

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21162/21	Title of course: Air Transport in Tourism
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: 70% oral exam, which will consist of the defense of a semester project 30% student activity during the semester (fulfillment of partial tasks, active participation of students in seminars)	
Student workload:	
Teaching results: Knowledge After completing the course Air Transport in Tourism, students will acquire an extensive set of knowledge needed to understand the importance of international passenger air transport in tourism with a focus on the synergy of key players in the industry. Skills Their skills will be reflected in the comprehensive ability to prepare an air transport product for the needs of tourism participants. By completing the course, students will also improve their skills in teamwork, critical thinking, creativity and problem solving in the field of air transport in tourism. Competences Based on the acquired knowledge, they will be competent to create air transport products, in terms of preparing charter flights for the needs of travel agencies, including the basic principles of creating flight schedules for air carriers. At the same time, students will be able to create individual tariff classes for both traditional and low-cost airlines.	
Indicative content: The subject of air transport in tourism will deal with the participation of individual key entities necessary for the smooth provision of air transport in tourism. Emphasis will be placed on individual models of airlines, their different approach to the range of services provided to passengers included in the flight ticket price. It will also deal with the cooperation of travel agencies and airlines in order to carry out charter flights. In a broader context, the course will address the economic importance of international passenger air transport and will examine the various risks that affect international passenger air transport in the context of tourism. Emphasis will also be placed on various safety attributes in international passenger air transport.	
Support literature:	

1. Butler, E. Extreme Air Sports. London: Capstone Global Library Limited, 2018, 32 p. ISBN 979-1-4747-4792-9
2. Frasch, A., 2020. Economic Impacts of Boeing Aircraft Groundings on Selected Subjects in Aviation Industry. EDAMBA 2019: International Scientific Conference for Doctoral Students and Post-Doctoral Scholars, pp.101-111
3. Frasch, A., 2019. Low-Cost Airlines Versus Legacy Carriers. International Case Studies for Hospitality, Tourism and Event Management Students and Trainees, pp.74-79
4. Frasch, A. - Čukanová, M., 2021. Dôsledky pandémie COVID-19 na medzinárodnú osobnú leteckú dopravu v podmienkach Slovenskej republiky s dôrazom na aktuálne trendy. Aktuální trendy lázeňství, hotelnictví a turismu, pp.58-67
5. Frasch, A. - Kupčíková, M., 2020. Komparácia ekonomických a prevádzkových ukazovateľov medzinárodných osobných leteckých dopravcov v rámci klasického a nízkonákladového obchodného modelu. Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave, 12(1), pp.23-38
6. Frasch, A. - Vagač, J., 2022. Vplyv pandémie COVID-19 na výkony v medzinárodnej osobnej leteckej doprave. Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave, 14(2), pp.27-37
7. Frasch, A. & Vagač, J., 2022. Zmeny spotrebiteľského správania cestujúcich v leteckej doprave ako dôsledok pôsobenia účinkov krízy pandémie COVID-19: Changes in the Consumer Behavior of Passengers in Air Transport as a Result of the Effects of the COVID-19 Pandemic Crisis. Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave, 14(2), pp.38-45
8. Pruša, J. a kol. Svět letecké dopravy. Praha: Galileo Training, 2016, 650 s. ISBN 978-80-260-8309-2
9. Novacká, L. & Frasch, A., 2019. Key Changes in Charter Air Transport on Slovak Market. Trends and Challenges in the European Business Environment: Trade, International Business and Tourism: Proceedings of the 6th International Scientific Conference, October 17 - 18, 2019 (Mojmírovce, Slovak Republic), pp.332-340
10. Novacká, L. - Frasch, A., 2020. Krízy v cestovnom ruchu a ich konsekvencie v osobnej leteckej doprave. Súčasnosť cestovného ruchu v trajektórii budúcnosti, pp.57-89

Syllabus:

- 1) The importance and position of international passenger air transport in the world
- 2) Importance and position of international passenger air transport in the conditions of the Slovak market
- 3) Risks and effect in international passenger air transport
- 4) Actors in international passenger air transport (airlines and their suppliers, airports and their suppliers, air traffic services, passengers)
- 5) Safety of passengers in air transport
- 6) Differentiation of air transport types (classic, low-cost, charter)
- 7) Classes of carriage of air carriers with a focus on a different air fares
- 8) The most important airlines on the international market
- 9) Additional services before boarding the aircraft, during the flight and after the landing
- 10) Transport valuables in air transport
- 11) Air transport in tourism. Cooperation between airlines and travel agencies
- 12) Cooperation of travel agencies and event agencies, airlines and airports.
- 13) Alternative forms of air transport in tourism.

Language whose command is required to complete the course:

Knowledge of Slovak as well as English is required, as students will work with foreign web portals of air carriers during the semester.

Notes:**Assessment of courses**

Total number of evaluated students: 68

A	B	C	D	E	FX
19.12	54.41	20.59	5.88	0.0	0.0

Lecturer: Ing. Alexander Frasch, PhD., Ing. Lenka Zemanová, PhD.**Date of the latest change:** 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21156/21	Title of course: Attractions in Tourism
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: 40 % semester project; 60 % examination	
Student workload: Total: 208 hours Lectures: 26 hours Seminars: 52 hours Individual preparation for seminars: 26 hours Processing of the semester project: 52 hours Individual preparation for the examination: 52 hours	
Teaching results: Knowledge After completing the course, the student should be able to understand a wide and diverse range of attractions in tourism, understand the specifics of the offer of tourist attractions with regard to motivation and demand of tourists and be familiar with the specifics and conditions of business in selected types of attractions. Skills In relation to skills, the student should be able to demonstrate skills in assessing the attractiveness of the area for tourism and apply know-how related to the application of tools for sustainable use of tourism attractions and socially responsible management. Competences In relation to competencies, the student should be able to use knowledge in the specifics of business and offer tourism attractions in solving practical assignments and complex case studies as well as knowledge and skills in designing an attractive sustainable product taking into account natural and / or civilizational conditions and trends in tourism.	
Indicative content: Classification and diversity of attractions in tourism, which can be a precondition for providing targeted services for tourists or support services to key tourism products. Specifics of a sustainable offer of attractions in tourism and of business in these diverse activities.	

Support literature:

Základná literatúra:

1. MICHÁLKOVÁ, A. - KUBIČKOVÁ, V.: Rozvoj cestovného ruchu v destinácii. České Budějovice: Vysoká škola evropských a regionálních studií, 2022. ISBN 978-80-7556-108-4
Odporúčaná literatúra:

1. INESON, E. - HONG TAI YAP, M. - NI#Ā, V.: International Case Studies for Hospitality, Tourism and Event Management Students and Trainees, Ia#i: Editura Tehnopress, 2023, 88 s. ISBN 978-606-687-509-7

2. JAROLÍMKOVÁ, Liběna. Atraktivita a produkty cestovního ruchu [online]. Praha: VŠE Praha., 2017. Dostupné na: <https://kcr.vse.cz/wp-content/uploads/page/319/Atraktivita-a-produkty-cestovni%ADho-ruchu.pdf>

3. NGWIRA, Cecilia a KANKHUN, Zandivuta. What attracts tourists to a destination? Is it attractions?. African Journal of Hospitality, Tourism and Leisure, [online]. Volume 7 (1) - (2018). ISSN 2223-814X. Dostupné na: https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_14_vol_7_1_2018.pdf

4. NOVÁRLIA, Irena. Tourist Attraction, Motivation, and Prices Influence on Visitors' Decision to Visit the Cikandung Water Sources Tourism Object. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) (online). Volume 5, No 3, August 2022, Page: 25400-25409. e-ISSN 2615-3076. p-ISSN 2615-1715. Dostupné na: <https://doi.org/10.33258/birci.v5i3.6586>

5. WIEZIK, Michal., NIŇAJOVÁ, Iveta., ŠVAJDA, Juraj., ELEXOVÁ, Ludmila. Koncept prírodného turizmu [online]. AEVIS, n.o., 2019 Dostupné na: https://www.aevis.org/wp-content/uploads/2019/11/koncept_prirodneho_turizmu_v2_final-1.pdf

Syllabus:

1. Attractions in tourism, their importance and function in tourism, classification of attractions
2. Natural conditions for attractions in tourism, suitability of the environment for tourism
3. Created conditions for attractions in tourism (civilization prerequisites). Passportization of attractions in tourism.
4. Trends in tourism, specifics of demand
5. Offer of attractions in tourism, organizational provision of the offer of attractions, specifics of business
6. Possibilities of financing the creation, maintenance and development of attractions in tourism.
7. Sustainable use of attractions in tourism
8. Value and evaluation of attractions in tourism, attractiveness of the area
9. Transformation of attractions into experiential tourism, experiential economy in tourism.
- Management of adrenaline (adventure) tourism attractions, safety and health protection of tourists
10. Management of natural environment attractions, soft tourism, eco tourism
11. Management of cultural and social attractions
12. Management of entertainment and infrastructural attractions
13. Management of attractions of selected non-traditional forms of tourism

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 130

A	B	C	D	E	FX
43.08	33.85	19.23	0.77	1.54	1.54

Lecturer: doc. Ing. Anna Micháľková, PhD., Ing. Jozef Gáll, PhD., doc. RNDr. Pavol Plesník, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 Krajčík 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošlák, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Nadřová Krošlaková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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:	

<p>Week 1: Career plan (what is a career plan, career growth, modal verbs, preparation of a career plan)</p> <p>Week 2: Job interview (what is a job interview, preparation of a job interview, present simple time)</p> <p>Week 3: Company structure (types of companies and their structure, description of the company, present running time)</p> <p>Week 4: Company presentation (presentation structure)</p> <p>Week 5: Problem solving in the company (types of problems, crisis management, modal verbs)</p> <p>Week 6: Company management (typology of managers, indirect speech)</p> <p>Week 7: Negotiation I. (conflict resolution, past simple)</p> <p>Week 8: Negotiations II. (reach an agreement)</p> <p>Week 9: Sales (shopping habits, marketing)</p> <p>Week 10: Telephoning (information exchange)</p> <p>Week 11: Brainstorming</p> <p>Week 12: Working meetings (memo, email)</p> <p>Week 13: Presentation (presentation of selected economic issues)</p>					
<p>Language whose command is required to complete the course: German</p>					
<p>Notes:</p>					
<p>Assessment of courses Total number of evaluated students: 317</p>					
A	B	C	D	E	FX
13.56	17.67	20.82	21.45	17.98	8.52
<p>Lecturer: Mgr. Jana Kucharová, PhD., Mgr. Ingrid Kunovská, PhD., Mgr. Ing. Terézia Ondrušová, PhD., Mgr. Filip Kalaš, PhD., Mgr. Jozef Štefčík, PhD.</p>					
<p>Date of the latest change: 01.02.2022</p>					
<p>Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.</p>					

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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Nadřová Krošlaková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21155/21	Title of course: Business Services
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: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Individual work, team work in the elaboration of case studies, written exam Seminars 40%, of which: Seminar activity 15 % Elaboration and presentation of semester project 25 % Final written exam 60%	
Student workload: Total student workload: 182 hours. Of this: Attendance at lectures: 26 hours Attendance at seminars 26 hours Preparation for seminars: 26 hours Elaboration of case studies in teams during seminars: 26 hours Semester project processing: 32 hours Preparation for the exam: 46 hours	
Teaching results: The aim of teaching the subject is to acquire knowledge, competences and skills in the use of business services as knowledge-intensive services. Knowledge Students acquire new knowledge and understanding of business services, which by disseminating their knowledge production into business processes increase the competitiveness of small and medium-sized enterprises in particular and within them tourism enterprises. They will gain knowledge about the characteristics, advantages and disadvantages of using business services. When determining the demand of companies for business services, they work with statistical databases, they learn to understand the development trends in the use of these services, they deepen their analytical and critical thinking. Skills The acquired knowledge and skills reflect the profile of the middle manager / entrepreneur in services and tourism, in connection with the need for analytical and synthetic thinking in solving tasks in the company, as well as in solving projects and applying new trends and challenges.	

Teamwork in the creation of case studies creates the student's competence for cooperative work in a team.

Competences

After completing the course, the student will have skills in searching for data in statistical databases, the results will be able to correctly interpret and analyze. They will be able to orientate themselves in the offer and selection of business services for their business, in business support tools.

Indicative content:

The course provides knowledge about services, the production of which enters the value chains of tourism companies and other, especially small and medium-sized enterprises. Business services take over the support functions of companies, they are narrowly specialized with high knowledge intensity and high quality. Small and medium-sized enterprises set aside these support activities from their business and focus on the core of their activities. These are mainly accounting, legal, audit, personnel consulting, management consulting, information and computer services, advertising services, but also technical services such as technical testing, architectural services and also science and research services.

Support literature:

Základná literatúra:

BENEŠOVÁ, Dana at al. Analýza trendov v cestovnom ruchu a súvisiacich službách. České Budějovice: Vysoká škola evropských a regionálních studií, 2021. 140 s. ISBN 978-80-7556-090-2.

Odporúčaná literatúra:

BENEŠOVÁ, Dana – KUBIČKOVÁ, Viera – HUŠEK, Miroslav. Impact of ICT in service enterprises on their economic performance. In: Central and Eastern Europe in the changing business environment : proceedings of 16th international joint conference : may 27, 2016, Prague, Czech Republic and Bratislava, Slovakia. Prague : Oeconomica Publishing House, University of Economics, Prague, 2016. s. 20-33. ISBN 978-80-245-2145-9. - ISSN 2453-6113.

BENEŠOVÁ, Dana – KUBIČKOVÁ, Viera – PRVÁKOVÁ Miroslava. Open Innovation Model in the Knowledge Intensive Business Services in the Slovak Republic. In: Entrepreneurship and Sustainability Issues: Peer-reviewed Scientific Journal. Vilnius : The General Jonas Žemaitis Military Academy of Lithuania, 2020, roč. 8, č. 2, s. 1340-1358. ISSN 2345-0282.

BENEŠOVÁ, Dana at al. Innovation Activities of Gazelles in Business Services as a Factor of Sustainable Growth in the Slovak Republic. In: Entrepreneurship and Sustainability Issues Peer-reviewed Scientific Journal. Vilnius : The General Jonas Žemaitis Military Academy of Lithuania, 2018, roč. 5, č. 3, s. 652-466. ISSN 2345-0282.

KUBIČKOVÁ, Viera – ČUKANOVÁ, Miroslava – BENEŠOVÁ, Dana. The Impact of Socio-Technological Changes on Service. In: New Trends in the Economic Systems Management in the Context of Modern Global Challenges : Collective Monograph, 2020. s.59 – 81. ISBN 978-954-8590-85-3.

Syllabus:

1. Definition and nature of business services, characteristics of knowledge-intensive services, classification and characteristics of business services;
2. Reasons for promoting business services in practice as intermediate services, explaining development factors and the importance of business services for companies;
3. The representation and strength of business services in the economy of Slovakia and the EU, the position of business services in the historical profile and in the trajectory of business;
4. The role and functions of business services in the economy, the penetration of innovative stimuli through the diffusion of business services production into business practice, the role of business services in regional policy;

5. Analysis of the business services market, the demand of companies for the production of business services, the profile of the business services market, aspects of building a single market for services.
6. Internationalization of business services, forms, methods, factors and features of internationalization of business services, benefits and risks of internationalization of business services;
7. Strategies and policies to support business services, objectives and tools, support for joint services for entrepreneurs and innovative activities in enterprises;
8. Competitive strategies of business services, decision-making process used by companies in deciding on the purchase of business services production, ethics and quality of business services production;
9. Consultancy in the use and implementation of computer and information services in business processes, programming services, business demand for computer and information services;
10. Brokerage and advisory activities in the field of real estate, entities in the real estate market, the characteristics of the real estate market, the course and implementation of the transaction with real estate management;
11. Consulting and related services used by companies, infrastructure of consulting services, professional and commercial side of consulting, demand of companies for consulting services, consulting process, ethics of consulting services;
12. Advertising and market research services, entities in the market of advertising and market research, forms of advertising, ethics in the provision of advertising and market research services, demand of companies for advertising services;
13. Rental and leasing services used by companies, types of leasing, advantages and disadvantages arising from the use of leasing and rental, legal background of leasing.

Language whose command is required to complete the course:

Slovak language, English language, Czech language

Notes:

Assessment of courses

Total number of evaluated students: 223

A	B	C	D	E	FX
30.04	21.52	20.63	13.45	12.11	2.24

Lecturer: doc. Ing. Dana Benešová, PhD., Ing. Jozef Gáll, PhD., prof. Ing. Viera Kubičková, PhD., doc. Ing. Monika Naďová Krošláková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 Pavlíková, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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.
6. KOTLER, P. # KELLER, K. L. Marketing management. Praha : Grada Publishing, 814 p. ISBN 978-80-247-4150-5. CHÝBA ROK - MAL BY BYŤ 14. VYDANIE Z 2013.
7. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
8. ZORKÓCIOVÁ, Otília a kolektív. Medzinárodný marketing v kontexte najnovších tendencií vývoja. Bratislava: Vydavateľstvo EKONÓM, 2023. 363 s. ISBN 978-80-225-5119-9.
9. KITTOVÁ, Zuzana. Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 2022. 193 s. ISBN 978-80-225-5018-5.
10. KAŠŤÁKOVÁ, Elena a kol. Dovozné a vývozné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2022. 219 s. ISBN 978-80-225-5031-4.
11. CHOVANCOVÁ, Božena - MALACKÁ, Viera - ÁRENDÁŠ, Peter - KOTLEBOVÁ, Jana. Investovanie na finančných trhoch. 1. vydanie. Bratislava : Sprint 2, 2021. ISBN 978-80-89710-53-1.
12. Gúčik, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 456 s. ISBN 9788057102731.
13. KUBIČKOVÁ, Viera a kol. Manažment služieb. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2021. 100 s. ISBN 978-80-225-4878-6.
14. BENEŠOVÁ, Dana at al. Analýza trendov v cestovnom ruchu a súvisiacich službách. České Budějovice: Vysoká škola evropských a regionálných študií, 2021. 140 s. ISBN 978-80-7556-090-2.
15. MICHÁLKOVÁ, A. - GÁLL, J. - ÖZOĞLU, M.: Ekonomika cestovného ruchu v regióne - vybrané problémy. Praha : Wolters Kluwer ČR, 2022. 166 s. ISBN 978-80-7676-418-7.
16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

1. Introduction, course content, conditions for grading of the course.
2. Marketing environment. Getting familiar with the selected entity, state or local government body or diplomatic mission.
3. Getting familiar with the selected entity, state or local government body or diplomatic mission.
4. – 13. Implementation of an internship at departments or workplaces of a selected entity
or

4. – 10. Participation in professional training through professional clubs.
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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21423/22	Title of course: Business in the Practice 1 - HORECA
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% final evaluation by selected companies 80% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Attendance at seminars: 12 hours Preparation for seminars: 40 hours Elaboration of a semester project: 52 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.
6. KOTLER, P. # KELLER, K. L. Marketing management. Praha : Grada Publishing, 814 p. ISBN 978-80-247-4150-5. CHÝBA ROK - MAL BY BYŤ 14. VYDANIE Z 2013.
7. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
8. ZORKÓCIOVÁ, Otília a kolektív. Medzinárodný marketing v kontexte najnovších tendencií vývoja. Bratislava: Vydavateľstvo EKONÓM, 2023. 363 s. ISBN 978-80-225-5119-9.
9. KITTOVÁ, Zuzana. Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 2022. 193 s. ISBN 978-80-225-5018-5.
10. KAŠŤÁKOVÁ, Elena a kol. Dovožné a vývozné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2022. 219 s. ISBN 978-80-225-5031-4.
11. CHOVANCOVÁ, Božena - MALACKÁ, Viera - ÁRENDÁŠ, Peter - KOTLEBOVÁ, Jana. Investovanie na finančných trhoch. 1. vydanie. Bratislava : Sprint 2, 2021. ISBN 978-80-89710-53-1.
12. Gúčik, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 456 s. ISBN 9788057102731.
13. KUBIČKOVÁ, Viera a kol. Manažment služieb. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2021. 100 s. ISBN 978-80-225-4878-6.
14. BENEŠOVÁ, Dana at al. Analýza trendov v cestovnom ruchu a súvisiacich službách. České Budějovice: Vysoká škola evropských a regionálnych študií, 2021. 140 s. ISBN 978-80-7556-090-2.
15. MICHÁLKOVÁ, A. - GÁLL, J. - ÖZOĞLU, M.: Ekonomika cestovného ruchu v regióne - vybrané problémy. Praha : Wolters Kluwer ČR, 2022. 166 s. ISBN 978-80-7676-418-7.
16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

1. Introduction, course content, conditions for grading of the course.
2. Marketing environment. Getting familiar with the selected entity, state or local government body or diplomatic mission.
3. Getting familiar with the selected entity, state or local government body or diplomatic mission.
4. – 13. Implementation of an internship at departments or workplaces of a selected entity or
4. – 10. Participation in professional training through professional clubs.
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: 22

A	B	C	D	E	FX
68.18	9.09	13.64	0.0	4.55	4.55

Lecturer: Ing. Jozef Gáll, PhD., prof. Ing. Viera Kubičková, PhD.

Date of the latest change: 10.10.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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:

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.
6. KOTLER, P. # KELLER, K. L. Marketing management. Praha : Grada Publishing, 814 p. ISBN 978-80-247-4150-5. CHÝBA ROK - MAL BY BYŤ 14. VYDANIE Z 2013.
7. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
8. ZORKÓCIOVÁ, Otília a kolektív. Medzinárodný marketing v kontexte najnovších tendencií vývoja. Bratislava: Vydavateľstvo EKONÓM, 2023. 363 s. ISBN 978-80-225-5119-9.
9. KITTOVÁ, Zuzana. Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 2022. 193 s. ISBN 978-80-225-5018-5.
10. KAŠŤÁKOVÁ, Elena a kol. Dovozné a vývozné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2022. 219 s. ISBN 978-80-225-5031-4.
11. CHOVANCOVÁ, Božena - MALACKÁ, Viera - ÁRENDÁŠ, Peter - KOTLEBOVÁ, Jana. Investovanie na finančných trhoch. 1. vydanie. Bratislava : Sprint 2, 2021. ISBN 978-80-89710-53-1.
12. Gúčik, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 456 s. ISBN 9788057102731.
13. KUBIČKOVÁ, Viera a kol. Manažment služieb. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2021. 100 s. ISBN 978-80-225-4878-6.
14. BENEŠOVÁ, Dana at al. Analýza trendov v cestovnom ruchu a súvisiacich službách. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2021. 140 s. ISBN 978-80-7556-090-2.
15. MICHÁLKOVÁ, A. - GÁLL, J. - ÖZOĞLU, M.: Ekonomika cestovného ruchu v regióne - vybrané problémy. Praha : Wolters Kluwer ČR, 2022. 166 s. ISBN 978-80-7676-418-7.
16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

1. Introduction, course content, conditions for grading of the course.
2. Marketing environment. Getting familiar with the selected entity, state or local government body or diplomatic mission.
3. Getting familiar with the selected entity, state or local government body or diplomatic mission.
4. – 13. Implementation of an internship at departments or workplaces of a selected entity
or

4. – 10. Participation in professional training through professional clubs.
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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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.

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.
6. KOTLER, P. # KELLER, K. L. Marketing management. Praha : Grada Publishing, 814 p. ISBN 978-80-247-4150-5. CHÝBA ROK - MAL BY BYŤ 14. VYDANIE Z 2013.
7. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
8. ZORKÓCIOVÁ, Otília a kolektív. Medzinárodný marketing v kontexte najnovších tendencií vývoja. Bratislava: Vydavateľstvo EKONÓM, 2023. 363 s. ISBN 978-80-225-5119-9.
9. KITTOVÁ, Zuzana. Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 2022. 193 s. ISBN 978-80-225-5018-5.
10. KAŠŤÁKOVÁ, Elena a kol. Dovožné a vývozné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2022. 219 s. ISBN 978-80-225-5031-4.
11. CHOVANCOVÁ, Božena - MALACKÁ, Viera - ÁRENDÁŠ, Peter - KOTLEBOVÁ, Jana. Investovanie na finančných trhoch. 1. vydanie. Bratislava : Sprint 2, 2021. ISBN 978-80-89710-53-1.
12. Gúčik, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 456 s. ISBN 9788057102731.
13. KUBIČKOVÁ, Viera a kol. Manažment služieb. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2021. 100 s. ISBN 978-80-225-4878-6.
14. BENEŠOVÁ, Dana at al. Analýza trendov v cestovnom ruchu a súvisiacich službách. České Budějovice: Vysoká škola evropských a regionálných štúdií, 2021. 140 s. ISBN 978-80-7556-090-2.
15. MICHÁLKOVÁ, A. - GÁLL, J. - ÖZOĞLU, M.: Ekonomika cestovného ruchu v regióne - vybrané problémy. Praha : Wolters Kluwer ČR, 2022. 166 s. ISBN 978-80-7676-418-7.
16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

1. Introduction, course content, conditions for grading of the course.
2. Marketing environment. Getting familiar with the selected entity, state or local government body or diplomatic mission.
3. Getting familiar with the selected entity, state or local government body or diplomatic mission.
4. – 13. Implementation of an internship at departments or workplaces of a selected entity
or

4. – 10. Participation in professional training through professional clubs.
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: 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KSaCR OF/ OOC21172/21		Title of course: Case Studies in Tourism (in German)			
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:					
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: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Anna Micháľková, PhD., Ing. Jozef Gáll, PhD.					
Date of the latest change: 04.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21166/21	Title of course: Catering
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: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Activity of the students on exercises, individual project, oral exam. Seminars 40 %, of which: Activity of the student: 20 % Elaboration of an individual project: 20 % Oral exam: 60 %	
Student workload: Working load: 104 hours, of which: Participation on exercises: 26 hours Preparation for the exercises: 12 hours Processing of the semester project: 12 hours Preparation for the written verification of the knowledge: 12 hours Preparation for the examination: 42 hours	
Teaching results: Knowledge The student will gain knowledge about the basic need of a man – Nutrition and its realization by the catering and ability to manage commercial catering facilities and social catering facilities. Skills The student will gain skills to manage commercial catering facilities and social catering facilities and the ability to create f the catering offer for the various client segments in relation to the gender, age, social group. Competences The student will be able to make decision about the suitable and unsuitable nutrition and catering for the different client segments in relation to the gender, age, social groups.	
Indicative content: The content of the subject Catering is concentrated on the nutrition of a man and its realization. The creation of the offer of food and beverages. The control of costs and revenues. The purchase, storage, production, realization and distribution of the food and beverages. The Commercial and Social catering management.	

Support literature:

1. Booth, M. L. (2020). Catering Business Startup Success: How to Start, Run, and Grow a Catering Business Successfully. Streets of Dream Press.
2. Kompasová, K. (2021). Gastronómia v kontexte, vývoja, vplyvov a trendov. Nitra : Univerzita Konštantína Filozofa.
3. Zeleňáková L. – Čapla, J. – Zajác, P. (2018). Hygiena výživy a stravovania. Nitra : Slovenská poľnohospodárska univerzita v Nitre.

Syllabus:

1/ Man and Nutrition

Positives of healthy nutrition. Negatives of unhealthy nutrition. Nutrition tables. Application of the selected nutrition software. Application of nutrition calculators. The importance of the healthy catering for the society.

2/ Nutrition and selected client segments

Nutrition and the client segmentation. Mother nutrition. Children nutrition. Teenager nutrition. Adult nutrition. 40+ nutrition. 50+ nutrition. 65+ nutrition.

3/ Gastronomy – History

Prehistory nutrition. The structure of the nutrition and its influence on the human being. The gastronomy of the Antique Greece. Gastronomy of the Ancient Rome and Roman Empire.

Middle age gastronomy. The Innovation trends in French gastronomy of the 19.-th. Century.

4/ Gastronomy in the present time

20.-th. Century Gastronomy. The influence of WWI. On the catering of the armies and civilians. The industrial production of the food stuffs, foods, beverages and products. The influence WWII. on the nutrition and the catering on the armies and citizens. The industrial production of the food stuffs, foods, beverages and products. Convenience Cooking. Fast Food. Slow Food.

5/ Gastronomy of the future

The Cooks experts, education, specialization, professionalism. The different views on the problems of catering and gastronomy. The cooperation between the professional Cooks and nutrition experts. The future way for the healthy nutrition and healthy catering on the local, regional, national and continental level. World Health Organization (WHO) , Polity of the healthy nutrition of the citizens.

6/ Commercial Catering

Commercial Catering, characteristics. The strong and weak sides of the Commercial Catering. The needed and selection of the employees. For the work position in the Commercial Catering. The Education, professionalism of the of the Commercial Catering.

7/ Commercial Catering – Facilities

The organization of the Commercial Catering facilities on the local, regional, continental and global level. The characteristics of the selected types of the facilities of the Commercial Catering.

8/ Commercial Catering – Client Segmentation

The client segmentation created on the base of the Commercial Catering.

The client segmentation by the different accesses of various social groups and cultures. The client segmentation in relation to the age.

9/ Social Catering

Social Catering characteristics. Strong and weak sides of the Social Catering. Organizational structure. The need and choice of the employees for the Social Catering. The education, professionalism, specialization of the employees for the Social Catering.

10/ Social Catering – Facilities

The organization of Social Catering facilities on local, regional and state level. The characteristics of the selected types of the Social Catering facilities.

11/ Social Catering – Client Segmentation

The client segmentation based by the creation of the social policy of the social demand in the Social Catering. The client segmentation based on the access to different social cultures. The client segmentation by the age criteria.

12/ Spa Catering

The historical development of the spa catering. The clients of the Spa Tourism and their need for the view of Spa Catering. The overview of the most frequent diet catering programs and plans for the guests.

13/ Congress Catering

The historical development of the Congress Tourism. The catering of the Congress Tourism in the selected countries in relation to the cultural traditions. Congress Tourism in the Slovak republic. The catering cooperation of the Banquet Department with Congress Hall Management.

Continental Congress Catering

Language whose command is required to complete the course:

The subject Catering is taught in Slovak language and in relation to demand in the English language also. Literature for this subject is in English language. There is a necessary that the student knows English language. The knowledge of the Slovak language and English language is necessary.

Notes:

Assessment of courses

Total number of evaluated students: 19

A	B	C	D	E	FX
36.84	57.89	5.26	0.0	0.0	0.0

Lecturer: Mag. (FH) Radúz Dula, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21163/21	Title of course: Creation of Operational Plans in Tourism
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: <ul style="list-style-type: none"> • independent work; Teamwork; final thesis (– case study) • 10% active participation in seminars; • 30% development of a case study (according to the chosen topic); • 60% oral exam - case study defense. 	
Student workload: <ul style="list-style-type: none"> • 26 hours of participation in seminars; • preparation for seminars 26 hours; • development of a case study 52 hours. 	
Teaching results: <p>The aim of the course is to acquaint students with the key concepts and tools of management of tourism facilities and to examine their operational requirements. Students will identify important areas of legislation and regulation that affect the management of tourism facilities. The course directs students to the development of operational plans, which can subsequently be used by various tourism organizations.</p> <p>Knowledge Describe the role of operational plans in the management of successful tourism establishments. Understand the operational requirements of various tourism organizations. Identify key areas of legislation and regulation that impact the tourism industry in different international contexts.</p> <p>Competencies Develop and use a range of academically relevant tools such as research and attendance skills.</p> <p>Skills Demonstrate operational planning skills of value to the tourism industry.</p> <p>Competencies Develop and use a range of academically relevant tools such as research and attendance skills.</p>	
Indicative content: <ul style="list-style-type: none"> • familiarization with key terms and management tools of selected tourism facilities (– hotel and catering facilities); • current key challenges faced by selected tourism establishments, strategies and their solutions; 	

- operational requirements of accommodation and catering establishments;
- identify important areas of legislation and regulation with an impact on hotel and catering establishments;
- political instability, migration, terrorism affecting tourism services;
- maintenance, health and safety of the development of selected tourism facilities;
- innovative systems in tourism facilities;
- development of operational plans that can be used in tourism facilities.

Support literature:

DILEEP, M. R. (2019). Tourism, Transport and Travel Management. New York : Routledge, 2019. 492 s. ISBN: 978-1-138-55738-3.

HAYES, David – NINEMEIER, Jack – MILLER, Allisha. (2016). Hotel Operations Management. London : Pearson, 2016. 624 s. ISBN: 978-0-13433-76-23.

CHIBILI, Michael – DE BRUYN, Shane – BENHADDA, Latifa – LASHLEY, Conrad – PENNINGA, Saskia – ROWSON, Bill. (2019). Modern Hotel Operations Management. Netherlands : Taylor & Francis, 2019. 656 s. ISBN: 978-10-00-03604-6.

MDaV SR. (2021). Satelitný účet cestovného ruchu. [online]. 2021. Dostupné na: <https://www.mindop.sk/ministerstvo-1/cestovny-ruch-7/statistika/satelitny-ucet-cestovneho-ruchu>

MENGU, Cuneyt. (2020). OPERATIONS MANAGEMENT AND STRATEGIES IN TRAVEL INDUSTRY A MODERN CONCEPT. Istanbul: YALIN YAYINCILIK, 2020. 384 s. ISBN: 978-605-9579-78-0.

MOUTINHO, Luiz – VARGAS-SÁNCHEZ, Alfonso. (2018). Strategic Management in Tourism. Oxfordshire : CAB International, 2018. 378 s. ISBN: 978-1-78639-02-40.

NOVACKÁ, Ľudmila – GÁLL, Jozef – TOPALOĞLU, Cafer. (2022). COVID-19 Pandemic in the Hotel Industry: La Fondation pour la Formation Hôtelière project outputs. Bratislava : Vydavateľstvo EKONÓM, 2022, 145 s. ISBN 978-80-225-4875-5.

Syllabus:

1. Operative management in tourism facilities I. (– hotel facilities).
2. Operative management in tourism establishments II. (– catering facilities).
3. Current challenges, strategies and their solutions.
4. Characteristics of tourism influencing the management of operations in tourism facilities.
5. Development of operational systems in tourism in the context of developing technologies.
- 6/7 Key features of tourism services and their implications for the creation of operational plans.
8. The role of front-line employees in tourism operations.
9. Political instability, migration, terrorism affecting operational planning in tourism.
10. Health and safety issues in managing operations in tourism establishments.
11. Role-playing activities, video clips and discussion.
12. Presentation of case studies - dialogue.
13. Presentation of case studies - dialogue.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 60

A	B	C	D	E	FX
35.0	58.33	5.0	0.0	0.0	1.67

Lecturer: Ing. Jozef Gáll, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21160/21	Title of course: Cultural Tourism
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: 40% semester work; 60% written exam.	
Student workload:	
Teaching results: Knowledge: The student will acquire knowledge about relations between tourism and culture, the importance of the culture for the tourism, specifications of care of culture heritage, conditions of development of culture tourism on the side of the offer and demand and orientate himself in institutions, which secure the care of culture heritage as also about the offer of culture memories, culture institutions and culture events in Slovakia. Skills: The student is able to create a product in the field of cultural tourism, offer it as an intermediary article within the distribution. Competences: The student will have an overview of institutions that are competent in the field of cultural tourism and will be able to stimulate them in case of possible cooperation.	
Indicative content: The student will acquire knowledge about relations between tourism and culture, the importance of the culture for the tourism, specifications of care of culture heritage, conditions of development of culture tourism on the side of the offer and demand and orientate himself in institutions, which secure the care of culture heritage as also about the offer of culture memories, culture institutions and culture events in Slovakia. The student will have an overview of institutions that are competent in the field of cultural tourism and will be able to stimulate them in case of possible cooperation. The student is able to create a product in the field of cultural tourism, offer it as an intermediary article within the distribution.	
Support literature: 1. Dreyer, A. – Antz, Ch. (2020). Kulturtourismus. Oldenbourg.	

2. Litomerický, J. (2021). Kultúrny cestovný ruch. Bratislava: Vydavateľstvo Ekonóm.
3. Stankov, U. et al. (2019). Cultural Sustainable Tourism. Springer International Publishing.

Syllabus:

1. Terminology of basic concepts of culture and cultural tourism
2. Characteristics of cultural tourism
3. Product of cultural tourism
4. Categorization of cultural monuments and the structure of the monument fund in the Slovak Republic
5. Legislation governing activities in the management of cultural monuments
6. Institutions ensuring the protection of the monument fund in the Slovak Republic
7. Reconstruction of monuments and cooperation with the Monuments Office of the Slovak Republic
8. The role of cities, municipalities and local authorities in ensuring the development of cultural tourism in territorial units
9. Economics of monuments and financing the care of monuments fund as a part of tourism development in the Slovak Republic
10. The importance of UNESCO and UNESCO World Heritage in the Slovak Republic
11. Traditions and culture of regions in tourism
12. Traditions in the context of globalization processes
13. Experience with the application of cultural tourism abroad

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 71

A	B	C	D	E	FX
12.68	29.58	30.99	14.08	1.41	11.27

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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21282/21	Title of course: Digital Skills for Tourism
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: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% continuous semester assessment 60% written exam	
Student workload: Workload: 130 hours Attendance at seminars: 52 hours Preparation for seminars: 8 hours Processing of continuous assignments: 8 hours Preparation for written verification of knowledge: 16 hours Preparation for the final exam: 46 hours	
Teaching results: Knowledge After completing the course, the student will gain knowledge in the field of information technology used in tourism. Students will understand the principles of constantly evolving new devices with intelligence and network connectivity, will gain orientation in collaboration and presentation tools. Skills The course enriches students in the field of tourism with skills in collecting, processing and interpreting data in the form of information. Necessity is the ability to control the ever-evolving information and communication tools from the perspective of mutual collaboration. Competencies After completing the course, the student will acquire competencies in the use of information systems for information management, for the promotion and sale of tourism services. Through collaboration tools, he will be able to create and manage tourism development projects in target cities and regions.	
Indicative content: The course develops digital skills in the area of digital marketing skills and focuses on social media, advertising, SEO. At the level of business skills, it is necessary to be able to orientate in the field of data analysis and predictive modeling and ultimately in the basic of the latest collaboration and localization tools, tools for data collection, interpretation, presentation and visualization. Last but not least, the course orients the graduate in the field of information systems security.	
Support literature:	

1. Kokles, M., Romanová, A. (2020) Informatika. Sprint 2, 250 s., ISBN: 978-80-89710-40-9
2. Winston, W. et al. (2021) Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365), 7th Edition. 1168 s., ISBN 978-0-13-761366-3
3. LOPEZ-CORDOVA, Ernesto. Digital Platforms and the Demand for International Tourism Services. The World Bank, 2020.

Syllabus:

1. Website and its use
2. Social media and social networks
3. Social networks and their specifics
4. Digital advertising
5. Information systems in CR - GDS, reservation systems and their connection to web reservation services, hotel information systems, restaurant systems, etc.
6. Information systems in CR - Enterprise Resource Planning (ERP), Property Management Systems (PMS),
7. Information systems in CR - Customer Relationship Management (CRM). Electronic Point of Sale (EPOS) systems and their use in CR.
8. Data analytics in the digital age
9. Communication and collaboration tools in tourism
10. Virtual and augmented reality and their use in tourism.
11. Payment systems in tourism
12. New trends in tourism
13. Basics of digital data security

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 222

A	B	C	D	E	FX
47.75	48.2	2.7	0.9	0.45	0.0

Lecturer: Ing. Peter Červenka, PhD., doc. Ing. Martin Kuchta, PhD., MBA

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21169/21	Title of course: European Cultural Heritage in Tourism
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: Active lecture/seminar 30 % Exam: Presentation and defence of project 70 %	
Student workload: Total student workload: 104 hours. Of this: Attendance at seminars 26 hours Preparation of seminars 26 hours Preparation of project 42 hours Excursion on the topic of Traditions as a part European Cultural Heritage in practice tourism 10 hours	
Teaching results: The students will be able to: - apply theoretical knowledge of cultural heritage interpretation into practice - use current professional knowledge systematically - to suggest the most convenient forms and/or tools of cultural heritage interpretation based on training, - evaluate benefits and impacts of cultural heritage in tourism The course enables students to: - improve their critical thinking when evaluating the current situation - improve their soft skills (communication and presentation and/or interpretation skills) The aim of the study of this seminar is to acquire the knowledge, competences, and skills necessary for their successful use for the creation and design of the most appropriate forms and / or tools for the interpretation of European Cultural Heritage in view of current demand. Knowledge The student will acquire comprehensive knowledge related to Cultural Heritage, mainly European Cultural Heritage. They will understand the importance and significance of the interpretation principles. They will acquire knowledge about the suitability of using specific methods of interpretation according to an adequate part of the cultural heritage. Skills	

The student will be able to synthesize and then apply theoretical knowledge related to the interpretation of European Cultural Heritage in practice. Based on the acquired knowledge, they will be able to systematically use current expertise and present their abilities, to design the most suitable forms and / or tools of cultural heritage interpretation, evaluate the benefits and impacts of cultural heritage on tourism and work in team.

Indicative content:

Seminar European Cultural Heritage will guide the student through the basic theoretical background to the issue of cultural heritage with an emphasis on European cultural heritage. The student will distinguish the individual components of cultural heritage, its importance, and economic impacts on tourism. The course will also deal with the sustainability and functional mechanism of cultural heritage as well as the legislative framework and its protection. In a broader context, the course will deal with local attractions in selected countries, marketing of cultural heritage related to segmentation, interpretation of cultural heritage in terms of forms and tools (conventional / modern). The seminar will focus on explaining the forms and tools of interpretation in different types of cultural heritage: architecture, religion, art, museums, galleries, music, gastronomy, traditions.

Support literature:

1. Interpret Europe (2020). Fostering communities through heritage interpretation: Case studies from the Western Balkan region. Witzhausen: Interpret Europe.
Dostupné na: https://www.interpret-europe.net/fileadmin/Documents/publications/interpret_europe_fostering_communities_through_herherit_interpretation_v28-05-2020.pdf
2. Jarolímková, L. & MIECAT project team. (2020). Guidelines : Interpretation of European Cultural Heritage in Tourism. Praha : Oeconomica. 219 s. ISBN 978-80-245-2392-7. Dostupné na: <https://oeconomica.vse.cz/wp-content/uploads/publication/20324/MIECAT-Guidlines-2020-Free-download.pdf>
3. Jarolímková, L. & MIECAT project team. (2020). Interpretation of European Cultural Heritage in Tourism. 1st Edition. Praha : Oeconomica. 448 s. Dostupné na: <https://oeconomica.vse.cz/publikace/interpretation-of-european-cultural-heritage-in-tourism/>
4. Novacká, L. - Čukanová, M. - Krnáčová, P. (2020). Interpretation Methods for Customs and Traditions as a Tourist Attraction. In Guidelines : Interpretation of European Cultural Heritage in Tourism (pp. 184-203). Praha : Oeconomica.

Syllabus:

1. General Aspects of Cultural Heritage
 - characteristics
 - components of cultural heritage / attractions
2. Importance of Cultural Heritage in Tourism
 - current trends in tourism relating to cultural heritage
 - statistics
 - cultural heritage in the various tourism forms
3. Sustainability of Cultural Heritage.
 - impacts, soft vs. hard benefits of Cultural Heritage in tourism
4. Functional Mechanism of Cultural Heritage. European Legal Framework & Protection.
5. Cultural Heritage and local attractions in selected countries (country of project participants)
6. Marketing of Cultural Heritage with emphasis on segmentation
 - 8P - product, price, place, promotion, people, packaging, partnership, process
7. Segmentation – visitors / tourists
8. Marketing Communication & Interpretation. Importance and objectives of interpretation
9. Best practices of Interpretation
 - forms and/or tools of interpretation - conventional / modern

CASE STUDIES dedicated to explaining the forms and/or tools of interpretation in different types of cultural heritage:

10. Tangible Cultural Heritage

- Architecture
- Religions

11. Intangible Cultural Heritage

- Fine Arts
- Museums

12. Intangible Cultural Heritage

- Galleries
- Music

13. Intangible Cultural Heritage

- Local Traditions' through excursions
- Gastronomic Traditions

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 32

A	B	C	D	E	FX
37.5	28.13	21.88	12.5	0.0	0.0

Lecturer: doc. Ing. Paulína Krnáčová, PhD., Mag. (FH) Radúz Dula, PhD., 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21159/21	Title of course: Family Business in Tourism
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: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: individual work, team work, 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: 156 hours. Of this: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a case study in the form of team cooperation: 39 hours Preparation for the exam: 39 hours	
Teaching results: Knowledge By completing the course, students will learn to understand the theoretical foundations of family business issues. They understand the context of the origin, existence, specifics of family business in tourism and the reason for the need to develop a succession plan and family institution. They realize the need to set up a family council in a family business. They understand the importance of internal communication in resolving conflicts in a family business. They will get acquainted with the importance of building a family business brand in tourism and the reason why to design modern online communication tools for brand visibility in the market. They understand the reason for the need for stable development of family business in tourism in Slovakia. Skills Students will be able, in the case of successful completion of the course, to combine knowledge and skills acquired through the study of the course and can systematize and apply them in the establishment of a family business. They know how to combine the knowledge and skills acquired by studying the subject and be able to systematize and apply them when applying in an existing family business. They apply appropriate tools to promote the "family business" brand in the tourism business. They are able to independently develop selected business competencies such as	

critical thinking, creativity, willingness to take risks and make important decisions necessary for employment, family business and also for continuing further education at the managerial level.

Competences

The acquired competencies will enable graduates to actively use concepts related to family business and to master their context, nature and principles of family business in tourism. They can create a succession plan and at the same time understand the importance of the construction of its individual parts. They can process a family institution and argue its individual parts. They can look for examples of good practice in social-emotional capital and socially responsible behavior of family businesses operating in the tourism industry. They will be able to identify and analyse the problems that burden family businesses in tourism in Slovakia. They can identify opportunities for stable development of family business in tourism. They improve their analytical and presentation skills and the ability to work in a team. They will learn the basic rules of successful presentation, compile and present a quality presentation to the audience, convincingly argue and defend the proposed project (case study).

Indicative content:

The essence and importance of family businesses in Slovakia, in the European Union and in the world. Specific aspects of succession management and planning in family businesses in tourism. Barriers to development and support of family businesses in tourism. Social-emotional wealth and social responsibility of family businesses. Marketing management, external communication and brand management of a family business in tourism. Specifics and peculiarities of family business in terms of tourism in Slovakia.

Support literature:

Základná literatúra:

NAĐOVÁ KROŠLÁKOVÁ, Monika. Rodinné podnikanie ako významná zložka ekonomických aktivít v hospodárstve Slovenska. Zlín: Radim Bačuvčík-VerBuM, 2020. 166 s. ISBN 978-80-88356-02-8

Odporúčaná literatúra:

BASCO, Rodrigo – STOUGH, Roger – SUWALA, Lech. Family Business and Regional Development. Milton: Taylor & Francis Group. 2021. 301 s. ISBN 978-80-42960-899-5

MURA, Ladislav. Manažment rozvoja medzinárodného podnikania rodinných podnikov. Bratislava: Univerzita Komenského, 2019. 177 s. ISBN 978-80-22348-07-2

MURA, Ladislav – STEHLIKOVA, Beata. Innovative Approaches: Using DEMATEL Method in the Research of SMEs Operating in Tourism Sector. In Tourism, Hospitality & Event Management [online]. Springer. 2023, s. 175-188. ISBN 978-3-031-28053-5. Dostupné na: https://doi.org/10.1007/978-3-031-28053-5_10

NAĐOVÁ KROŠLÁKOVÁ, Monika et al. The Business Environment of Family Enterprises in Slovakia – Perception of External Barriers. In Polish Journal of Management Studies [online]. Czestochowa: Faculty of Management, Czestochowa University of Technology. 2021, roč. 23, č. 2, s. 321-335. ISSN 2081-7452. Dostupné na: <https://doi.org/10.17512/pjms.2021.24.2.20>

VALERI, Marco. Family Business in Tourism and Hospitality Innovative Studies and Approaches [online]. Springer. 2023. 287 s. ISBN 978-30-31280-52-8 Dostupné na: DOI:10.1007/978-3-031-28053-5

Syllabus:

1. The essence of family businesses - definition of basic categories, forms of family business, conditions for the establishment of a family business in tourism in Slovakia
2. The importance of family business in Slovakia, in the European Union and in the world. Existence of family business in tourism in Slovakia and in the world. Successful family businesses in tourism.

3. Models of family business. Life of family businesses. Legal aspects of family business.
4. Management of a family business in tourism. Relationships and conflicts in a family business and their solution. Employment of family members in a family business.
5. Family institutions in a family business in tourism. Family constitution (family protocol) as a tool for determining the rules and division of competencies in a family business in tourism
6. Planning in a family business - strategic plan of a family business, succession plan and succession issues of family businesses operating in the tourism sector.
7. Marketing management, external communication and brand management of a family business in tourism. Innovative activities of family businesses in tourism.
8. Sources of financing of family businesses operating in the tourism sector. Family business consulting. Barriers to the development of family businesses in tourism. Support for family businesses abroad and in the Slovak Republic.
9. Socio-emotional wealth and social responsibility of family business and its perception of the environment with a focus on family business in tourism
10. Family business in accommodation services
11. Family businesses in food service
12. Family wineries, travel agencies and tourist attractions
13. Family business in agritourism

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 123

A	B	C	D	E	FX
27.64	52.85	17.07	2.44	0.0	0.0

Lecturer: doc. Ing. Monika Naďová Krošláková, PhD., doc. PhDr. et Mgr. Ing. Ladislav Mura, PhD., MSc.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21153/21	Title of course: Geography of Tourism
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: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 50% lectures and seminars (25% Europe & 25% Asia, Africa, America, Australia & Pacific); 50% final written exams (25% Europe & 25% Asia, Africa, America, Australia & Pacific).	
Student workload: Total workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 52 hours Preparation for seminars: 13 hours Elaboration of 2 semester projects: 55 hours Preparation for the exams: 62 hours	
Teaching results: Knowledge: The student will gain knowledge about the basic natural and socio-economic conditions for the development of tourism in tourist destinations in Europe, Asia, Africa, America, Australia and Pacific - specifically, the student will gain a basic overview of the resources for the tourism development in the worldwide regions. Skills: The student will be able to create an itinerary of a sightseeing tour in selected destinations of the world. The student will be able to search for and critically assess relevant geographical information about countries of the world, using freely available foreign language translation applications to retrieve information from various foreign language texts. Competences: On the basis of the achieved knowledge, the student will be able to independently evaluate the broader context of geographical development and assess the tendencies of tourism development in destinations, on the basis of which he/she will be able to propose, reject or optimize the objectives of possible business ideas.	
Indicative content: Introduction to the geography of tourism, general geographic characteristics of the continents. Characteristics of the main sources of tourism development in Europe, Africa, America, Asia,	

Australia and Pacific. A brief overview of the main types and specific forms of tourism for each regions of the world.

Support literature:

Essential reading:

• Boniface, B., Cooper, R., Cooper, C. 2020. *Worldwide Destinations: The Geography of Travel and Tourism*, 8th ed., Routledge, 732 s., ISBN 0367200406

Support literature:

• Demkova, M., Sharma, S., Mishra, P.K., Dahal, D.R., Pachura, A., Herman, G.V., Kostilnikova, K., Kolesárová, J. & Matlovicova, K. 2022. Potential for Sustainable Development of Rural Communities by Community-Based Ecotourism. A Case Study of Rural Village Pastanga, Sikkim Himalaya, India. *GeoJournal of Tourism and Geosites*, 43(3), pp. 964-975, <https://doi.org/10.30892/gtg.43316-910>

• Kocsis K., Dézsi G., Hegedűs V., Matlovičová K., Jász E., Lengyel I.M., Pálóczi G., Pásztor I.Z., Péntes J., Szűcs S., Horváth I., Kiss T., Zupančič J., Molnár J., Csernicskó I., Braun L. 2021. Roma population in the Carpathian basin. *National atlas of Hungary* [print, elektronický dokument]: society. Budapešť: Csillagászati és Földtudományi Kutatóközpont, s. 75-75, ISBN: 978-963-9545-58-8.

• Kostilnikova, K., Matlovicova, K., Demkova, M., Mocak, P., Mishra, P.K., Bujdosó, Z., Matlovic, R., Zawilinska, B. 2022. Slow Travel in Tourism - an Outline of Conceptual Frameworks: Potential and Limits. in the Context of Post-Pandemic Recovery. *GeoJournal of Tourism and Geosites*, 42(2spl), pp. 751–758, <https://doi.org/10.30892/gtg.422spl14-885>.

• Matlovičová, K.; Kolesárová, J.; et al. 2022. Stimulating Poverty Alleviation by Developing Tourism in Marginalised Roma Communities: A Case Study of the Central Spiš Region (Slovakia) *Land* 2022, 11, 1689. <https://doi.org/10.3390/land11101689>.

• Szabó, Z., Matlovičová, K., Molnár, E.I., Bujdosó, Z., Hojeska Á., E. 2023. Territorial Inequalities of Medicinal Waters, as Natural Healing Factors, in Hungary. *Acta Polytechnica Hungarica* Vol. 20, No. 10, pp. 13-31, DOI: 10.12700/APH.20.10.2023.10.2.

Syllabus:

1. Geography of Tourism - Definition, Basic Concepts; Regional Geographical Systematics, Resources for Tourism Development;

2. Geography of Tourism in Africa;

3. Geography of tourism of North America;

4. Geography of tourism of South America;

5. Geography of Tourism of Australia and Oceania;

6. Geography of Tourism of Asia - E and SE;

7. Tourism Geography of Asia - S, SW, Central and N;

8. Geography of Tourism of Europe - Mediterranean Region;

9. Geography of tourism in Europe - Black Sea and Alpine region;

10. European Tourism Geography - Carpathian and Balkan Region;

11. European Tourism Geography - Western European Region;

12. Tourism Geography of Europe - Scandinavia, Iceland;

13. Tourism Geography of Europe - Eastern European Region.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 146

A	B	C	D	E	FX
46.58	13.7	12.33	10.27	13.7	3.42

Lecturer: doc. RNDr. Kvetoslava Matlovičová, PhD., doc. RNDr. Pavol Plesník, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KOP OF/OOE21068/21	Title of course: Law in Business
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 forms of evaluation during semester 60 % final written exam	
Student workload: Total study load (in hours): 130 study load for individual educational activities: 26 participation in seminars: 26 preparation for seminars: 26 preparation for a written test during semester: 26 preparation for the final written exam: 52	
Teaching results: The main educational goal of the course: Basic orientation in the branches of the Slovak legal system with which the graduate of the study program Business in Tourism and Services will meet in practice with a special emphasis on Commercial Law and Labour Law. Teaching results: Knowledge: By completing this course, the student understands the importance of law for practical life, understands the hierarchy of legal rules. The student understands the main legal instruments of the regulation of economy and business relations. By completing this course, the student is well oriented in the issues of Commercial Law and Labor Law, understands the meaning of legal institutes governing business. He/she understands that he/she has certain fundamental rights and freedoms towards public authorities and understands the need to exercise them. Practical skills: By completing the course, the students will gain the ability of orientation in the basic legal regulation concerning the future profession/doing of business of the graduate. They will also gain the ability to understand and interpret the legislation he/she shall use during his/her practical experience, as well as the ability to work with legal databases (slov-lex.sk, eur-lex.eu). Students will also be able to choose the appropriate contract type for their business, understand on what issues they shall pay attention when negotiating contractual terms and conditions (according to the type of contract) and shall be able to draft a simple contract.	

Competencies: Ability to work with valid legislation and ability to apply legislation to ordinary legal acting in practice. Ability to read the legal rules with knowledge of basic legal concepts and institutes.

Indicative content:

Support literature:

HOLUB, D. - WINKLER, M. - MAGUROVÁ, H. - VETERNÍKOVÁ, M. - VAČOKOVÁ, L. - KROPAJ, M. - BARTALSKÁ, K. - JURKOVIČOVÁ, L. - SLEZÁKOVÁ, A. Praktikum k základom práva pre ekonómov. Bratislava : Wolters Kluwer, 2018. 155 s. ISBN 978-80-8168-9-3.

KROPAJ, M. - MAGUROVÁ, H. - SLEZÁKOVÁ, A. - VETERNÍKOVÁ, M. - JURKOVIČOVÁ, L. - WINKLER, M. - VAČOKOVÁ, L. Základy práva pre ekonómov. Bratislava : Wolters Kluwer, 2021.

MAGUROVÁ, H. - HUTTA, M. - TINÁKOVÁ, E. – VAČOKOVÁ, L. – ZLOCHA, Ľ.: Právo v podnikaní. Bratislava: Vydavateľstvo EKONÓM, 2023, 237 s. ISBN 978-80-225-5046-8.

VETERNÍKOVÁ, M. - WINKLER, M. - SLEZÁKOVÁ, A. - VAČOKOVÁ, L. - MAGUROVÁ, H. - HUTTA, M. - TINÁKOVÁ, E. - ZLOCHA, Ľ.: Základy obchodného práva pre ekonómov. 2., prepracované a aktualizované vydanie. Bratislava: Wolters Kluwer, 2023, 252 s., ISBN 978-80-571-0613-5.

WINKLER, M. – HOLUB, D. – JURKOVIČOVÁ, L. - KROPAJ, M. - MAGUROVÁ, H. - SLEZÁKOVÁ, A – VAČOKOVÁ, L. – VETERNÍKOVÁ, M.: Basics of Law. Bratislava: Vydavateľstvo EKONÓM, 2020, 290 s., ISBN 978-80-225-4781-9.

Syllabus:

1. THEORY OF LAW

Sources of law, legal rules (scope, types), system of law (public and private law, national and international law), application of law (bodies and procedures of law application, acts of law application), responsibility in law.

2. CIVIL AND CONSUMER LAW

Legal regulation of consumer protection in the Civil Code (consumer contracts, contract parties, unacceptable conditions). Consumer Protection Act (consumer rights, obligations of entrepreneurs, provision of services, prohibition of consumer deception and unfair commercial practices, information obligations of entrepreneurs, complaints).

3. CONSUMER LAW

Private and public liability in consumer protection. Protection of consumer rights.

4. BASIC INSTITUTES OF COMMERCIAL LAW

Business activity, entrepreneur, basic identification features of the entrepreneur, entrepreneur's conduct, enterprise, business assets, business property, net business property, equity, trade secret, commercial register.

5. LICENSED TRADE

Types of trades, entities authorized to operate a trade, conditions for operating a trade and obstacles of operating a trade, origination and termination of a trade license.

6. BUSINESS COMPANIES AND COOPERATIVES 1

General information about business companies, basic concepts. General partnership, Limited partnership, Limited liability company.

7. BUSINESS COMPANIES AND COOPERATIVES 2

Joint stock company, Joint stock company with a variable share capital, Simple joint stock company, Cooperative.

8. OBLIGATIONS AND OBLIGATION RELATIONSHIPS IN COMMERCIAL LAW

Creation of obligations, special methods of concluding a contract according to the Commercial Code, contracts in commercial law, torts in commercial law, change of obligation relations, securing of obligations, extinction of obligations.

9. ECONOMIC COMPETITION

Protection and promotion of economic competition, its legal regulation according to the Commercial Code and Act on the Protection of Competition.

10. LABOUR LAW 1

Concepts of employment relationship and dependent work, elements of employment relationship, types of employment relationship, work from home, concept of "kurzarbeit", creation of employment relationship, employment contract, probationary period, change of employment relationship.

11. LABOUR LAW 2

Termination of employment relationship, agreement on termination of employment relationship, termination by notice, immediate termination of employment relationship, termination of employment within the probationary period.

12. LABOUR LAW 3

Employment evaluation and confirmation of employment, severance pay, working time, rest periods, on-call time, overtime work, paid holidays. Agreements on work performed outside of employment relationship. Collective labour-law relations.

13. TAX LAW

Concept of tax, functions of tax, construction of tax, tax categorization in the Slovak Republic, tax system of the Slovak Republic, direct taxes (personal income tax, corporate income tax, motor vehicle tax, local taxes), indirect taxes (value added tax, consumption taxes), administration of taxes.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 290

A	B	C	D	E	FX
15.86	30.69	27.93	18.97	4.83	1.72

Lecturer: JUDr. Mgr. Eva Tináková, PhD., JUDr. Hana Magurová, PhD., LL.M.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21173/21	Title of course: Managerial and Social Skills Training
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 % Activity at seminars. - 20 % Project elaboration. - 60 % Oral exam.	
Student workload: Total study workload – 104, out of which: Active forms attendance - 26 hours Preparation for active forms – 13 hours Project elaboration – 26 hours Preparation for oral exam – 39 hours	
Teaching results: The course provides knowledge of the abilities and skills needed for managers and service workers with the intention of their development. The aim of the course is for the graduate to be able to communicate effectively, solve interpersonal problems and conflicts that arise from the work and social position of managers at the level of lower and middle management or employees in contact with clients. Knowledge After completing the course, students will have knowledge of the specifics of the service company, about managing people, communication in the organization, communication with clients and the possibilities of personal development. Skills Students will be able to communicate effectively - following the principles of assertive communication and feedback in a multicultural environment. They will be able to work in a team, play a team role / role, identify potential employees. They can use methods of effective learning, time management, motivation, psychohygiene. Competences The acquired competencies will enable the student to apply their knowledge in fulfilling the goals of the organization. He has managerial and social competencies, especially in the field of personality development, work with people and communication with clients.	
Indicative content:	

The nature and contents of management and requirements on manager. Learning organization as management and learning method. Specifics of management in services. Inter-action of service provider and customer and it's influence on final quality of the service. Requirements on social competences of employees in services. Personality and personal development. Effective communication.

Support literature:

ANTALOVÁ, M., CHINORACKÁ, A., PŘÍVARA, A. 2013. Ľudské zdroje a personálny manažment. Bratislava: EKONÓM. ISBN 978-80-225-3742-1
ARMSTRONG, M. 2010. Řízení lidských zdrojů. Nejnovější trendy a postupy. 10. vydání. Praha: GRADA Publishing. ISBN 978-80-247-1407-3
JAROŠOVÁ, E., KOMÁRKOVÁ, R., PAUKNEROVÁ, D., PAVLICA, K. 2005. Trénink sociálních a manažérských dovedností. 2. rozšířené vydání. Praha: MANAGEMENT PRESS. ISBN 80-7261-135-6
KLOUDOVÁ, J. a kol. 2010. Kreativní ekonomika: trendy, výzvy, příležitosti. Praha: Grada Publishing. . ISBN 978-80-247-3608-2
PROVAZNÍK, V. a kol. 2002. Psychologie pro ekonomy. GRADA Praha. ISBN 8024704704706.
LUKNIČ, A.S . 2008. Manažment Kreativity a inovácií. Bratislava: Vydavateľstvo Univerzity Komenského. ISBN 978-80-223-2452-6
Jarošová, E., Pavlica, K., Kaiser, R. B. (2015). Vyvážený leadership. Management Press (2015) ISBN: 9788072612895 Počet strán: 240
Goleman, D. (2017). Emocionálna inteligencia. Vydavateľstvo Citadella. ISBN: 978-80-8182-086- 1. 432s.
Dweck, C. S. (2015). Nastavenie mysle. Nová psychológia úspechu. Vydavateľstvo Citadella, .ISBN 9788089628933. 328s

Syllabus:

1. Content and methods of managing communication in the organization. Requirements on skills and abilities of managers and employees in the services.
2. Psychology of personality. The structure of the personality. Output characteristics of the personality. Dimension for the motivation. Profile of the personality. Typology of clients. Typology of consumers.
3. Communication. Social interaction. The communication process. The intercultural communication.
4. Verbal communication. Active listening. Assertive communication. Feedback. Effective communication
5. Non-verbal communication. Forms of non-verbal communication. Body language. The importance of the non-verbal communication. The rules of presentation. Preparation and realization of the presentation. Importance of non-verbal communication in presentation.
6. Emotional intelligence.
7. Motivation as an activity of the manager. Forms of employees motivation. Ability of managers to motivate the employees. Principles of the motivation.
8. Motivators as tools of an increase of employees output.
9. Team work. Principles of team work. Creation of teams. Testing the team roles.
10. Learning and education. Rational intelligence and learning. Basic forms of learning. Motivation, concentration, memory, working conditions. Testing of learning and knowledge gaining.
11. Creativity. Creative economy. Creative management. Methods of creativity development.
12. Time management. Priorities and targets. Systems of time management.
13. Psychological hygiene. Factors of influence on employees outputs. Stress situations and conflicts.

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
72.22	27.78	0.0	0.0	0.0	0.0
Lecturer: Ing. Iveta Fodranová, PhD.					
Date of the latest change: 04.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.</p>					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21283/21	Title of course: Marketing Research
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: 4.	
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: Knowledge The graduate of the course will gain knowledge about the process of marketing research from setting the goal of research, through its implementation, qualitative and quantitative methods, to the interpretation of findings and results and their processing in the form of outputs from marketing research (final report, presentation). Skills The graduate knows how to compile a questionnaire correctly and how to use it as a tool for data collection in marketing research. The graduate will be able to decide on the choice of data collection method. The graduate will master the methods of data processing in marketing research. The result will be the final presentation of the project. The graduate is able to use R software in empirical economic research. They will be able to independently develop their knowledge in the field of statistical methods and to use of modern software, will understand empirical studies in the field of marketing and will be able to use them in new contexts. Competences The graduate will be able to formulate a research question and/or economic problem, and to propose a research design for its examination using empirical methods.	
Indicative content:	

The concept and essence of marketing research, types of marketing research, decision-making on the validity of marketing research, research on B2C and B2B markets. Marketing research project. Sample survey. Questionnaire, types of scales, validity, reliability (Cronbach's alpha). Data processing and analysis. Selected methods of quantitative research (hypothesis testing and their interpretation – parametric and nonparametric tests, ANOVA test, Chi-square test). Qualitative research. Selected methods of qualitative research (grounded theory method, ethnographic research, in-depth and group interview). Secondary research, concept, essence. Selected methods of secondary research (regression and correlation analysis, introduction to time series; work with databases). Presentation of marketing research results. Practical implementation of a marketing research project.

Support literature:

1. TAHAL, Radek. Marketingový výzkum : postupy, metody, trendy. 2. vydání. Praha : Grada Publishing, 2022. 293 s. ISBN 978-80-271-3535-6.
2. ESTEBAN-BRAVO, Mercedes – VIDAL-SANZ, Jose. Marketing Research Methods. Quantitative and Qualitative Approaches. Cambridge : Cambridge University Press, 2021. 882 s. ISBN 978-11-088-3498-8.
3. MCDANIEL, Carl – GATES, Roger. Marketing research. Using Analytics to Develop Market Insights. Hoboken : John Wiley & Sons, 2021. 432 s. ISBN 978-11-197-1631-0.
4. NUNAN, Daniel – BURKS, F. David – MALHOTRA, K. Naresh. Marketing Research. Philadelphia : Trans-Atlantic Publications, 2020. 976 s. ISBN 978-12-923-0872-2.
5. RICHTEROVÁ, Kornélia a kol. Úvod do výskumu trhu. Bratislava : Sprint 2, 2013. 315 s. ISBN 978-80-89393-95-4.

Syllabus:

1. Introduction to marketing research. Types of research. Content of a research project. Research planning.
2. Introduction to the R program.
3. Data collection and processing. Sampling methods. Basic statistical concepts and types of variables.
4. Questionnaire and its requisites, questionnaire creation, experiment and types of experiment. Validity and reliability.
5. Descriptive statistics. Measures of location, variability and shape. Visualization in program R.
6. Formulation and procedure of hypothesis testing (tests of mean, variance and proportion). Confidence intervals.
7. Data normality testing. Goodness-of-fit tests. Tests of extreme values. Selected nonparametric tests.
8. Introduction to regression analysis, ANOVA (one-factor, two-factor).
9. Examining the dependence between different types of variables.
10. Secondary research: work with publicly available databases.
11. Time series analysis (time series decomposition, autocorrelation, stationarity, spurious regression problem, Granger causality).
12. Qualitative methods.
13. Qualitative methods.

Language whose command is required to complete the course:

English, Slovak

Notes:

Assessment of courses

Total number of evaluated students: 303

A	B	C	D	E	FX
11.22	13.2	19.47	30.03	19.14	6.93
Lecturer: doc. Ing. Eduard Baumöhl, PhD., Ing. Marián Čvirik, PhD., Ing. Mgr. Janka Kopaničová, PhD., Ing. Dana Vokounová, PhD., Ing. Marek Kukura, PhD.					
Date of the latest change: 01.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21165/21	Title of course: Methodology of Final Thesis
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., 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Semester work, group work, written exam	
Student workload: Total student workload: 78 hours. Of this: Attendance at seminars: 26 hours Preparation for seminars: 13 hours Semester work processing: 13 hours Preparation for the exam: 26 hours	
Teaching results: Teaching results: The aim of the study of this subject is to acquire the knowledge, competencies and skills necessary for the successful creation of the student's own creative work. The course focuses on the methodically correct construction of students' final qualification theses. Knowledge The student will gain knowledge in the field of methods of scientific work, creation of methodological apparatus, formal requirements of final theses, possibilities of presenting results, correct citation and principles of ethics of scientific work, methods of correct communication. They will have knowledge of bibliographic and statistical databases and the possibilities of their use. Skills The student will acquire skills in formal writing and completion of texts, elaboration of tabular and graphic parts of the work, in scientific creation and scientific communication. He will creatively use the methods of scientific work in his own work, modify general knowledge for the needs of his own solutions. He will be able to critically assess the results of research work and their application significance. Can present his own conclusions and recommendations. Competences The student will be able to independently and systematically create the final work, autonomously decide on the use of methodological apparatus, use creative thinking in designing their own solutions. He will acquire competencies for systematization of knowledge, analysis of data and data and interpretation of results using correct argumentation, to present his opinions appropriately.	
Indicative content:	

Interdependency topic - research problem. Application of the "relevance tree" method to the final work and identification of the main and related research problems and topics. Work with databases of bibliographic sources, work with selected statistical databases. Formal setting of the final thesis and correct use of bibliographic sources. Content of individual parts of the final work, their meaning and context. Principles of correct determination of the main and partial goals of the final work, logic of construction of the basic methodological apparatus of the final thesis. Principles of correct creation of research questions, assumptions and hypotheses. Research methods and their use. Correct interpretation of results and importance of discussion in final theses. Principles of purposeful presentation of research logic, content and results of the final theses.

Support literature:

MICHALOVÁ, V. a kol. Vedecká tvorba a vedecká komunikácia. Vybrané aspekty zásad a metód. Bratislava: Vyd. EKONÓM, 2011. 174 s. ISBN 978-80-225-3255-6.
 GAVORA, P. a kol. 2010. Elektronická učebnica pedagogického výskumu. Bratislava: Univerzita Komenského. Dostupné na <http://www.e-metodologia.fedu.iniba.sk>
 BEDNÁRIK, R.-HOLUBOVÁ, B.-REPKOVÁ, K. a kol. 2008. Tréning komunikácie vedy. Bratislava : Inštitút pre výskum práce a rodiny. 2008. 36 s.
 LENGÁLOVÁ, A. 2010. Guide to Writing Master Thesis in English. Dostupné na: https://digilib.k.utb.cz/bitstream/handle/10563/26214/Guide_to_Writing_Master_Thesis_in_English.pdf?sequence=6
 LOCHAROENRAT, K. 2018. Research Methodologies for Beginners. Jenny Stanford Publishing. ISBN 9789814745390

Syllabus:

1. Theoretical basis of student scientific and research work.
2. Creation of a research topic. Interdependency research topic - research problem. Correct identification of research problems.
3. Application of the "relevance tree" method to the final thesis and identification of the main and related research problems and topics.
4. Structure of the final theses. Content and formal conditions of individual parts of the final thesis. Formal arrangement of the final thesis.
5. Databases of bibliographic sources and their use.
6. Databases of statistical data and their use.
7. Basic methodical apparatus of the final thesis and its logical construction.
8. Main and partial goals of the final thesis, research questions, assumptions, hypotheses.
9. Research methods and their use in the final thesis. Empirical and theoretical methods, suitability for use.
10. Use of mathematical-statistical methods in the final thesis.
11. Principles of correct interpretation of results, formulation of discussion.
12. Scientific communication, presentation of research results and correct argumentation.
13. Ethics of scientific work, copyright.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 44

A	B	C	D	E	FX
52.27	29.55	11.36	6.82	0.0	0.0

Lecturer: prof. Ing. Viera Kubičková, PhD., doc. Ing. Dana Benešová, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21285/21	Title of course: Organic Food and Ecological Products
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 in seminars 20% - preparation and presentation of a semester project 60% - written test	
Student workload: Workload: 104 hours Attendance in seminars: 26 hours Preparation for seminars: 26 hours Preparation and presentation of the semester project: 26 hours Preparation for the exam: 26 hours	
Teaching results: Knowledge: By completing the course, the student will gain knowledge in the field of legislation related to organic farming, labelling and certification of organic food and organic products. He will know the importance and significance of organic food and organic products, which can also be a means of building consumer confidence in the environmental activities of operators in the tourism sector. He will be aware of the differences between organic and conventional products, he will know the position of organic products on the European and world market and the attitudes and preferences of consumers from different countries. Knowledge of the causes and consequences of food and packaging waste in general and directly in the tourism sector will enable them to gain a deeper understanding of the impact of packaging and packaging materials on the environment, including the possibilities of creating and using ecological packaging for tourism facilities. Skills: By completing the course, the student will be able to identify the possibilities of sustainable development of the tourism sector in accordance with environmental principles, recognize the opportunities and risks of using organic food, local foods and organic products in tourism facilities. They will also be able to understand the growing demands of consumers on the environmental aspects of the activities of tourism service providers and the ability to be able to put it to practical use. Competences:	

By completing the course, the student will be able to verify which organic food and organic products are certified and which certification bodies are accredited in specific countries. Use the concept of organic food and products as part of the offer of tourism facilities and apply appropriate tools to promote them. Using SimaPro software, make a realistic comparison of the environmental impact of organic food versus conventional food and organic versus conventional non-food products in tourism facilities. Develop and implement measures to reduce food waste and packaging / packaging materials in tourism facilities.

Indicative content:

The course deals with the nature, conditions and development trends of organic agriculture in the European Union and Slovakia. It enables to gain knowledge about the quality, labelling and certification procedures of organic food and non-food products and the comparison of their quality with conventional products. By solving case studies, it makes it possible to properly understand the ecological aspects of operating hotels and restaurants, as well as the measures of reducing the negative impact on the environment. Students apply the acquired knowledge in the process of designing promotional activities for tourism enterprises that offer organic food and ecological products.

Support literature:

1. Drobná a kolektív. (2021). Správa o výkone kontroly a certifikácie v ekologickej poľnohospodárskej výrobe za rok 2020, Bratislava: Naturalis SK, <http://www.naturalis.sk/>.
2. European Commission.(n/a). The EU Ecolabel for Tourist Accommodation Services. https://ec.europa.eu/environment/ecolabel/documents/tourist_accommodation_factsheet.pdf
3. IFOAM ORGANICS EUROPE. (2021). Organic in Europe. Prospects & Developments for Organic in National Cap Strategic Plans. Brussels: IFOAM ORGANICS EUROPE. https://www.organicseurope.bio/content/uploads/2021/06/ifoameu_advocacy_CAP_StrategicPlansAnd25Target_202106.pdf?dd
4. Ministerstvo Investícií, Regionálneho rozvoja a informatizácie SR. 2020. Návrh Vízie a stratégie rozvoja Slovenska do roku 2030 - dlhodobá stratégia udržateľného rozvoja Slovenskej republiky– Slovensko 2030 – nové znenie <https://www.mirri.gov.sk/wp-content/uploads/2021/01/SLOVENSKO-2030.pdf>
5. Nariadenie Európskeho parlamentu a Rady (EÚ) 848/2018 z30. mája 2018 o ekologickej poľnohospodárskej výrobe a označovaní produktov ekologickej poľnohospodárskej výroby a o zrušení nariadenia Rady (ES) č.834/2007 - konsolidovaná verzia k 01.01.2022.
6. Shukla, A.K. (2022). Food Quality Analysis. Applications of Analytical Methods Coupled With Artificial Intelligence. Elsevier Science & Technology.
7. Stone, H., Bleibaum, R., N, Thomas, H. A. (2020). Sensory Evaluation Practices. Academic Press.
8. Willer., H., Travníček ., J., Meier., K., Schlatter., B. (2021).The World of Organic Agriculture: Statistics and Emerging Trends 2021. FiBL & IFOAM International.<https://www.fibl.org/fileadmin/documents/shop/1150-organic-world-2021.pdf>
9. World Tourism Organization and United Nations Development Programme. 2017. Tourism and the Sustainable Development Goals – Journey to 2030, Madrid: UNWTO. <https://www.eunwto.org/doi/book/10.18111/9789284419401>
10. Zákon č. 282/2020 Z. z. Zákon o ekologickej poľnohospodárskej výrobe.

Syllabus:

1. Introduction to the issue. The nature and goals of organic agriculture. Legal conditions of organic farming in the European Union and Slovakia. New European rules for organic agriculture.
2. European Green Agreement for ensuring the sustainability of the EU economy. Organic farming versus integrated production.

3. The current situation in organic farming in the European Union and Slovakia and its development trends. Characteristics of the worldwide, European and Slovak organic food market.
4. Characteristics of selected types of organic food and comparison of their price, energy and nutritional value with conventional food. Comparison of the environmental impact of organic food and conventional food (LCA) using the SimaPro software.
5. Organic food, ecological products, regional and local food in the sector of tourism.
6. Consumers' attitudes, behaviour and opinions on organic food and ecological products.
7. Organic food labelling. Organisations authorised to certify organic food. Promotion of organic food.
8. The voluntary European Eco-label scheme as a tool to promote environmentally friendly products and services. Characteristics of the conformity assessment criteria for different product categories and touristic accommodation services.
9. Basic classification and functions of packaging. Environmental impacts of packaging. Ecological packaging for the HORECA segment.
10. Ecological aspects in operating hotels and restaurants in tourism.
11. Measures to reduce food and packaging waste for the HORECA segment.
12. Promoting ecological products in tourism. Ecological products and ecotourism, sustainable tourism.
13. Worldwide, European and national organisations and associations dealing with organic food and ecological products.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 17

A	B	C	D	E	FX
58.82	41.18	0.0	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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development					

and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošlaková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21158/21	Title of course: Regional Tourism
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: 40 % semester project; 60 % written examination;	
Student workload: Total: 208 hours Lectures: 26 hours Seminars: 26 hours Individual preparation for seminars: 26 hours Processing of the semester project 78 hours Individual preparation for the examination: 52 hours	
Teaching results: The main educational goal is complex to understand the issue of tourism development in the region, the process and conditions for development of tourism in the region. After completing the course the student should be able to (knowledge and understanding): <ul style="list-style-type: none">- be able to identify problems of regional tourism development in their complex expressions and contexts- critically discuss the identified problems of tourism development in the region in its organizational, program and financial context,- demonstrate the ability of critical assessment of the different approaches to regional development and be able to consider different options for supporting the tourism development in the region- formulate the impact of the use of different tools of support the development of tourism in the region. After completing the course the student should be able to (skills and competences): <ul style="list-style-type: none">- demonstrate the skills of designing the toolkit of supporting the tourism development depending of the regional specifics and depending of the analyzed problems,- the ability to design the organizational support of regional tourism activities and possible financial resources available to implement them,- ability to apply knowledge in practical situations (workshop simulation of the solution of the case studies).	
Indicative content:	

Main analyzed topics are the specifics of regional tourism from an organizational, program and financial view of point. The course also includes the issue of regional cooperation in tourism in its various forms. A great emphasis is put on regional policy in tourism and support the development of tourism in the regions, including the funding of tourism development in the regions and the use of public resources to support the regional development. Subject introduces the conditions of regional tourism development in Slovakia and in advanced countries.

Support literature:

Základná literatúra:

1. MICHÁLKOVÁ, A. - GÁLL, J. - ÖZOĞLU, M.: Ekonomika cestovného ruchu v regióne - vybrané problémy. Praha : Wolters Kluwer ČR, 2022. 166 s. ISBN 978-80-7676-418-7

Odporúčaná literatúra:

1. GIAOUTZI, M - NIJKAMP, P.: Tourism and Regional Development. New Pathways. London, New York : Routledge, Taylor and Francis Group, 2017. ISBN 978-1-138-27250-7.

2. MICHÁLKOVÁ, Anna a FÚROVÁ, Terézia. Current Problems in Destination Management Organizations: The Case of Slovakia. In Humanities and Social Sciences: Latvia. Riga : University of Latvia Press, 2017, roč. 25, č. 2. ISSN 1022-4483.

3. MICHÁLKOVÁ, Anna a GÁLL, Jozef. Institutional Provision of Destination Management in the Most Important and in the Crisis Period the Most Vulnerable Regions of Tourism in Slovakia. In European Countryside : The Journal of Mendel University in Brno. , [online]. Varšava : Sciendo, 2021, roč. 13, č. 3, s. 662-684. ISSN 1803-8417.

4. VANHOVE, N. The Economics of Tourism Destinations: Theory and Practice. New York : Routledge, 2017. 384 s. ISBN 978-13-5126-380-1

Syllabus:

1. Specifics of managing tourism in the region. Various methods of defining of tourism regions. Defining the functional tourism region.

2. The organizational structure of tourism in tourism. Role and importance of territorial selfgovernment in regional tourism development.

3. Complex of regional organizations intervening in tourism development in the region. Role and importance of regional tourism organizations in the organizational structure of tourism in the regions.

4. Cooperation in the tourism region, conflict management, cooperative management. Local actions groups and its importance for tourism development in regions.

5. Regional partnerships in tourism. Clusters and cluster organizations in tourism.

6. Regional networks in tourism, nature of networks, forms of networks, specifics of tourism regional networks, contradictory effects of networks, support of the networks. Cross-border and interregional cooperation.

7. The programming documents of tourism development at regional and local level, their structure and connectivity. Spatial planning and its role in tourism.

8. The concept of tourism development in the region, the structure of concepts, organizational aspect of processing of concept, supporting tools for implementation of the concept.

9. Regional policy in tourism, basic legislation and documents of regional development in Slovakia, defining of problem regions and their potential for tourism development.

10. Support of the tourism development in the region, the complexity of support tools. Funding sources of tourism in the region, internal and external sources of finance, both public and private sources.

11. Regionalization of tourism in Slovakia, the nature of regionalization in tourism, its importance, methodology, identification of problems.

12. Conditions of the tourism development (localization, implementation, selective conditions) in tourism regions of western Slovakia.

13. Conditions of the tourism development (localization, implementation, selective conditions) in the tourism regions tourism of central and eastern Slovakia.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 121

A	B	C	D	E	FX
12.4	20.66	38.02	21.49	6.61	0.83

Lecturer: doc. Ing. Anna Micháľková, PhD., Ing. Jozef Gáll, PhD., doc. RNDr. Pavol Plesník, PhD., Ing. Mária Halenárová

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21152/21	Title of course: Service 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: 7	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Semester work, team work, written exam Seminars 40%, of which: Semester work 25% Elaboration and presentation of a case study in the team 15% Final written exam 60%	
Student workload: Total student workload: 182 hours. Of this: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Elaboration of a case study in the form of team cooperation: 20 hours Preparation of semester work: 51 hours Preparation for the exam: 46 hours	
Teaching results: The aim of the study of this subject is to acquire the knowledge, competencies and skills necessary for their successful use in the processes of service company management at the level of basic and middle management. Knowledge The student will understand the specifics of services and their impact on the management of service companies and the use of business models. They will gain knowledge about the principles of customer care and the effects of tools to support customer loyalty, as well as the parameters of service quality. Within human resources management, he will understand the process of developing the work capacities of individuals and teams. Has knowledge of the specifics of traffic management in a service company with an emphasis on sustainability. Skills The student will be able to apply the theoretical instruments of service management in the process of critical evaluation of the situation and in designing solutions in the practice of service company management. He will be able to create working groups, manage them and work in a team. Can	

use selected methods to enhance one's own work performance. Can identify the competencies and competencies of the job position. Can use the methodology to assess the satisfaction of internal and external customers and propose appropriate measures and tools for improvement.

Competences

The acquired competencies will enable the student to identify as well as fulfill the conceptual and operational goals of management in the environment of service production in a creative way. He is able to apply soft personnel skills in the process of producing a personalized service. He has the basic professional, managerial and social competencies for solving tasks within the management of a service company.

Indicative content:

Theoretical basis of service management. Service-dominant logic. Position and driving forces of services. Business models and strategies in services. Information and information systems in services. Service production process and productivity. Human resources management in services. Customer relationship management in services. Measuring performance in the service company and customer satisfaction. Service operation management. Creative process of service production. Communication, culture and ethics in service management. Principles of sustainable development in service management.

Support literature:

Základná literatúra:

KUBIČKOVÁ, Viera a kol. Manažment služieb. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2021. 100 s. ISBN 978-80-225-4878-6.

Odporúčaná literatúra:

BRYSON, John et al. Service Management. Theory and Practice. 1st Editon. Palgrave Macmillan, 2020. 287 p. ISBN 978-3-030-52060-1.

HAKSEVER, Cengiz - RENDER, Barry. Service And Operations Management. 1st Editon. World Scientific Publishing Company, 2018. 692 p. ISBN 9813209461, 9789813209466.

KRAVČÁKOVÁ, Gabriela – BERNÁTOVÁ, Dominika. Manažment ľudských zdrojov. 2. vyd. Košice: Vydavateľstvo ŠafárikPress, 2020. 217 s. ISBN ISBN 978-80-8152-952-8

KUBIČKOVÁ, Viera. Manažment služieb – prípadové štúdie. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2021. 96 s. ISBN 978-80-225-4877-9.

Syllabus:

1. Theoretical basis of service management. Main concepts of management.
2. Services as economic activities and products. Properties of services and their consequences. Service-Dominant Logic approach. Development trends in market services.
3. Service production process and productivity. Value chain of services.
4. Business models and strategies in services. Company goals, management goals, integrated planning system.
5. Organization and control in the management of service companies.
6. Information and information systems in services, digitization, managerial decision making.
7. Management of human resources in services. Employee competencies, competencies, job positions. Development of soft skills.
8. Customer relationship management in services. Quality in services. The position of "prosumer". Personalization of services.
9. Measurement of performance in the service company and customer satisfaction. Client loyalty, client value.
10. Management of the operation of the service company, supply and demand management.
11. Creative process of production of services. Product and process innovations in services.
12. Communication, culture and ethics in service management.
13. Principles of social responsibility in service management.

Language whose command is required to complete the course: Slovak language, English language					
Notes:					
Assessment of courses Total number of evaluated students: 232					
A	B	C	D	E	FX
22.84	26.29	29.31	12.07	7.76	1.72
Lecturer: prof. Ing. Viera Kubičková, PhD., doc. PhDr. et Mgr. Ing. Ladislav Mura, PhD., MSc., doc. Ing. Dana Benešová, PhD., Ing. Ľubomíra Kubíková					
Date of the latest change: 01.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21154/21	Title of course: Spa and Wellness 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: 5	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Teamwork, project, written exam Seminars 40%, of which: Seminar activity 10 % Elaboration and presentation of teamwork project 30 % Final written exam 60%	
Student workload: Total student workload: 130 hours. Of this: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Teamwork project processing: 26 hours Preparation for the exam: 39 hours	
Teaching results: The aim of the study of this subject is to acquire the knowledge, competencies and skills necessary for a future career in spa and wellness business. Knowledge Students will gain an overview of the theoretical and practical foundations of issues related to business in the field of spa and wellness, they will master the basic terminology in the field of spa and wellness, they will understand the processes and peculiarities of companies in the field of spa and wellness, they will be able to implement theoretical knowledge from various fields. solving practical problems. Skills Upon successful completion of the course, students will acquire the following skills: search and critically evaluate information from various sources, design innovations or new spa and wellness services to an existing company in the form of an investment project, work successfully in a team - divide tasks, take responsibility for timely fulfill their tasks, cooperate with other members of their team, present their partial and final solutions. Competences	

Upon successful completion of the course, students will acquire the following competencies: creative thinking, interdisciplinary approach, the ability to work in a team, the ability to take responsibility, critical thinking, and the ability to communicate and present successfully.

Indicative content:

The essence of spa and wellness, their history and significance for humanity. International context of business in the field of spa and wellness, their position in the global economy. International and national institutions and organizations in the field of spa and wellness. Spas, thermal baths and aquaparks in Slovakia and abroad. Basic knowledge of the nature and peculiarities of the operation of spa companies and companies in the field of wellness services with an emphasis on social responsibility and sustainable development.

Support literature:

Základná literatúra:

VESZPRÉMI SIROTKOVÁ, Anna a kol. Kúpeľníctvo a wellness. 1. vydanie. Bratislava: Ekonóm, 2023. 148 s. ISBN: 978-80-225-5097-0.

Oporúčaná literatúra:

Global Wellness Institute. Online. Dostupné na: <https://globalwellnessinstitute.org/>

KASARDA, Martin. Kúpele. Slovensko – krajina živej vody. 1. vydanie. Bratislava: Dajama, 2020. ISBN: 978-80-8136-115-9. Dostupné na: (PDF) KÚPELE Slovensko, krajina živej vody (researchgate.net)

KITCHEN, Jane et al. Spa Business Handbook 2023. Hitchin, UK: The Leisure Media Co Ltd., 2023. 436 s. Dostupné na: Spa Business Handbook: Digital Edition (spahandbook.com)

Spa Business. Global Spa & Wellness. Online. Dostupné na: <https://www.spabusiness.com/index.cfm?pagetype=archive&changemag=combined>

Syllabus:

1. Spa and wellness, basic concepts. Typology of natural healing resources. Classification of spa treatments and wellness services.
2. History of spas and wellness abroad and in Slovakia. Spa as part of the UNESCO World Heritage Site.
3. Quality of life - measurement, indicators. The role of spa and wellness in improving the quality of life of the population.
4. Health indications and contraindications in spa procedures and wellness services.
5. The position of spa and wellness in terms of the global economy.
6. International organizations in the field of spa and wellness, their goals of activity in the field of development of spa and wellness in the world and in Europe.
7. European spa tourism.
8. Identification of necessary conditions for business in spas and wellness in Slovakia. Legislative and business conditions in spas and wellness.
9. Spas in Slovakia and abroad.
10. Thermal swimming pools and aquaparks in Slovakia and abroad.
11. Management in wellness and spa - organization, processes, peculiarities.
12. Creation of products in spas and wellness. Service design and innovation.
13. Sustainable development in wellness and spa. Crisis Management.

Language whose command is required to complete the course:

Slovak language, English language

Notes:

Assessment of courses

Total number of evaluated students: 146

A	B	C	D	E	FX
16.44	36.99	28.77	15.07	0.0	2.74

Lecturer: prof. Ing. Viera Kubičková, PhD., Ing. Anna Veszprémi Sirotková, PhD., Ing. Mária Halenárová

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, 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 doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: SS OF/BŠ21PC_042/22		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: 75					
A	B	C	D	E	FX
38.67	20.0	16.0	14.67	8.0	2.67
Lecturer:					
Date of the latest change: 16.02.2023					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21157/21	Title of course: Technologies in Tourism Services
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: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % Continual written work 20 % Semester work 60 % Oral exam	
Student workload: Working load: 156 hours Participation on the lectures: 26 hours Participation on exercises: 26 hours Preparation for the exercises: 16 hours Processing of the semester project: 20 hours Preparation for the written verification of the knowledge: 20 hours Preparation for the examination: 48 hours	
Teaching results: Knowledge: The student will know and understand to applicate the information technologies in the toruism offer tourism services by tourism services. Competences: The student will be able to applicate information technologies by the management of the basic and additional services with the accent on accommodation and catering facilities in accommodation and catering facilities but for other enterprises which offer tourism services connected with tourism and they cooperate. Skills: The student will gain skills to use tourism information technologies and will master the basics of the specialized software Opera. Student will be able to work with the terminology in English language, which is the basic communication language in all hotel systems.	
Indicative content: The content of the subject Technologies in Tourism Services is concentrated on the application of the information technologies in tourism services. The subject offers acquaintance with the information technologies and their applications in tourism services Use of applications and technologies for the smart solutions with the accent for use of the software system Opera.	
Support literature:	

Základná literatúra:

1. Novacká, Ľudmila a kol. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020, 370 s. ISBN 978-80-88356-05-9.

Odporúčaná literatúra:

1. Benckendorff, Pierre - Xiang, Zheng - Sheldon, Pauline. Tourism Information Technology. Boston: CABI, 2019, 401 p. ISBN 9781786393432

2. Gajdošík, Tomáš - Gajdošíková, Zuzana - Marčeková, Radka. Informačné technológie v cestovnom ruchu. Bratislava : Walters Kluwer, 2017, 208 s. ISBN 9788081685873.

3. Kóňa, Jakub - Frasch, Alexander - Luptáková, Anabela. Ekonomické aspekty ubytovania Airbnb a ich vplyv na miestne obyvateľstvo: Economic Aspects of Airbnb Accommodation and Their Impact on the Local Population. Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave, 2022, 14(2), pp.64-70.

4. Kubičková, Viera - Benešová, Dana. Inovácie v cestovnom ruchu: prípadové štúdie, České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023, 119 s. ISBN 978-80-7556-117-6

5. Stienmetz, Jason - Ferrer-Rossel - Berta, Massimo, David. Information and Communication Technologies in Tourism 2022. Cham: Springer International Publishing, 2022, 507 p. ISBN 9783030947507

Syllabus:

1/ Information technologies – Information and communication. The need of information technologies by the creation of tourism offer, sale support and final sale. The tourism itineraries by the selected criteria with the accent on their content concentration.

2/ Indoor museums and their presentation by the determination.

World and Slovak republic most important museums and galleries. The visitors, numbers and segmentation. Electronic communication with the client.

3/ Adventure tourism navigation systems for the adventure tourism, diving and geo cashing. The attraction discovery online games in the destination.

4/ The domestic and foreign fair trades areas by the example of tourism fair trades. The selected fair trade case study. The online offer of the product, B2B communication with the potential business partners, presentation, communication, distribution.

5/ The catering, nutrition, intolerance of the clients to selected ingredients. The nutrition software Planeat.sk and Mountberry.sk

6/ The catering software system for the coffeeshop and restaurant. The basic simulation of the operation in the coffeeshop and restaurant on the side of the producer by the catering software Blue Gastro.

7/ The Slovak and foreign accommodation facilities divided by selected criteria. The online presentation and distribution by the own web page. The hotel chain web page and distribution portal Booking.com and Trivago.com.

8/ OPERA – The employees flexible user rights in software system OPERA. The job position attribution.

9/ Opera – The property management system of accommodation facilities in selected enterprise. Vertical and horizontal structure in hotel enterprise, mutual relations.

10/ OPERA – Reservation system in the hotel enterprise and in every hotel. The individual and group client segmentation.

11/ OPERA – Customer profile. Characteristics, tasks, inclusion, history, notices.

12/ OPERA – Revenues – paid, unpaid, invoices, financial transactions.

13/ OPERA – Housekeeping – booked rooms, disponsible rooms (free rooms, cleaned rooms) uncleaned rooms.

Language whose command is required to complete the course:

Slovak, English					
Notes:					
Assessment of courses					
Total number of evaluated students: 123					
A	B	C	D	E	FX
4.07	16.26	36.59	38.21	4.88	0.0
Lecturer: Ing. Alexander Frasch, PhD., Ing. Henrieta Harcsová, Ing. Lenka Zemanová, PhD.					
Date of the latest change: 04.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21151/21	Title of course: Tourism
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% the semester project; 10% field trip; 50% final written exam.	
Student workload: Total workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of the semester project: 26 hours Case study (team work) 26 hours Field trip: 15 hodín Written report and individual proposals related to excursion 15 hours Preparation for the exam: 48 hours	
Teaching results: Knowledge: Students will achieve a systematic overview of tourism from for the stakeholders who create the process of tourist offer. The knowledge is important as a basis for understanding the processes in tourism, systemic contexts and the necessary synergy of the interdisciplinary specifics and crosscutting nature of tourism. Knowledge of basic and additional services will create a knowledge platform of a tourism product. The knowledge of economic criteria forms the necessary basis for understanding and implementation of the economic outputs. Skills: The student will learn to search for and critically evaluate available information about tourism destinations. It is the ability to combine selected tourism services from several industries in different specific environmental conditions into a tourist product offer. The teamwork experience in the process of team verifies the student's team work in practice. The student can do develop his leadership and team collaboration. Competences:	

The study of this course the student will be able to evaluate the potential of different regions for tourism development. It will create an important basis for the competence of graduates in executive and management positions at the middle management level in tourist companies that provide tourism services, as well and in companies that provide services related to tourism.

Indicative content:

Introduction to travel and tourism, from general to specific. Standard terminology according to various aspects using. Interdisciplinary economic specifics of tourism. Macro - environment and micro - environment of tourism. Basic and additional tourism services. Basic starting points of economic evaluation of tourism. The influence of the local population as part of the offer in tourism. The field trip with the aim to verify selected tourism services in tourist industry.

Support literature:

Essential reading:

• Cooper, Ch., Hall, C. M. 2023. Contemporary Tourism: An International Approach. Fifth Edition, Goodfellow, 462 s., ISBN: 978-1-915097-18-7

Support literature:

- Kostilnikova, K., Matlovicova, K., Demkova, M., Mocak, P., Mishra, P.K., Bujdoso, Z., Matlovic, R., Zawilinska, B. 2022. Slow Travel in Tourism - an Outline of Conceptual Frameworks: Potential and Limits in the Context of Post-Pandemic Recovery, *GeoJournal of Tourism and Geosites*, 42(2spl), pp. 751–758.
- Matlovičová, K.; Kolesárová, J.; Demková, M.; Kostilníková, K.; Mocák, P.; Pachura, P.; Payne, M. 2022. Stimulating Poverty Alleviation by Developing Tourism in Marginalised Roma Communities: A Case Study of the Central Spiš Region (Slovakia). *Land* 2022, 11, 1689.
- Matlovičová K., Tirpáková E., Mocák P. 2019. City Brand Image: Semiotic Perspective. A Case Study of Prague. *Folia Geographica*, Volume 61, No. 1, pp. 120 -142, ISSN 1336-615.
- Nelson, V. 2021: An introduction to the geography of tourism. Third Edition, Rowman & Littlefield, 396 p., ISBN 9781538135181
- Szabó, Z., Matlovičová, K., Molnár, E.I., Bujdosó, Z., Hojeska Á., E., 2023. Territorial Inequalities of Medicinal Waters, as Natural Healing Factors, in Hungary. *Acta Polytechnica Hungarica* Vol. 20, No. 10, pp. 13-31, DOI: 10.12700/APH.20.10.2023.10.2.

Syllabus:

1. Tourism as a Cross-cutting Scientific Discipline;
2. Forms of Tourism and their Application;
3. Types of Tourism and their Application;
4. Accommodation Services in the Hospitality Sector;
5. Economic Aspects of Tourism - Tourism Market, Demand and Supply in the Tourism Industry;
6. Institutional Provision of Destination Management (EU, SR);
7. Air Transport in Tourism;
8. Food Services in Tourism;
9. Bus and Coach Transport in Tourism;
10. Integrated Transport, Urban Transport and Shared Transport in Tourism;
11. Water and Rail Transport in Tourism
12. History of Tourism;
13. Field Trip with Emphasis on Selected Tourism Services.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 379

A	B	C	D	E	FX
33.25	29.55	17.94	13.72	5.01	0.53
Lecturer: doc. RNDr. Kvetoslava Matlovičová, PhD., Ing. Alexander Fräsch, PhD., Ing. Jozef Gáll, PhD., Ing. Lenka Zemanová, PhD.					
Date of the latest change: 01.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21161/21	Title of course: Travel and Tourism Startups
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%- continuous written work 20% - semester work on project 60% - written exam	
Student workload:	
Teaching results: Knowledge <ul style="list-style-type: none">• understanding basic concepts in tourism entrepreneurship• understanding the role and importance of entrepreneurship in tourism industry. Skills <ul style="list-style-type: none">• adopting of the key steps in the elaboration of tourism business ideas,• understanding the stages of the entrepreneurial process and the resources needed for the successful development of smart tourism start-up. Competences <ul style="list-style-type: none">• developing personal creativity and entrepreneurial initiative focused on the travel and tourism.	
Indicative content: This course provides practical proven tools for: <ol style="list-style-type: none">1. transforming an idea into a product or service that creates value for others. Transform ideas into real products, services, and processes, by validating the idea, testing it, and turning it into a growing, profitable, and sustainable business.2. identification the major steps and requirements to estimate the potential of an innovative idea as the basis of an innovative project3. making a smart business decision in small businesses or start-ups	
Support literature: LIGUORI, E. 2016. The Startup Student: Practical Advice on How to Succeed as a Student Entrepreneur. Publisher: Entrepreneurship Education Project Press. 260 strán. ISBN-10: 0997419806 ISBN-13: 978-0997419801.	

Start Your Own Travel Business: Cruises, Adventure Travel, Tours, Senior Travel (StartUp Series) Publisher: Entrepreneur Press; Second edition (January 10, 2012), 216 strán. ISBN-10: 1599184338 ISBN-13: 978-1599184333.

GERBER, M. E. Podnikateľský mýtus. 2013. Eastone Books (2013), 232 strán. ISBN 9788081092190.

KIYOSAKI, R. T. 2016. 8 základných lekcí vojenského výcviku pro podnikatele. Pragma, 2016. 184 strán. ISBN: 978-80-7349-605-0.

FRIED, J. - HEINEMEIER HANSSON, D. 2010. Reštart. Vydavateľstvo Aktuell. 264 strán. ISBN 9788089873166.

Syllabus:

1. An introduction to startup in Travel and Tourism
2. Essential soft skills for careers in Hospitality and Tourism
3. Developing business ideas in smart tourism
4. Tourism product development process
5. Target market analysis for marketing in Hospitality and Tourism
6. Data and analytics in tourism
7. Financial projections for travel startups
8. Indicators for measuring competitiveness in tourism
9. Startups' traction metrics
10. Financing options for tourism startups
11. Legal Requirements for starting a small business
12. The integrated marketing communication solutions designed specifically for travel and tourism industry.
13. Principles of sustainable tourism in smart start-up entrepreneurship

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 85

A	B	C	D	E	FX
58.82	30.59	2.35	0.0	0.0	8.24

Lecturer: Ing. Iveta Fodranová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21168/21	Title of course: Viniculture in Tourism
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: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% active participation in the seminars 20% interim project presentation 40% written exam 20% oral exam	
Student workload: Total student workload: 104 hours Load for individual educational activities: - participation in seminars: 52 hours - self-study - preparation for seminars: 20 hours - elaboration of semestral team project: 18 hours - preparing and organizing of final event: 14 hours	
Teaching results: By completing the course, the student will gain knowledge, skills and competences that will enable him/her to understand the world of wines, think critically and apply the acquired theoretical knowledge in the field of viniculture. Wine can be perceived as a drink that is not missing at business meetings, corporate events, informal discussions with business partners, and is also a motivational factor to travel for tourism participants. The course will be taught by applying project-based learning method in cooperation with experts from wine market, either in the form of their participation in workshops or students' participation in excursions. Students will work in teams. Knowledge By completing the course the student will gain theoretical knowledge in the field of viniculture and the world of wines. Student will be able: - to understand wine as a product that is produced in defined wine-growing regions, - to analyze and assess the current situation on the wine market, - to understand and identify current trends in the wine market, - to understand specifics of the marketing mix applied in the wine market, - to evaluate the quality of wines and the principles of pairing food and wine. Skills	

The student applies the acquired knowledge in the proposal and creation of a marketing communication concept, preparation and implementation of the final event - a wine festival. In this way, s/he will acquire competencies and skills for organizing events in the field of viticulture and their marketing support. The course enables to develop the student's critical thinking and problem-solving skills, their ability to cooperate and work in a team, and also their creativity, imagination and organizational skills.

Competences

The course enables the development of communication and digital competencies of students, as well as their initiative and entrepreneurship.

Indicative content:

Description of wine as a product. Wine-making processes, types of wines. Legislation at the international, European, and national levels. Wine storage and packaging. Wine labeling. Grape variety registration and wine certification processes. Evaluation of wine quality through sensory analysis. Principles of wine and food pairing. Specifics of the marketing mix in the wine market - extended marketing mix. Wine regions in the world. Wine regions of Slovakia. Current trends in the wine market.

Support literature:

Johnson, H. & Robinson, J. (2019). *The World Atlas of Wine*. 8th ed. London : Mitchell Beazley.
Krnáčová, P. (2021). *Vinárstvo a cestovný ruch : súčasnosť a vybrané aspekty rozvoja na Slovensku*. Bratislava : Vydavateľstvo Ekonóm.
Poláček, Š. a kol. (2018). *Vinárstvo, someliérstvo a enogastronómia*. Nitra : Slovenská poľnohospodárska univerzita.
vinárske magazíny, napríklad *The Wine Spectator*, *The Wine Enthusiast*, *Wine Access*, *Wine & Spirits*, *The Wine Advocate*

Syllabus:

1. Course Introduction - principles of project-based learning, creation of teams based on the team roles test, project assignments for created teams, setting tasks and responsibilities
2. Legislative Framework for Wine Market at European and National Level. Description and Characteristics of Wine as a Grape Product.
3. Wine-Making Process and Types of Wine - White, Red and Rosé Wines, Sparkling and Fortified Wines
4. Wine Storage and Packaging - storage conditions, wine storage and packaging possibilities, bottling of wines
5. Wine Labeling - labels, meaning of traditional terms, protected designation of origin, protected geographical indications
6. Process of Grape Variety Registration and Wine Certification
7. Wine Quality - principles of wine quality evaluation, wine evaluation systems, wine competitions
8. Pairing Wine and Food - basic principles, examples of good practices
9. Marketing Mix in the Wine Market - the importance and role of events as part of the marketing mix
10. Wine World Map - old and new world, wine regions in Slovakia
11. Current Trends in the Wine Market
12. Realization of the Final Event
13. Presentation of Semestral Team Projects and Evaluation

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 25

A	B	C	D	E	FX
16.0	28.0	36.0	12.0	4.0	4.0

Lecturer: doc. Ing. Paulína Krnáčová, PhD., doc. RNDr. Pavol Plesník, PhD.**Date of the latest change:** 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.