix and their connection with new technologies in the field of the product, distribution and especially communication	

policy: Internet-related technologies and online social networks, their role in the global market and challenges of these phenomena.

- Familiarity with key global social issues of the macroenvironment and microenvironment, including environmental issues, ethics and the Corporate Social Responsibility, identification and ability to respond to technological change, to transform the knowledge into relevant decisions on changes in individual phases of an international marketing strategy.

Students will gain following competences:

- In the framework of the macroenvironment, perform analyses related to current internationally recognised studies as well as databases, and optimally respond to their impact in the process of creating and implementing international marketing strategies.

- Develop strategic thinking in terms of current complex issues and challenges in the context of learning how to develop leadership skills needed to address uncertainties and changes faced by today's global marketers.

- Develop understanding of analysing intercultural aspects, effects of sustainable development, application of ethical and moral principles in the management of businesses and an optimal response to their impact in the process of creation and application of an international marketing strategy.

- Present, clearly communicate, argue and critically evaluate acquired knowledge in terms of an optimal and creative application of an international marketing strategy.

Indicative content:

Importance of international marketing in increasing competitiveness of companies operating on international markets. Complex characteristics of the international environment, analyses and relevant identification of key macro and micro factors of international markets, followed by an assessment of their implications for optimisation-oriented changes in international marketing strategies of companies in terms of marketing programmes (marketing mix) in the dynamic global environment. Detailed focus on how to create an international marketing strategy, or key elements of the marketing mix also with respect to sustainable development - Corporate Social Responsibility, the impact of intercultural aspects, technological changes and other factors of the current international macroenvironment and microenvironment of businesses.

Support literature:

1. CATEORA, Philip. International Marketing. New York: McGraw-Hill Education, 2023. 736 p. ISBN 9781266151637.

2. CZINKOTA Michael, R. International Marketing. Cengage Learning, 2022. 720 p. ISBN 9780357445129.

3. FERENČÍKOVÁ, Soňa et al. The value of reverse knowledge transfer: Case of Austrian Bank subsidiary in Slovakia. In: Journal of Eastern European and Central Asian Research, St. Louis, Missouri, Vol.10 No.5, pp. 764 – 772, 2023. ISSN 2328-8272, E-ISSN 2328-8280.

4. FERENČÍKOVÁ, Soňa. Reverse knowledge transfer from Central to Western Europe: Selected Case Studies In: Journal of Eastern European and Central Asian Research, St. Louis, Missouri, Vol.7 No.1, pp. 1-11, 2020. ISSN 2328-8272, E-ISSN 2328-8280.

5. Understanding Careers Around the Globe: FERENCIKOVA, Sonia, Ch. 22, pp. 203 – 213, Edward Elgar 2023. 250 p. ISBN 987-1-0353-0840-8.

6. WEF. The Global Risks Report. Online. Geneva: World Economic Forum, 2024. ISBN: 978-2-940631-64-3. Available at: <https://www.weforum.org/publications/>

Syllabus:

1. Introduction into international marketing (IM), its definitions, role, fundamental concepts, forms and key theoretical approaches to internationalisation of business.

2. Variety of marketing concepts (E.P.R.G. concept)

3. Standardisation versus adaptation and selected IM strategies.

4. International marketing environment and its latest developments.

5. Microenvironment levels and methods of assessment.
6. Macroenvironment levels and methods of assessment.
7. Intercultural environment and methods of its assessment.
8. Sustainability-oriented marketing in terms of the Corporate Social Responsibility
9. Analysis identifying opportunities for application of a marketing strategy by companies on international markets: segmentation of international markets; SWOT analysis (strengths, weaknesses, opportunities and threats), marketing planning
10. Identification of the entry method for companies entering international markets and related forms of ownership
11. International marketing programme – international marketing mix
 - Product policy
 - Pricing policy
12. International marketing programme – international marketing mix
 - Communication policy
 - Distribution policy
13. HR policy – its role and specific features in companies operating internationally

Language whose command is required to complete the course:

Slovak language, English language, German language

Notes:

Assessment of courses

Total number of evaluated students: 12

A	B	C	D	E	FX
8.33	75.0	8.33	8.33	0.0	0.0

Lecturer: prof. Ing. Soňa Ferenčíková, PhD., Ing. Daniel Krajčík, PhD., Ing. Dagmar Grachová, Ing. Viktória Peštová, Ing. Marek Petrovič

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21154/21	Title of course: Meaning of Economic Integration in International Trade
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % participation in seminars 20 % semestral paper and presentation 60 % final exam	
Student workload:	
Teaching results: Students will possess following abilities: - understanding the importance of integration for international trade on the example of individual integration groups, - knowledge of the process of development of integration from historical context, - differences between particular forms of international economic integration on the example of integration formations, - knowledge of current trends in integration tendencies of individual regions, - knowledge of the advantages and possible negatives of integration processes from a global point of view, - knowledge of the most important integration formations in the world economy. Students will obtain following skills: - the ability to use publicly available data and data in the field of international trade and to identify the potential of foreign trade activities of selected integration groups, - prepare a basic survey of obstacles and perspectives of selected economic integration froups from the point of view of foreign trade, - ability to work in the preparation of analytical material on the advantages / perspectives of integration groups in the context of their involvement in international trade. Students will gain following competences: - orientation in databases of international trade statistics (OECD, ITC, WTO, UNCTAD, etc.) as well as analytical materials related to integration issues, - the ability to objectively argue the advantages and negatives of integration tendencies of the global, event. territorial point of view, - ability to critically evaluate and synthesize theoretical knowledge and interpret analytical outputs, - ability to communicate and present the results of teamwork - developed analytical material.	
Indicative content:	

Theoretical background and the importance of economic integration. History of the origin and development of integration tendencies from the 19th century to the present in Europe. Basic forms of economic integration and effects of economic integration. Current trends in the process of regional integration within individual territories (Europe, Africa, Latin America, Asia, North America, post-Soviet, respectively Eurasian area). Benefits of international economic integration for international trade. WTO position in the process of international economic integration. The importance and role of regional trade agreements in international trade. The impact of the global economic crisis on the development of economic integration, resp. tendencies to disintegration.

Support literature:

1. KAŠŤÁKOVÁ, Elena - DRIENIKOVÁ, Kristína - ZUBALOVÁ, Ľubica. (2019). Impact of the Geopolitical Changes on the EU Foreign Trade Relations with Selected Territories : Implications for the Slovak Economy. Reviewers: T.M. Isachenko, Peter Baláž. 1st Edition. Saint Petersburg : Saint Petersburg University Press, 246 s.
2. BALÁŽ, Peter - ZÁBOJNÍK, Stanislav - ŠKORVAGOVÁ, Simona - KITTOVÁ, Zuzana - ŠTĚRBOVÁ, Ludmila - KAŠŤÁKOVÁ, Elena - MINÁRIK, Marek - PAVELKA, Ľuboš - DRIENIKOVÁ, Kristína. (2019). Medzinárodné podnikanie. Recenzenti: Peter Knapik, Zuzana Silná. 1. vydanie. Bratislava : Sprint 2, 2019. 304 s. Economics.
3. MAWUBEDRJO, D., R. (2021). From Economic Cooperation to Regional Integration in Africa. Our Knowledge Publishing.
4. MUKHERJEE, Deeparghya. (2020). Economic Integration in Asia: Key Prospects and Challenges with the Regional Comprehensive Economic Partnership. Routledge; 1st edition, 220 p.
5. POMFRET, R. (2021). The Economic Integration of Europe. Harvard University Press, 2021. 272 p.
6. ZUBALOVÁ Ľubica - DRIENIKOVÁ Kristína - PUŠKÁROVÁ Paila. (2022). Ekonomika a obchodná politika rozvojových krajín, Leges. [online]. Dostupné na: https://of.euba.sk/www_write/files/veda-vyskum/publikacie/2022-5-31-zubalova-a-kol-ekonomika-rozvojovych-krajin.pdf

Syllabus:

1. Theoretical background, degrees - forms of economic integration, their contribution / negatives for the liberalization of international trade.
2. The importance of the WTO in the process of liberalization of international trade and its role in the process of international economic integration.
3. The beginnings of the integration ideas and the development of integration tendencies from the 19th century - to the 2nd world war.
4. Development of integration efforts after World War II. The importance of sectoral integration.
5. European Communities Vs. European Free Trade Association.
6. The position of the United Kingdom in engaging in economic integration in Europe - integration vs. disintegration.
7. The European Union's relations with the most important integration units.
8. Development of integration in Africa, importance for international trade.
9. Development of integration in Latin America, importance for international trade.
10. Development of integration in Southeast Asia, importance for international trade.
11. Development of integration in North America, importance for international trade.
12. Eurasian Economic Union and its importance in the post-Soviet - Eurasian area.
13. The impact of the global economic crisis on the development of international economic integration.

Language whose command is required to complete the course:

Slovak language, English language

Notes:**Assessment of courses**

Total number of evaluated students: 74

A	B	C	D	E	FX
24.32	17.57	24.32	22.97	9.46	1.35

Lecturer: Ing. Ľubica Zubaľová, PhD., Ing. Kristína Drieniková, PhD.**Date of the latest change:** 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KET NH/ONE21003/21		Title of course: PRINCIPLES OF ECONOMICS			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 1.					
Degree of study: I.					
Prerequisites:					
Requirements to complete the course: .					
Student workload:					
Teaching results: .					
Indicative content:					
Support literature: .					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 952					
A	B	C	D	E	FX
3.78	7.77	16.49	24.16	28.68	19.12
Lecturer: prof. Ing. Magdaléna Přívarová, CSc., Ing. Karol Trnovský, PhD., Ing. Peter Leško, PhD., Ing. Eleonóra Matoušková, PhD., Dr. habil. Ing. Mgr. Zsolt Horbulák, PhD., Ing. Peter Adamovský, PhD., Ing. Zuzana Brinčíková, PhD., prof. Ing. Anetta Čaplánová, PhD., Ing. Lubomír Darmo, PhD., prof. Dr. Sophia Dimelis, Ph.D., Ing. Ivan Francisti, John Gilbert, doc. Ing. Vierošlava Holková, CSc., Ing. Ivana Lennerová, PhD., doc. Ing. Marta Martincová, CSc., Ing. Róbert Mészáros, MBA, Ing. Mgr. Hussein Mkiyes, B.Sc., prof. Ing. Eva Muchová, PhD., Ing. Marcel Novák, PhD., Ing. Andrej Přívara, PhD., Ing. Eva Sirakovová, PhD., László Szakadát, Ing. Matej Valach, PhD., Ing. Peter Martiška, Ing. Lucia Johanesová, Ing. Anna Kalafutová, Mgr. Lucia Kováčová, M.A.					
Date of the latest change: 03.02.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery,					

development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KET NHF/ONE21101/21		Title of course: Principles of Economics			
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 1.					
Degree of study: I., N					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 5					
A	B	C	D	E	FX
0.0	0.0	0.0	80.0	20.0	0.0
Lecturer: prof. Ing. Anetta Čaplánová, PhD., Ing. Lubomír Darmo, PhD., Ing. Eva Sirakovová, PhD., Ing. Karol Trnovský, PhD., Ing. Marcel Novák, PhD., Najib Rahman Rahmat, M.A.					
Date of the latest change: 03.02.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaššáková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21151/21	Title of course: Research Methods in International Trade
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % mid-term written exam 20 % final paper 60 % final exam	
Student workload: Total: study load 5 credits x 26 h = 130 hours Separate study load for individual educational activities: Attending lectures: 26 hours Attending seminars: 26 hours Preparation of a final paper: 13 hours Preparation for the written mid-term exam: 13 hours Preparation for the final exam: 52 hours	
Teaching results: Students will acquire knowledge foremost in the following: <ul style="list-style-type: none"> - A structure of a final thesis in economics with special focus on international trade, and standards for the content of the thesis parts, - Principles how to elaborate a final thesis in the field of international trade, - Handling scientific literature and composition of structural literature reviews, - Decision on research design and interpretation of research results. Students will obtain following skills: <ul style="list-style-type: none"> - To utilize acquired knowledge in the process of own final thesis elaboration, - To critically assess scientific articles, - To read scientific articles efficiently, - To conduct basic statistical operations in MS Excel. Students will gain following competences: <ul style="list-style-type: none"> - To present own research results in front of expert community, - To refute or support a scientific notion within a team discussion, - To chair an expert discussion within a team. 	
Indicative content: The content of the course follows a standard structure of a final thesis and covers an introduction, identifying a research question, selection of variables and compilation of a data set, methodological	

grasp of the research question quantitatively or qualitatively, discussion of the results, concluding remarks. Students get acquainted with the content of individual parts of a scientific article (introduction, abstract, literature review, goals, methodology, results, discussion, conclusion) by studying and analyzing articles from leading international scientific journals and critically evaluation of selected examples.

Support literature:

1. PUŠKÁROVÁ, Paula. Elementárium ekonomického výskumu. Bratislava: Vydavateľstvo EKONÓM. 101 s. 2019. ISBN 978-80-225-4647-8.
2. BELL, Emma – BRYMAN, Alan - HARLEY, Bill. Business Research Methods. Oxford University Press. 696 p. 2022. ISBN 9780198869443.
3. PUŠKÁROVÁ, Paula. Trust or bust: Growth effects of knowledge, human and social capital revisited. Economic Systems, 46(4). 2022. 101036.
4. SZABÓ, Jakub – PUŠKÁROVÁ, Paula – ČERNOTA, Mikuláš. Governance of Social Tipping Points : Resilience of the European Union’s Periphery vis-à-vis Migration, Climate Change and War. 1st Edition. Cham : Springer Nature Switzerland. 156 p. 2023. ISBN 978-3-031-47413-2.
5. PUŠKÁROVÁ, Paula – GEMENNE, F. – CSÉFALVAYOVÁ, Katarína. Asylum regimes are more than norms and policies: How actors and welfare services shape asylum across Europe. Comparative Migration Studies, revision submitted. 2024.

Syllabus:

1. Basics of research design: introduction, legal requirements for final theses at the EUBA and in the Slovak Republic
2. Empirical and non-empirical research
3. Sources of scientific literature, creation of literature reviews
4. Citations, ethics in publishing
5. Attributes of research questions, creation of research questions
6. Hypotheses, concepts and variables
7. Qualitative research design / case study
8. Qualitative research design / comparative study, text analysis, QDA Miner
9. Quantitative research design / work with databases in MS Excel
10. Quantitative research design / descriptive statistics
11. Interpretation of scientific results
12. Discussion on the interpretation of scientific results, limits of research, conclusions
13. Promotion of scientific outputs, creation of presentations

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 125

A	B	C	D	E	FX
15.2	28.0	32.0	18.4	4.0	2.4

Lecturer: doc. Ing. Tomáš Výrost, PhD., RNDr. Janka Pásztorová, PhD., doc. Ing. Dušan Steinhauser, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person

responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KŠ FHI/OID22801/21	Title of course: Selected Chapters from Mathematics and Statistics
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Final written test 100%	
Student workload: Participation in exercises – 52 Preparing for exercise – 52 Exam preparation – 52 Total – 156	
Teaching results: The primary educational objective of the course is: <ul style="list-style-type: none">- understanding the basic principle of infinitesimal calculus and its simple applications in economy,- understanding the basic principle of theory of probability and random variable,- provide an explanation of the basic statistical methods,- to teach students to select and apply appropriate statistical methods to solve practical problems.- teach students to correctly interpret the results obtained. A successful graduate of the course gained knowledge and skills of: <ul style="list-style-type: none">- infinitesimal calculus and theory of probability, necessary for the study of other economic subjects,- application of basic statistical methods, which form the basis for decision-making in all areas of economic practice.	
Indicative content: Function of one variable. Functions of economic analysis. Limit and continuity of function. Infinitesimal and its economic applications. The definition of probability. Repeated dependent and independent events. Discrete and continuous random variables. Distribution of discrete and continuous random variable. Presentation of statistical data. Descriptive statistics. Statistical Inference Methods about the parameters of one set of data. Investigation of linear relationships of two variables using regression and correlation analysis. Categorical Data Analysis. Descriptive analysis of time series. Individual and aggregate indices and differences.	
Support literature: 1. KADEROVÁ, A. - KRÁTKA, Z. - KRČOVÁ, I. - MUCHA, V. - ŠOLTÉSOVÁ, T. (2020). Matematika pre ekonómov. Bratislava: Letra Edu.	

2. MUCHA, V. (2011): Vybrané kapitoly z matematiky : teória pravdepodobnosti. Bratislava: Vydavateľstvo EKONÓM.
3. KOTLEBOVÁ, E. a kol. (2017). Štatistika pre bakalárov v praxi. Bratislava: EKONÓM.
4. PACÁKOVÁ, V. a kol. (2009). Štatistické metódy pre ekonómov. Bratislava: IURA EDITION.
5. ŠOLTÉS, E. a kol. (2018). Štatistické metódy pre ekonómov. Zbierka príkladov. Bratislava: Wolters Kluwer.

Syllabus:

1. Function of one real variable. Economic applications.
2. Limit and continuity of a function.
3. Infinitesimal calculus of a function of one variable.
4. Infinitesimal calculus of a function of one variable. Economic applications.
5. Definition of probability. Repeated dependent and independent events.
6. Discrete and continuous random variable.
7. Distributions of discrete and continuous random variable.
8. Presentation of statistical data. Descriptive statistics.
9. Statistical inference.
10. Regression and correlation analysis.
11. Categorical data analysis.
12. Descriptive analysis of time series.
13. Individual and aggregate indices and differences.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 516

A	B	C	D	E	FX
6.2	12.79	14.53	18.8	32.95	14.73

Lecturer: Ing. Ján Bolgáč, Mgr. Eva Fekiačová, Ing. Ľubica Hurbánková, PhD., Ing. Silvia Komara, PhD., Ing. Martina Košíková, PhD., RNDr. Eva Kotlebová, PhD., Ing. Jana Kútiková, doc. RNDr. Viera Labudová, PhD., Ing. Patrik Mihalech, Ing. Katarína Moravčíková, PhD., doc. Ing. Ľubica Sipková, PhD., RNDr. Daniela Sivašová, PhD., Ing. Romana Šipoldová, prof. Mgr. Erik Šoltés, PhD., doc. Ing. Mária Vojtková, PhD., Mgr. Andrea Kaderová, PhD., Ing. Mgr. Zuzana Krátka, PhD., Mgr. Ing. Ingrid Krčová, PhD., doc. Mgr. Vladimír Mucha, PhD., doc. Ing. Michal Páleš, PhD., prof. RNDr. Ľudovít Pinda, CSc., prof. RNDr. Katarína Sakálová, CSc., PaedDr. Zsolt Simonka, PhD., Mgr. František Slaninka, PhD., Ing. Lenka Smažáková, PhD., RNDr. Anna Strešňáková, PhD., doc. RNDr. Lea Škrovánková, PhD., doc. Mgr. Tatiana Šoltéssová, PhD., Ing. Silvia Zelinová, PhD.

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21168/21	Title of course: Selected Specifics of International Trade
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% active participation within seminars 30% semester work and its presentation 60% final exam	
Student workload: Total: study load 6 credits x 26 h = 156 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars and semestral work: 26 hours Preparation for the final exam: 26 hours	
Teaching results: Students will possess following abilities: - Territorial specifics of international trade and basic facts of economic geography, - Exporters, importers and principles of the international energy market mechanisms, - Principles of international trade and its arrangement in key commodity groups of exports and imports of the Slovak Republic, Students will obtain following skills: - Basic principles of stock exchange operations, - Processing of analytical material in the area of selected industry / commodity, - Elaboration of the foreign trade analysis of the selected state. Students will gain following competences: - A comprehensive overview of economic geography, - orientation in key exporters, importers at the country level or a significant commodity in the foreign trade of the Slovak Republic.	
Indicative content: Basics of economic geography and territorial structure of international trade. Main and specific goods flows. Specifics in merchandise trade between key importers and exporters, the position of transnational corporations in international trade. Symbolism of transactions and domicile of importers and exporters. The international energy market and its specifics in international trade. Specifics of the automotive, electrical, engineering and high-tech products in international trade.	

Spatial economics and investigation of the effects of production factors mobility (migration) on international trade.

Support literature:

1. Anděl, J. – Bičík, I. – Bláha, J. D. (2021). Makroregiony světa. Praha: Nakladatelství Karolinum.
2. Baláž, P. a kol. (2019). Medzinárodné podnikanie. Bratislava: Sprint 2.
3. Cornia, G. A. (2020). The Macroeconomics of developing countries (an intermediate book). Oxford University Press.
4. Drieniková, K. – Zubaľová, Ľ. – Gordanová, J. (2023). The V4-India Partnership as an Example of Broader EU and the Indo-Pacific Region Partnership. The Central European Business Review, Vol. 12, no. 2 pp. 1-18. DOI: 10.18267/j.cebr.318
5. Drieniková, K. – Zubaľová, Ľ. (2021). EU Strategic Interests in Kazakhstan in the Context of Geopolitical and Geo-economic Changes in the Region with Focus on China. AD ALTA: Journal of Interdisciplinary Research, Vol. 11, no. 2 (2021), pp. 51-57. DOI: 10.33543/11025157
6. Drieniková, K. – Zubaľová, Ľ. (2022). Ekonomika a obchodná politika rozvojových krajín - postavenie v medzinárodnom obchode, dlhová kríza a vplyv migrácie. České Budějovice : Vysoká škola evropských a regionálnych štúdií.
7. Drieniková, K. – Zubaľová, Ľ. (2022). Obchodná a investičná spolupráca ČĽR s Kazachstanom. Čínska hodvábná cesta (Belt and Road Initiative) - príležitosť alebo riziko pre konkurencieschopnosť exportu EÚ a SR? : súbor vedeckých statí k projektu VEGA : VEGA č. 1/0777/20. S. 104-112. - Bratislava : Vydavateľstvo EKONÓM.
8. Kašťačková, E. – Drieniková, K. – Zubaľová, Ľ. (2019). Impact of the Geopolitical Changes on the EU Foreign Trade Relations with Selected Territories : Implications for the Slovak Economy. Saint Petersburg : Saint Petersburg University Press.
9. Kittová, Z. – Steinhauer, D. – Drieniková, K. (2023). Determinants of Domestic Value Added in Exports of the EU Countries. Acta Oeconomica, Vol. 73, no. 2 (2023), pp. 285-303. <https://doi.org/10.1556/032.2023.00017>
10. Štěrbová, L. (2013). Mezinárodní obchod ve světové krizi 21. století. Praha : Grada Publishing.
11. Zábajník, S. – Čiderová, D. (2020). Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU.

Syllabus:

1. Liberalization of international business, globalization and deglobalization tendencies. Territorial specifics of international trade.
2. Geography of international trade. The most important regional trade flows.
3. International trade in commercial services. The most important trade flows.
4. Symbolic economics. International financial centres and tax havens.
5. International financial and commodity exchanges.
6. Geography of international trade in agricultural products.
7. International energy market and its geographical specifics.
8. International oil market and its specifics.
9. International oil market and its specifics.
10. International trade in the automotive industry.
11. International trade in electrical and mechanical engineering.
12. International trade in high-tech products and the importance of innovation.
13. Spatial economics and international business.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 21

A	B	C	D	E	FX
9.52	9.52	33.33	42.86	4.76	0.0

Lecturer: Ing. Kristína Drieniková, PhD., Ing. Ľubica Zubaľová, PhD.**Date of the latest change:** 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: D OF/ OOZ21001/21	Title of course: Seminar for the Final Thesis 1
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none">- elaboration of bibliography for the final work- elaboration of a project that captures the key areas of processing the final work- choice of final work methods- elaboration of the structure of the main chapters and subchapters of the final work- preparation of the defense of the final thesis - presentation of the final thesis	
Student workload: Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
Teaching results: <ul style="list-style-type: none">- to point out the possibilities of applying theoretical knowledge in the final work on specific examples- creatively formulate assumptions for solving the problem- choose appropriate procedures, research questions and hypotheses- learn to interpret (in writing and in words) the acquired knowledge After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none">- collect, interpret and process professional literature- formulate problems- creatively design procedures for solving research problems- apply the acquired knowledge in solving related professional problems- Demonstrate the stylizing skills needed to write a professional text	
Indicative content: Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense	
Support literature:	

Literature according to the topic of the final work.
Internal Directive No. 11/2019 on final, rigorous and habilitation theses and its annexes No. 1 to 12.

Syllabus:

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 382

NZ	Z
4.45	95.55

Lecturer:

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: D OF/ OOZ21002/21	Title of course: Seminar for the Final Thesis 2
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none">- elaboration of bibliography for the final work- elaboration of a project that captures the key areas of processing the final work- choice of final work methods- elaboration of the structure of the main chapters and subchapters of the final work- preparation of the defense of the final thesis - presentation of the final thesis	
Student workload: Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
Teaching results: <ul style="list-style-type: none">- to point out the possibilities of applying theoretical knowledge in the final work on specific examples- creatively formulate assumptions for solving the problem- choose appropriate procedures, research questions and hypotheses- learn to interpret (in writing and in words) the acquired knowledge After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none">- collect, interpret and process professional literature- formulate problems- creatively design procedures for solving research problems- apply the acquired knowledge in solving related professional problems- Demonstrate the stylizing skills needed to write a professional text	
Indicative content: Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense.	
Support literature:	

Literature according to the topic of the final work.
Internal Directive No. 11/2019 on final, rigorous and habilitation theses and its annexes No. 1 to 12.

Syllabus:

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 241

NZ	Z
4.15	95.85

Lecturer:

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: CTVŠ EU/ OTA150101L/21	Title of course: Sport
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 2.	
Degree of study:	
Prerequisites:	
Requirements to complete the course: tests throughout semester credits tests – somatometric, motoric and functional	
Student workload: 26	
Teaching results: Compensation of mental load, influence on physical, functional and motoric development. Prevention of civilizational diseases, metabolic syndrom and diseases caused by sedentary lifestyle. Forming of lasting relationship with sport, gaining knowlage about proper nutrition and lifestyle. Improvement of basic motoric skills, improvement of typological parameters.	
Indicative content: According to individual physical activities: aerobics, basketball, badminton, bodywork, fitball aerobics, floorball, football, futsal, interval training, yoga, fitness running, fitness bodybuilding, summer courses, modern dance, pilates, swimming, relax stretching, step aerobics, table tennis, tabata, theoretical lectures, tennis, hiking, volleyball, winter courses	
Support literature: 1. BEAN, A., 2008. The Complete Guide to Strength Training. London: A& C Black. ISBN 978-1-408-10539-9. 2. SCHUMANN, M. and B. R. RØNNESTAD, 2018. Concurrent Aerobic and Strength Training: Scientific Basics and Practical Applications. Switzerland: Springer International Publishing AG, part of Springer Nature 2019. ISBN 978-3-319-75546-5. 3. BERNING, J. R. and S. N. STEEN, 2005. Nutrition for Sport and Exercise. United States of America: Jones and Bartlett Publishers. ISBN 0-7637-3775-5. 4. NATHIAL, S. M., 2020. Anatomy and Physiology of Physical Education. India: Friends Publications. ISBN 978-93-88457-79-8. 5. TORABI, M. R., K. L. FINLEY and C. O. OLCOTT, 2013. Healthy Lifestyle: Top ten Preventable Causes of Premature Death with Real Stories of Change. Bloomington: AuthorHouse. ISBN 978-1-4817-1617-8.	

6. MORIN, A. J. S., C. M. D. TRACEY and R. G. CRAVEN, 2017. Inclusive Physical Activities: International Perspectives. United States of America: Information Age Publishing. ISBN 978-1-68123-852-4.

Syllabus:

Language whose command is required to complete the course:

Slovak language/English language

Notes:

Completion of summer/ winter physical education course/camp

Assessment of courses

Total number of evaluated students: 544

NZ	Z
0.0	100.0

Lecturer: ;Mgr. Katarína Péliová, PhD.

Date of the latest change: 21.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: CTVŠ EU/ OTA150101Z/21	Title of course: Sport
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 1.	
Degree of study:	
Prerequisites:	
Requirements to complete the course: tests throughout semester credits tests – somatometric, motoric and functional	
Student workload: 26	
Teaching results: Compensation of mental load, influence on physical, functional and motoric development. Prevention of civilizational diseases, metabolic syndrom and diseases caused by sedentary lifestyle. Forming of lasting relationship with sport, gaining knowlage about proper nutrition and lifestyle. Improvement of basic motoric skills, improvement of typological parameters.	
Indicative content: According to individual physical activities: aerobics, basketball, badminton, bodywork, fitball aerobics, floorball, football, futsal, interval training, yoga, fitness running, fitness bodybuilding, summer courses, modern dance, pilates, swimming, relax stretching, step aerobics, table tennis, tabata, theoretical lectures, tennis, hiking, volleyball, winter courses.	
Support literature: 1. BEAN, A., 2008. The Complete Guide to Strength Training. London: A& C Black. ISBN 978-1-408-10539-9. 2. SCHUMANN, M. and B. R. RØNNESTAD, 2018. Concurrent Aerobic and Strength Training: Scientific Basics and Practical Applications. Switzerland: Springer International Publishing AG, part of Springer Nature 2019. ISBN 978-3-319-75546-5. 3. BERNING, J. R. and S. N. STEEN, 2005. Nutrition for Sport and Exercise. United States of America: Jones and Bartlett Publishers. ISBN 0-7637-3775-5. 4. NATHIAL, S. M., 2020. Anatomy and Physiology of Physical Education. India: Friends Publications. ISBN 978-93-88457-79-8. 5. TORABI, M. R., K. L. FINLEY and C. O. OLCOTT, 2013. Healthy Lifestyle: Top ten Preventable Causes of Premature Death with Real Stories of Change. Bloomington: AuthorHouse. ISBN 978-1-4817-1617-8.	

6. MORIN, A. J. S., C. M. D. TRACEY and R. G. CRAVEN, 2017. Inclusive Physical Activities: International Perspectives. United States of America: Information Age Publishing. ISBN 978-1-68123-852-4.

Syllabus:

Language whose command is required to complete the course:

Slovak language/English language

Notes:

Completion of summer/ winter physical education course/camp

Assessment of courses

Total number of evaluated students: 976

NZ	Z
0.0	100.0

Lecturer: ;Mgr. Katarína Péliová, PhD.

Date of the latest change: 21.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: SS OF/ BŠ21MP_041/22		Title of course: State Exam			
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present					
Number of credits: 10					
Recommended semester/trimester of study: 5., 6..					
Degree of study: I.					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 73					
A	B	C	D	E	FX
52.05	9.59	24.66	5.48	6.85	1.37
Lecturer:					
Date of the latest change: 16.02.2023					
Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kaššáková, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21280/21	Title of course: Technical Barriers to Trade
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment; 20% semester work; 60% written exam;	
Student workload: Total study load (in hours): 104 hours Attendance at slectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Preparation for the exam: 26 hours	
Teaching results: Knowledge The students will acquire a knowledge on the rules applied in trade at the internal market and the principles of using technical regulations and standards. Skills By completing the course, the students will gain the skills needed for retrieving relevant information at official international, European and national sources. These skills, alongside with the knowledge on the functioning of the internal market, will prepare the students to address issues related to the free trade on the regulated market of the European Union and in the traffic with the third countries. Competences The competence of students will be demonstrated in their ability to use the official sources of information (of responsible entities) on both the national and international level.	
Indicative content: The course looks into the topic of technical barriers in trade according to the WTO and EU rules and addresses the admission of product requirements in both the harmonised and non-harmonised zones of the regulated internal market.	
Support literature: 1. Bartkovský, M., & Korimová, J. (2020). Mechanizmy obchodovania v rámci spoločnej poľnohospodárskej politiky EÚ. Univerzita veterinárskeho lekárstva a farmácie v Košiciach.	

2. Fast-tracking implementation of e-trade readiness assessments. (2022) (Second edition). United Nations.
3. Jarossová, M. A. (2023). Manažment kvality. Bratislava: Vydavateľstvo EKONÓM.
4. Kašťačková, E., & Pásztorová, J. (2020). Vybrané aspekty podpory zahraničného obchodu na Slovensku. Ekonóm.
5. Key statistics and trends in trade policy 2019: the effects of the COVID-19 pandemic on international trade. (2022). United Nations.
6. Križan, F. (2020). Kde nakupujeme, čo nakupujeme a prečo nakupujeme: lokality maloobchodu a spotreby a správanie spotrebiteľov. Univerzita Komenského v Bratislave.
7. Steinhauer, D., & Pavelka, L. (2021). Riadenie rizík v medzinárodnom obchode. Vydavateľstvo EKONÓM.
8. WTO(2023). Technical Barriers to Trade Agreement. World Trade Organization.
9. WTO. (2023). Global trade outlook. Geneva: WTO Publications.
10. WTO. (2023). World Trade Statistical Review 2023. World Trade Organization.

Syllabus:

1. The role and importance of the free trade.
2. Legal documents related to the technical barriers in trade.
3. Addressing technical barriers in trade according to the WTO rules.
4. EU institutions and instruments designed to address the technical barriers to trade.
5. Products' requirements at the internal market.
6. Technical standardisation.
7. Metrology. Explaining the terms used in metrology, organisational structure.
8. Testing. Explaining the terms used in testing, organisational structure.
9. Addressing technical barriers to trade under the EU rules and preventing them.
10. Free trade in the non-harmonised sectors.
11. Regulatory policy and regulated sectors.
12. Economical subjects'/ operators' accountability.
13. Joint framework for placing the products on the market. Enforcing the EU law.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 1

A	B	C	D	E	FX
0.0	0.0	100.0	0.0	0.0	0.0

Lecturer: doc. Dr. Ing. Malgorzata Agnieszka Jarossová

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábajník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťačková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21158/21	Title of course: Trade Relations of V4 Countries
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% essay and its presentation 30% end-term exam 60% final exam	
Student workload: Total: study load 3 credits x 26 h = 78 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars: 12 hours Essay: 15 hours Preparation for the final exam: 25 hours	
Teaching results: Students will possess following abilities: <ul style="list-style-type: none">- about quality assessment of business environments of the countries according to different international rankings,- about territorial and commodity structure of the V4 countries' foreign trade,- about structure (inflow, outflow) of the foreign direct investment of the V4 countries,- about selected sectors of economy of the V4 countries (energy, automotive),- about the creation of the V4 Group and cooperation among its members,- about place of the V4 countries within the EU. Students will obtain following skills: <ul style="list-style-type: none">- use publicly available databases about foreign trade of the V4 countries and identify potential for foreign trade (export, import) in these countries,- assess the quality of the business environment of the V4 countries according to various criteria,- evaluate the attractiveness of the investment environment of the V4 countries. Students will gain following competences: <ul style="list-style-type: none">- critical assessment, synthesis of theoretical knowledge and interpretation of analytical outcomes,- evaluation of the suitability of the business environment for foreign expansion,- orientation in economic information about territories and selection of information necessary for foreign expansion.	
Indicative content:	

The course is focused on foreign trade relations among the V4 countries as a specific form of cooperation within the European Union, business environment in these countries as an important factor determining the foreign trade and analysis of the foreign trade of the respective countries..

Support literature:

1. BAŇSKI, Jerzy (ed.). Three decades of transformation in the East-Central European countryside. Cham, Switzerland: Springer, 2019
2. ČUKANOVÁ, Miroslava a Dušan STEINHAUSER. Transformation Process and Service Sector in V4 Countries. Enterprise and Human Resource Management as Areas of Innovations: Monograph. Częstochowa: Oficyna Wydawnicza Stowarzyszenia Menedżerów Jakości i Produkcji, 2018, , 62-114. ISBN 978-83-63978-74-7.
3. HORNAT, Jan. The visegrad group and democracy promotion: Transition experience and beyond. Springer Nature, 2021.
4. KAŠŤÁKOVÁ, Elena a LUPTÁKOVÁ Anabela. Position of the Russian Federation in the Foreign Trade of the Visegrad Group Region [online]. Praha: GUPRESS, 2020, CD-ROM 137 s. [6,38 AH] [cit. 2021-04-18]. ISBN 978-80-904926-6-0.
5. KOCHANEK, Ewelina. The energy transition in the Visegrad group countries. Energies, 2021, 14.8: 2212.
6. STEINHAUSER, Dušan. Vplyv pandémie ochorenia Covid-19 na medzinárodný obchod, podnikanie a operačné riziko vo firmách. 1. vydanie. Bratislava : Vydavateľstvo EKONÓM, 2021. CD-ROM 90 s. ISBN 978-80-225-4808-3.

Syllabus:

1. Creation of the V4 Group and cooperation among its members
2. Economic and political position of the V4 countries within the EU
3. Business environment in Slovakia and Czechia
4. Business environment in Poland and Hungary
5. Starting a Business in the V4 countries
6. Foreign trade in Slovakia and Czechia
7. Foreign trade in Poland and Hungary
8. Automotive industry in the V4 Group
9. Energy sector in the V4 Group
10. Foreign direct investment (inflow, outflow) in Slovakia and Czechia
11. Foreign direct investment (inflow, outflow) in Poland and Hungary
12. Investment incentives in the V4 countries
13. Economic measures of the V4 countries concerning the COVID-19 pandemic

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 12

A	B	C	D	E	FX
16.67	33.33	33.33	16.67	0.0	0.0

Lecturer: Ing. Anabela Luptáková, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person

responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMEVaHD FMV/ OVA212051/21	Title of course: World Economy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course:	
Student workload:	
Teaching results: The student gains knowledge of the key areas of the modern world economy. He will be able to identify the most important trends and processes of the current world economy and will understand the impact of major factors on its functioning (population, natural resources, financial resources, globalization).	
Indicative content: 1. Introduction to the World Economy 2. The Structure and Current Trends of the World Economy 3. The Global Financial and Economic Crisis of 2008/2009 and Its Consequences for the World Economy 4. Slovakia in the World Economy 5. Natural Resources in the World Economy 6. Human Resources in the World Economy 7. Financial Resources in the World Economy 8. Global Agriculture 9. Global Industry 10. Global Services 11. Globalization – facts, tendencies, and consequences 12. Future of the World Economy 13. Conclusions and Evaluation of the Course	
Support literature: Compulsory literature • Dudáš, Tomáš a kolektiv. Svetová ekonomika – sektorový aspekt. Bratislava: Vydavateľstvo Ekonom, 2007. 324 s. ISBN 978-80-225-2294-6 Recommended literature • Dudáš, Tomáš. Priame zahraničné investície vo svetovom hospodárstve. Bratislava : Vydavateľstvo EKONÓM, 2006. 159 s. ISBN 80-225-2139-6. • Dudáš, T., Sedlačko, M. a Vilčák, P.: Svetová ekonomika – praktikum I. Bratislava: Ekonóm, 2004 ISBN 80-225-1835-2 • Krugman, P: International Economics - Theory and Policy. Addison Wesley; 8 edition (April 28, 2008)	
Syllabus: 1. Introduction to the World Economy 2. The Structure and Current Trends of the World Economy 3. The Global Financial and Economic Crisis of 2008/2009 and Its Consequences for the World Economy 4. Slovakia in the World Economy 5. Natural Resources in the World Economy 6. Human Resources in the World Economy 7. Financial Resources in the World Economy 8. Global Agriculture 9. Global Industry 10. Global Services 11. Globalization – facts,	

tendencies, and consequences 12. Future of the World Economy 13. Conclusions and Evaluation of the Course

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 261

A	B	C	D	E	FX
10.73	21.84	24.52	22.61	13.03	7.28

Lecturer: doc. Ing. Martin Grešš, PhD., Ing. Boris Dziura, PhD.

Date of the latest change: 08.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Stanislav Zábojník, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.